



September 2008

RESORTER REPORTER

Message from the CMR President

Hello Resorters,

Well, we made it through another busy season. I hope you all had a very successful year. Now give yourself a pat on the back, take a deep breath and relax a bit. You deserve a break.

Just a couple key things to keep on the front burner this fall. You'll want to pay attention to the DNR's Shoreland Rule Update project as it develops. Regional meetings will be held specifically for resorters to give input – make sure you attend one. The other hot topic is the CMR's Fall Conference in Duluth. Always a highlight of the year, so I'd encourage you to share the fun and invite a neighboring resort this time. If you've never attended this conference, make an effort to go this fall. You won't regret it!

Please take the time to read through this CMR newsletter and stay up to date on all the latest resort topics and upcoming events. Staying connected and involved in CMR activities will make you a more progressive and successful resorter.

Dana Pitt
CMR President

Thanks for a Fantastic Turnout!

Wow! What another fabulous resort tour put on by the School of Resorting! September 10th was a cool windy day -- a terrible day for staining or painting, and a terrific day for a resort tour.

Having the opportunity to view other resorts can be very educational. Over 60 resorters attended, taking advantage of the opportunity to see other resort layouts, soak in ideas, study rate structures and socialize with each other.

This was the seventh, (or maybe even the eighth!) resort tour put on by the School of Resorting, and it is always well attended. A BIG thanks to Beacon Shores Resort, Black Pine Beach Resort, Lykin's Pinehurst Resort and Quarterdeck Resort for being such gracious hosts!

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 Duluth 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 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.

2008 Fall Conference, Duluth, MN October 26—28

Yo, Resorters!

FINALLY, all the speakers have been confirmed for our Fall Conference and it's gonna be a freakin' FANTASTIC time, lemme tell ya. Please find enclosed the AGENDA for you to print out and view.

We have 8, yes EIGHT, crackerbarrels planned, in a "break-out" format for more sharing and learning from each other - resorters helping resorters!

Bob Anderson is back to end our conference with a bang! Here's the blurb on him since we're very excited to have him join us again! . . . *How to Deal with Difficult Guests* - Bob Anderson (Star Performance, Inc.)

Voted most popular speaker at last year's CMR Fall Conference, Bob is back! You won't want to miss his lauded and lively presentation on a new topic: Learning how to uncover, own and solve customer problems. Do you ever experience a guest who just seems to complain about everything? Do you enjoy haggling about your cabin rates? What do you do about the lady who thinks all the other guest kids are bullying her "angel boy"? Aren't there any fish in your lake? When is it going to stop raining? Well . . . beyond the possibility of acquiring transcendent powers, here's a chance to learn a real way to take 'em from "mad" to "glad".

We are proud to announce that we have invited THREE of the top-of-the-pecking order MN state officials to be on a panel we're calling simply . . .

Regulations Panel

- MN State Fire Marshall's Office - Glen Bergstrand
- MN Dept. of Health - Blake Nordin
- MN Dept. of Labor & Industry - Jim Peterson

When you build a new cabin, or meet for an official resort inspection, what kinds of state code regulations commonly crop up as items that need adjustment? This panel of state officials will be addressing everything from making sure your new cabin's stair railing is up to code for kid safety, to making sure your new bedroom square footage meets or exceeds the number of guests for which the cabin is rated. Here's an opportunity to hear about updates in code or those coming soon, including the new highly controversial Restricted Plumbing Licensing law.

You are going to love the Radisson, where one of our meals will be held in the top floor REVOLVING restaurant with views of Lake Superior. To reserve your room at the Radisson Harborview, Duluth, go to www.radisson.com/duluthmn or call (888) 201-1718

(Call before October 10th and get the CMR group rate of \$79 night!)

Consider joining some of us for the FUN DAY planned for the day before (see previous e-mail, or contact me for more info)

Conference Dates:

October 26-28 (Sun - Tues), 2008

To register for the CMR Fall Conference, expect a brochure in the mail next week, OR, copy this e-mail and mail your check of \$130 per person for CMR members, or \$170* per person for non-members to:

Congress of Minnesota Resorts, 21403 52nd St NE, New London, MN 56273

(please include the contact info of your resort, and the names of individuals attending)

*join CMR now or at the door, and get the discounted member price - save \$80 per couple!

Groups of 4 or more from same resort: every attendee after the third person gets 50% off the registration fee.

Can't wait to see you there!

Kim Bowen, Chair CMR Conference Committee

Crow Wing Crest Lodge, 31159 County 23, Akeley, MN 56433

(218) 652-3111 information or email: relax@crowwing.com

Explore Minnesota Tourism Council Update

CMR members,

The Explore Minnesota Tourism Council, in our June meeting, re-affirmed the goal of a \$20 million annual tourism budget. Given the history and outcome of previous legislative sessions, it is necessary to look at different options to achieve this goal.

One of the options discussed was a statewide tax on lodging; arts, entertainment and recreation; and food and beverage sales tax was proposed.

This generated a mixed response at the meeting relative to timing for this coming legislative session and to the overall economic situation. We agreed that, if needed, organizations would take this back to their stakeholders for feedback and further discussion.

We are looking for feedback based on the following alternative funding option for Minnesota tourism:

Alternative Funding Option for Explore Minnesota

1/4 percent on lodging industry (e.g., \$2.50 tax on \$1,000) - \$4 million statewide

1/4 percent on amusement/recreation industry (e.g., \$0.25 tax on \$100)- \$4 million statewide

1/8 percent on eating/drinking (e.g., \$0.125 tax on \$100)- \$8 million statewide

This funding option would replace funds from the general fund and allow us a mechanism to grow based on performance. It is estimated that this would have generated approximately \$16 million statewide in FY06 (most recent figures available).

We also agreed to pursue diversifying our funding with proceeds from the Minnesota Lottery revenue in lieu of sales tax. This would capture only increases, does not impact LCCMR funding, and generates anywhere from \$1 to \$2 million per year. We will do further research on the Minnesota Lottery mechanics.

Please let us know your thoughts on Alternative Funding Option for Explore Minnesota as described above. We need to hear back by September 29, 2008. We would also appreciate any thoughts on funding alternatives for the future.

If you have an opinion on this or would like some background information, please e-mail Mark Novotny ASAP.

Thanks and we look forward to hearing from you soon.

Mark Novotny

CMR Legislative Chairman

Hyde-A-Way Bay Resort

Hackensack

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.

Resorts:

Larry & Debbie Overcash, Mgr, Shady Shores Resort, 5445 Lower Ten Mile Lake RD, Hackensack, MN 56452 phone: 218-675-6540 email: shadyshoresresort@tds.net

Wayne & Sue Wahlstrom, Pine Grove Lodge, 48724 Pine Grove RD, Max, MN 56659 phone: 218-659-2865 email: wswpine@paulbunyan.net

Bill & Theresa Garry, Agate Lake Resort, 9326 Agate Lk Rd, Lakeshore, MN 56468 phone: 218-963-2224 email: agatelk@integra.net

New Owner:

Darv Oelke, Bowstring Shores Resort, 49231 County Rd 173, Deer River, MN 56636 phone: 218-832-3101 email: stay@bowstringshores.com

Associate Members:

Scott & Krista Daly, Future Resort Owners, 20202 Crest View Dr, Springfield, NE 68059 phone: 402-253-2230 email: Kristadaly@hotmail.com

*WELCOME
&
GOOD LUCK!*

Membership Renewal

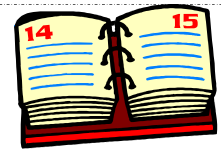
The 2008-2009 Congress of Minnesota Resorts membership renewal forms were mailed the first week in August. If you have not received your renewal form you can download and print a form from the Congress of Minnesota Resorts website www.Minnesota-Resorts.com. After accessing the website go to the lower left hand corner and click on *CMR Membership*. You will now be at the Membership page, about two-thirds of the way down on this page you will see "Join the Congress of Minnesota Resorts Today" just below that you can click on the download and print button to receive an application form. Complete the form and mail your dues into the CMR office by October 1, 2008. If you have any further question please contact the CMR office by emailing: CMR@Minnesota-Resorts.com or call our toll free number 888-761-4245. Thank you, Vicky Krattenmaker, Office Manager.

Attention Associate Members Vendor Show October 27th

2009 Annual Vendor Show will be held on October 27th. at the Radisson Duluth Harborview in Duluth, MN. Your information packets have been mailed. If you have not received your packet please contact:

Jason Ball, Vendor Show Chairperson, 218-209-6843 or email: js8ball@hotmail.com

CMR CALENDAR OF EVENTS



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|---------------------|---|
| October 2, 2008 | CMR Board Meeting 10:00a.m., Two Inlets Resort, Park Rapids |
| October 26-28, 2008 | CMR Fall Conference, Radisson Hotel Duluth, www.radisson.com/duluthmn
room rate \$79 plus tax block of rooms held till October 10th Registration starts Sunday October 26th at 12:30p.m.-2:00p.m. with Welcome & Opening to start at 2:00p.m. |
| October 27, 2008 | CMR Annual Vendor Show, 1:00p.m. to 4:00p.m. Radisson Hotel Duluth Harborview |

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New London, MN 56273

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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 2007-2008 BOARD OF DIRECTORS & COMMITTEE'S

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