



RESORTER REPORTER

Congress of Minnesota Resorts

Message from the CMR President, Dana Pitt

Hello Fellow Resorters,

As your new CMR President, I want to take this opportunity to introduce myself. My wife Cindy and I, along with our 3 children own and operate Bailey's Resort on Leech Lake in Walker. We are just beginning our 10th season at the resort and we've been very involved with the CMR since day one. Over the years, the CMR has been so helpful to us in all aspects of this business and that is why I'm so proud to serve as President for the coming year.

So many positive things have been happening with the CMR over the last year or so and I want to thank Jennifer Bateman for her outstanding service as president for the past two years. Things always ran so smoothly with her in charge and she's a tough act to follow. But I'm really encouraged by our newly elected board, which is a perfect mix of veteran board members and new members with fresh ideas. I look forward to moving ahead into a productive and successful year with this board.

Many opportunities await us in all three areas of our organization. Conferences, workshops and the Resorter magazine are always top of the line, our web site is now one of the state's premier tourism sites and legislatively we have become the "go-to" organization for tourism issues. All of these are great reasons to be proud members of the CMR and I want to thank you in advance for your support in the coming year.

I hope you are all able to enjoy the Holiday Season this year with family and friends.

Legislative Brainstorming Session

The Congress of Minnesota Resorts, Legislative Committee is having a brainstorming session on December 6, 2007 at 6:00p.m. at Cragun's in Brainerd. Please mark your calendar.

A couple of ideas for discussion are: property tax reduction and private lake homes being rented as vacation spots.

If you have any additional items to be brought up, please add them to the list. If you are unable to attend the meeting please contact a member of the Legislative Committee with your ideas.

Thanks for your input and taking the time to attend the brainstorming session.

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

Board of Directors News

Several CMR board members finished their terms in October. A big thank you goes to Tam Mahaffey at Lost Acres Resort, Blackduck; Susan and Darwin Ferguson at Pine Terrace Resort in Crosslake; Cindy Pitt at Bailey's Resort in Walker; and Heidi and Harlan Schauer at Northern Lights Resort & Outfitting, Ray. We appreciate their hours of volunteer service, their fresh ideas, their willingness to serve and their devotion to the organization. **Thank you!**

Congratulations to the following resorters elected as board members at the 2007 Annual Meeting; Ed & Joanne Fussy, Pimushe Resort, Bemidji; Sheldon & Mary Schiebe, Knotty Pines Resort, Nevis; Jason & Jody Ball, Cass Lake Lodge, Cass Lake; Jim & Debbie Eickhorst, Kohl's Resort, Bemidji; Su Ugstad, Balsam Bay Resort, Remer; Ed & Sara Becker, In-We-Go Resort, Nevis. Congratulations and thank you for agreeing to be on the Board of Directors for the Congress of Minnesota Resorts.



Congratulations to the 2007 Resorters of the Year

Submitted by Dave Thompson, Fishermen's Village Resort, Resorter of the Year Committee Chairperson

This year the CMR membership nominated several outstanding resorters. This year's committee drove over 700 miles and also required an overnight stay to complete our task of touring, interviewing and selecting this year's honorees.

This year's Resorter of the Year was awarded to an outstanding couple. This marks their 20th year of resort ownership. This couple has completely remodeled and modernized their resort. Every year their energy and love for resorting shows as they add new amenities and improvements to this already very unique resort.

Each year I attend the DNR Fisheries Round Table. Last year the Regional DNR Fisheries Manager told a story of a lake that has shown outstanding results from experimental regulations. In 1988 this lake was full of small Hammer handle Northern Pike. DNR implemented experimental regulations to try to grow larger fish. This lake has responded better than any other lake in Minnesota. The program was so successful that the slot has been changed from the original 22-30 to the existing 24-36 inch protected slot. DNR said this result was due to the dedication of this resort couple to educating their guests, encouraging them to catch and release northern pike.

This couple is very involved in their community by acting as church officers, teaching Sunday school, refereeing ball games and taking tickets at school functions. They have held tours of the resort for community leaders to show what is offered at their resort.

This couple is an outstanding example of CMR involvement. They have served 5 terms on the CMR board, one of these as CMR President. They have attended every spring CMR workshop and every CMR fall conference since they joined the CMR. They participate in almost every CMR sponsored event.

Our congratulations go out to the 2007 Resorters of the Year, Steve and Pat Addler, Cedar Rapids Lodge on Medicine Lake.

Recap of 2007 CMR Fall Conference

Submitted by Kim Bowen, Crow Wing Crest Lodge

The Fall Conference in Breezy Point near Brainerd on October 28-30 was such blast this year. Talk about "letting your hair down"! When resorters play, we play as hard as we work, apparently. Several feedback forms had comments about it being the best conference ever! If you missed this year's event, make sure and mark your calendars NOW and block out the end of October 2008 because you won't want to miss another one. Not only do we learn, learn, learn at these events, but we connect with other like minded individuals, we support and encourage each other's endeavors, and we have fun, Fun, FUN!

For a more in depth write-up on the conference, look in the next *Minnesota Resorter* magazine. The Conference & Workshop Committee is happily taking topic and speaker suggestions for the next Workshop and Conference. The new committee will be meeting in a couple weeks to decide the place and times of both - please e-mail us your comments and any specific ideas you may have on this subject. Remember, these workshops and conferences are for YOU - what would you like to learn more about in regards to your resort business? E-mail me at relax@crowwing.com

Explore Minnesota

Tourism Conference

The Annual Explore Minnesota Tourism conference is a time to learn from experts and from each other by sharing experiences, successes and challenges with colleagues. Mark your calendar NOW, and plan to attend the 2008 Explore Minnesota Tourism Conference at Alltel Civic Center in Mankato from January 22-24, 2008.

Visit <http://industry.exploreminnesota.com> for complete schedule and link to online registration.



CMR MEMBERS ONLY

Resorts and Associate Members

Information regarding www.Minnesota-Resorts.com

Associate Member Access to Member Section

At the 2007 Fall Conference we introduced a NEW Vendor/Associate Member feature. Members can add their company profile, product photo, product descriptions, and offer specials to CMR Members. Contact Tim at TJA@GenevaBeachResort.com for assistance.

Members please check out the new Vendor section and support our supporters.

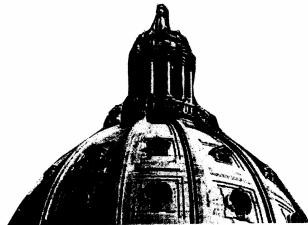
CMR Website Repair

Update your Resort Information.

- We repaired the "Resort Region" Selections. Some areas of the state were missing. Please check to make sure your resort is listed in up to 2 regions that best advertise your area. To log in to your individual resort listing, go to www.minnesota-resorts.com. Scroll to the bottom of the page and click on the CMR Membership link. Enter your login information. Make the changes you want and be sure to click on the SAVE PROFILE link when you are done to save your changes. Your changes will be seen when you log out and navigate to the page or log back in.
- PLEASE HELP the CMR website increase traffic by linking from your website to the CMR www.Minnesota-Resorts.com website. Faster Solutions, Inc., our advertising webmasters, highly recommends more links to the CMR site. This, in return, will also increase traffic to 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.

SAVE THE DATE!

CONGRESS OF MINNESOTA
RESORTS



DAY ON THE HILL

FEBRUARY 26 and 27, 2008

HAVE OUR VOICE HEARD!!!!!!!

Details to follow in the Resorter Reporter
newsletter and the Minnesota Resorter magazine

Proposed By-Law Changes Approved

As outlined in your last issue of the Resorter Reporter, the proposed By-Law changes were passed by the membership at the CMR annual meeting held October 29. With this change, board terms will now be three years in length, with each term ending December 31 of the third year. Our goal with these changes is to strengthen the knowledge of the board and committees, and provide better board continuity with each annual election. Another goal of these changes is to provide any potential president enough time and exposure to CMR business that they can be an effective leader.

Guest Approved Resort Program

After much discussion, it was decided at the September board meeting to discontinue the Guest Approved Resort Program that has been offered to CMR members for the past five years. There was not enough interest by members to justify continuing the program. If you are currently a Guest Approved Resort and have questions about when your designation expires, please contact the CMR office at 1-888-761-4245

WWW.Minnesota-Resorts.Com

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.

2007	Visits	Page Views	Time Spent on Site
January	4,568	27,795	9.36 Minutes
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

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

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

Tim Aarsvold, Treasurer/Website

Congress of Minnesota Resorts

TJA@GenevaBeachResort.com

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.

NEW MEMBERS

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

New Members;

David & Rhonda McGee, Breezy Pines Resort, 25138 County 2, Nevis, MN 56467 phone: 218-652-4286

Associate Member:

Midwest Insurance Agency, Inc, Contact Person: Don Williams, Post Office Box 476 (645 W Fir Avenue), Fergus Falls, MN 56538 phone: 218-739-5735 email: info@midwestinsuranceagency.com

Diversified Networks, Contact Person: Chuck Brasel, 18437 State Highway 371, Brainerd, MN 56401 phone: 218-824-4809 email: chuck.b@div-net.com website: www.div-net.com

Approval Payment Solutions, Contact Person: Ted Burrington, 28183 240th Avenue, Elbow Lake, MN 56531 phone: 218-458-2523 email: tedb514@yahoo.com

MLM Sports, Contact Person: Lloyd Hansen, 1405 132nd Street E, Burnsville, MN 55337 phone: 800-972-8516 email:lloydhansen@mac.com

Go360media, Contact Person Tom Merchant, 16705 Bay Avenue SW, Prior Lake, MN 55372 phone: 952-212-0360 email: tom@go360media.com website: www.go360media.com

D. H. Docks & Tracks, Inc, Contact Person: Mark Van Essen, Post Office Box 682 (23624 Smiley Road, Nisswa, MN 56468 phone: 218-963-2566 email: mark@dhdocks.com website: www.DHDOCKS.com

Versatile Golf Cars, Contact Person: Jerry Schueller, 18188 Highway 371 N, Brainerd, MN 56401 phone: 218-824-3533 email: jerry@versatilevehicles.com, website: www.versatilevehicles.com

IM Imports, LTD, Contact Persons, Charlie Stauduhar & Inge Maskun, 367 Garfield Ave, Duluth, MN 55802 phone: 218-628-2222, email: info@imimports.com, website: www.imimports.com

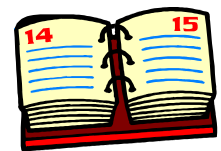
*WELCOME
&
GOOD LUCK!*

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.

CMR CALENDAR OF EVENTS

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|-----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| December 6, 2007 | CMR Legislative Brainstorming Session, 6:00 p.m. at Cragun's, Brainerd more info to follow |
| December 11, 2007 | Board of Directors meeting |
| January 22-24, 2008 | Explore Minnesota 2008 Tourism Conference, Alltel Civic Center, Mankato
http://industry.exploreminnesota.com |
| February 26- 27, 2008 | CMR Day on the Hill, Details to follow in Legislative Updates, Resorter Reporter and Minnesota Resorter Magazine |
| March 15, 2008 | Scholarship Applications due in the CMR Office |
| April 2008 | Spring Workshop date and location to be announced |



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**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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