



# RESORTER REPORTER

## Message from the CMR President, Jennifer Bateman

I've always thought that September in Minnesota is one of the best kept secrets around! It's just so peaceful and serene -- why we aren't all completely full with retired couples I will never figure out.

As you are making your end of season "to do" list, don't forget to attend the annual Fall Conference, this year in Ely, October 22, 23 & 24. Education of members about the resort business is one of the CMR's biggest strengths. The fall conference is a particularly fun time, full of great people and new ideas! If you don't think you will be able to attend any other educational opportunities offered by the CMR this year, please try to attend the Fall Conference.

As you all know, Dave Thompson has retired as our legislative chair after many years of service, and we are currently searching for a member to step into this position. Most people tend to get awfully intimidated by the idea, but I think Dave would be the first to admit that he didn't know much about legislation and how it all worked when he first took the position. It's an educational process, and working closely with our lobbyist helps tremendously. Please consider the possibility, and call me at 218-732-5434 or Dave Thompson at 218-495-3326 if you have any questions. Happy September!

## WANTED

New, slightly abused, duplicates, crafts, tools, cleaning supplies or any item others can't live without and you forgot why you have it.

## HAVE FUN!

Get your pencil sharpened to bid against your fellow resorter at the Annual Silent Auction, October 23 at the Fall Conference in Ely, MN

Contact Elaine Grove 218-675-6630 or email  
vacation@hackensackmn.com

## CMR Member Benefits

Don't lose your member benefits!

### Marketing

(free listing on our "new & improved" website  
[www.minnesota-resorts.com](http://www.minnesota-resorts.com) with a hot link to your website)

### Legislative

(your voice heard in legislative issues on a state level thru the Legislative Committee and your Lobbyist  
Joel Carlson)

### Education

(Fall Conference, Spring Workshop, Minnesota Resorter Magazine, newsletter Resorter Reporter, School of Resorting classes and Yahoo Groups on-line chat group, etc)

The 2006/2007 Congress of Minnesota Resorts membership renewal forms were sent out August 1, 2006 with second notices recently sent via email or snail mail. Please check your records to see if you have sent your dues to the CMR Office at:

## Grand Ely Lodge viewed from Shagawa Lake in Ely, MN

### 2006 CMR Fall Conference



October 22, 23, 24, 2006

Contact information for room reservations:

Grand Ely Lodge, (218) 365-6565, [www.grandelylodge.com](http://www.grandelylodge.com),  
Room rates start at \$79.95. (Sunday - Tuesday)

## How can you make your resort more successful?

### Come to the CMR Fall Conference, of Course!

Submitted by Kim Bowen, Crow Wing Crest Lodge, Conference Committee

Have you registered yet? Again, it's going to be October 22-24 (Sun—Tues) and we've got lots of great stuff lined up! (Reserve your room at the Grand Ely Lodge by calling 218-365.6565.)

- CMR Website Introduction
- Storm Water Management
- Resort Profit Centers with Break-Out Panels:
  - Merchandising/Gift Shop Panel
  - Outdoor Profit Centers Panel
- “Outside the Box” Marketing—Ely Chamber of Commerce
- Structuring Your Resort to Reduce Risk
- Long Term Resort Goal Setting
- Meet Your Legislators!
- After Dinner Speaker—Tom Chapin, author of “Poacher’s Caught!”
- Drumming Circle
- Hospitality Hour/Bonfire
- CMR Annual Meeting & Election of New Board Members
- Silent Auction—Contact Elaine Grove with donations 218-675-6630
- Vendor Show
- Dinner with “Tina & Lena” Entertainment
- Resorter of the Year Award
- Grand Prize Drawing & Wrap Up
- Cracker Barrels Galore!

Registration Cost:

(includes 2 breakfasts, 1 lunch, 2 dinners & 4 snack breaks)

CMR Members: \$125 per person

Non-Members: \$200 per person (you may join the CMR now and get the member price)

Special: Resort with more than 3 participants get a 50% discount for the 4th person

You should receive a conference brochure in the mail this week. If the brochure does not arrive email Vicky at [cmr@minnesota-resorts.com](mailto:cmr@minnesota-resorts.com) or call toll free number 888-761-4245 and request a brochure.

**SEE YOU IN ELY!**

## EMT Advisory Council Appointment

Congratulations to Tom Masloski from Weslake Resort who was just appointed to the Explore Minnesota Tourism (EMT) Advisory Council. This is a seat that is appointed by the governor! Tom replaces Dawn Sullivan from Woodland Trails Resort as the Congress of Minnesota Resorts representative. Dawn had to resign from the position because she is expecting a baby. Tom will finish out the last two years of this four year term. As a member of the advisory council, Tom will represent the smaller owner operated resorts in Minnesota, advising EMT of our needs and desires as a unique sector of the tourism industry in our state. Thank you Dawn for your years of service! If any CMR members have questions or concerns regarding EMT and how the state can better serve us, contact Tom at 218-826-6523.

**WOW!**

**NEW & IMPROVED!**

[www.minnesota-resorts.com](http://www.minnesota-resorts.com)

## Instructions for Joining the Resorters Group on Yahoo Groups

Send a BLANK (no subject, no text in the body) email message to [resorters\\_subscribe@yahoogroups.com](mailto: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 want to be able to search the archives, you must sign up for a Yahoo ID. Click on Join the Group and you will be led through a series of steps to establish a Yahoo ID. If you already have a Yahoo ID, you will be asked to sign-in. If you only want to join the mailing list and not have access to the archives, click on the phrase “join the mailing list instead.” The Resorters Group is a moderated group, and all membership requests need to be approved by the moderator. This helps us prevent spam and unwanted solicitations to the Group. You should get an approval message in your email box in 1-2 days.

If you have questions, send a message to:

[secretary@resorters.org](mailto:secretary@resorters.org) and we will help you sign up!

## U of M Tourism Center

Submitted by Tom Ossell, Northern Lights Resort, CMR Representative on the Tourism Center Advisory Committee

The U of M Tourism Center Advisory Committee (UMTC) met on September 14. The council is reviewing the mission statement to be sure they are on track for the purpose of the Tourism Center.

As a branch of the U of M the Tourism Center is education and research based. As an Advisory Committee we want to leverage all the resources of the U of M for the benefit of the tourism industry. Our UMTC is way ahead of other states in these efforts. My personal interest is converting information/education into tangible results for resorts. We made excellent strides towards goals of that for the UMTC. I would like to remind everyone of the emerging public consciousness of environmentally respectful businesses and industries.

After the meeting one of the UMTC's staff and I did some brainstorming of specific educational benefits for the resort industry. We discussed the idea of a tie into history and science classes for 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> grades in the public schools and a link to resorts that could offer a special incentive stays (shoulder season) to the families of these children to experience the area of the state where certain Minnesota History occurred. A contact will be made from the UMTC to the U of M's Education Department on how to create such a program to recommend to the states elementary school system. This is the kind of thing that could produce direct results for our resort industry. I am hoping CMR members will be first to be that link. Please give me feed back. As resorter we must keep an open mind of how to do business and where it may come from in the future.

You can contact Tom Ossell at [tossell@earthlink.net](mailto:tossell@earthlink.net) or call 651-351-9666

### NEW MEMBERS

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

*WELCOME  
&  
GOOD LUCK!*

New Members:

Mark, Rosemarie & Adam Krupowicz, Birchwood Resort, 10518 Gamma Road, Kabetogama, MN 56669 218-875-2503 email: [birchwood@aol.com](mailto:birchwood@aol.com)

Correction to the August 2006 newsletter:

Phillip & Ellen Hart & Sam & Joan Bernick, Pine Tree Cove Resort, 12977 Chippewa Lane, Kabetogama, MN 56669 218-875-2088 email: [info@pinetreecove.com](mailto:info@pinetreecove.com)

### Election of New Board of Directors

With the arrival of fall and a slower resort season thoughts turn to new leadership. At the Fall Conference in Ely the Annual Meeting of the Congress of Minnesota Resorts is held. During that meeting we hold nominations and election of new board members. If you are interested in getting more information about the responsibilities of being a Board Member please contact any of the current board members that are listed on the back page of this newsletter or contact the CMR office at 888-761-4245 or email: [cmr@minnesota-resorts.com](mailto:cmr@minnesota-resorts.com).

**September 1, 2006**

**Congress of Minnesota Resorts**

**Renewals for Membership due**

**Contact CMR Office if you need a renewal form**

**[cmroffice@minnesota-resorts.com](mailto:cmroffice@minnesota-resorts.com)**

**Or call 888-761-4245**

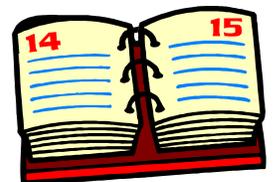
### CMR CALENDAR OF EVENTS

**September 1, 2006**

**Congress of Minnesota Resorts membership renewal due**

**October 22, 23 & 24, 2006**

**CMR Fall Conference, Grand Ely Lodge, Ely MN, October 12 p.m. to October 24, 12 p.m.**



Congress of Minnesota Resorts  
Post Office Box 124  
Spicer, MN 56288

Phone: 888-761-4245

Email: [cmr@minnesota-resorts.com](mailto: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 2005-2006 BOARD OF DIRECTORS & COMMITTEE'S

President: Jennifer Bateman, Two Inlets Resort, 218-732-5434 email: [vacation@twoinlets.com](mailto:vacation@twoinlets.com)

Vice President: Mark Novotny, Hyde-A-Way Bay Resort, 218-675-6683 email: [hydeawaybay@tds.net](mailto:hydeawaybay@tds.net)

Treasurer: Tom Masloski, Weslake Resort, 218-826-6523 email: [Weslake@prtcl.com](mailto:Weslake@prtcl.com)

Secretary: Brenda Masloski, Weslake Resort, 218-826-6523 email: [Weslake@prtcl.com](mailto:Weslake@prtcl.com)

Past President: Ed Becker, In-We-Go Resort/Motel 218-652-3536 email: [vacation@inwegoresort.com](mailto:vacation@inwegoresort.com)

### EDUCATION:

Chairperson: Susan Ferguson, Pine Terrace Resort, 218-543-4606 email: [vacation@pineterrace.com](mailto:vacation@pineterrace.com)

### Education Committee Members:

Brenda Masloski, Weslake Resort, 218-826-6523 email: [Weslake@prtcl.com](mailto:Weslake@prtcl.com)

Tam Mahaffey, Lost Acres Resort, 218-835-6414 email: [lostacre@blackduck.net](mailto:lostacre@blackduck.net)

Darvin Ferguson, Pine Terrace Resort, 218-543-4606 email: [vacation@pineterrace.com](mailto:vacation@pineterrace.com)

Harlan & Heidi Schauer, Northern Lights Resort & Outfitting, 218-875-3074 email: [hhschauer@frontiernet.net](mailto:hhschauer@frontiernet.net)

Kerri Ball, Cass Lake Lodge, 218-335-6658 email: [cllodge@paulbunyan.net](mailto:cllodge@paulbunyan.net)

Kim Bowen, Crow Wing Crest Lodge, 218-652-3111, email [relax@crowwing.com](mailto:relax@crowwing.com)

Brian Sams, Country View Resort, 218-575-2432 email: [vacation@countryviewresort.com](mailto:vacation@countryviewresort.com)

Tom Masloski, Weslake Resort, 218-826-6523 email: [Weslake@prtcl.com](mailto:Weslake@prtcl.com)

Tom Ossell, Northern Lights Resort & Outfitting, 651-351-9666 email: [pat@facilities-group.com](mailto:pat@facilities-group.com)

### LEGISLATIVE:

Chairperson: Ed Becker, In-We-Go Resort, 218-652-3536 email: [vacation@inwegoresort.com](mailto:vacation@inwegoresort.com)

### Legislative Committee Members:

Preston Turner, Big Timber Lodge, 218-732-3607 email: [bigtimberlodge@unitelc.com](mailto:bigtimberlodge@unitelc.com)

Jack & Sherry Frost, Joe's Lodge, 218-335-6773 email: [vacation@joeslodge.com](mailto:vacation@joeslodge.com)

Sherm Anderson, Anderson's Starlight Bay Resort, 218-652-3530 email: [relax@starlightbayresort.com](mailto:relax@starlightbayresort.com)

### MARKETING:

Chairperson: Dana Pitt, Bailey's Resort, 218-547-1464 email: [vacation@baileysresort.com](mailto:vacation@baileysresort.com)

### Marketing Committee Members:

Karen Kaehler, Pinedale Resort, 877-218-1102 email: [pinedale@att.net](mailto:pinedale@att.net)

Mark Novotny, Hyde-A-Way Bay Resort, 218-675-6683 email: [hydeawaybay@tds.net](mailto:hydeawaybay@tds.net)

Cindy Pitt, Bailey's Resort, 218-547-1464 email: [vacation@baileysresort.com](mailto:vacation@baileysresort.com)

Jim Ball, Cass Lake Lodge, 218-335-6658 email: [cllodge@paulbunyan.net](mailto:cllodge@paulbunyan.net)

### GUEST APPROVED RESORT PROGRAM:

CMR Office of Surveying, PO Box 1184, Alexandria, MN 56308 email: [ot-beach@arvig.net](mailto:ot-beach@arvig.net)

### MINNESOTA RESORTER:

Sue Paradeis, Shing Wako Resort, 218-765-3226 email: [vacation@shingwako.com](mailto:vacation@shingwako.com)