



# Minnesota Resorter

*Resorters Helping Resorters*



Fall 2013  
Vol. 29 No. 3

**Education: Join us in Duluth! CMR Fall Conference Oct. 27-29, 2013**

**Marketing: Heads in Beds**

**Legislation: Get Involved! Day on the Hill Event**

**A PUBLICATION OF THE CONGRESS OF MINNESOTA RESORTS**

**Advanced System preserves parking for boats.**

**Open space remains usable by reduced size mound.**



**Innovative System fits among trees to save maple basswood forest.**



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## Submit Your Nominations for Resorters of the Year!

Congress of Minnesota Resorts Members, The Resorters of the Year Award is given annually to a resort that exemplifies the spirit and goals of the CMR. The criteria centers around the operation of a successful and progressive business, service to the tourism industry both at the local and state levels, and community service in other areas. Mentoring and helping other resort owners and membership in the CMR are also part of the requirements. Nominations for the award are generated entirely by CMR members, and the whole program is dependent upon the time and effort you give in order to recognize excellence. We encourage you to participate through nominations of resorters you feel uphold the highest standards and are dedicated to service within our industry.

### Here are the guidelines:

The Congress of Minnesota Resorts selects, through nomination by its members, one resort and resorter(s) that have shown a dedication to the improvement of the Minnesota resort industry by adopting and carrying out business policies and practices that reflect a personal pride in the industry as a whole. They also live up to the organization's motto of "Resorters Helping Resorters" by involvement in community activities and by displaying a willingness to help other resort owners to successfully operate Minnesota resorts.

Any member of the Congress of Minnesota Resorts can submit a nomination for this prestigious award. Nominations must be received by September 1<sup>st</sup> each year. The nominating member is not required to verify the eligibility criteria. In the event none of the resorts nominated meet all the eligibility requirements, the Awards Committee will make a selection based on the resort most closely meeting the criteria and notify the winner. The winner will be asked to be present at the annual Congress of Minnesota Resorts

Fall Conference where the formal announcement and presentation will be made.

**The following criteria are considered by the Awards Committee in making their selection:**

- CMR member in good standing for the previous three consecutive years under the same ownership.
- Ability to maintain a successful and progressive resort.
- History of helping and mentoring other resort owners/operators.
- Involvement in community activities.
- At least five years between awards.
- Not a current member of the Awards Committee.

To obtain a nomination form, go to the CMR website [www.Minnesota-Resorts.com](http://www.Minnesota-Resorts.com), scroll to the bottom of the home page and click on Membership. Login using your Login and Password, select Application from the list on the left, click on Resorter of the Year Nomination, and print a copy. Mail the completed form to the CMR address below. If you need further assistance please contact Vicky Krattenmaker, CMR Office Manager, by emailing: [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) or calling 320-212-5107.

**NOMINATION DEADLINE: SEPTEMBER 1<sup>ST</sup>**

**Send nomination form to:**

**Resorters of the Year Nomination Committee**  
**Congress of Minnesota Resorts**  
PO Box 358  
New London, MN 56273-0358

# Minnesota Resorter

*Resorters Helping Resorters*



A Congress of Minnesota Resorts Publication

Fall 2013

Vol. 29 No. 3

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*About the cover: Resort guests enjoy a campfire and hotdog roast. Photograph by Jennifer Bateman, Two Inlets Resort*

*The Minnesota Resorter is a triannual publication of the Congress of Minnesota Resorts. The opinions expressed in the articles printed herein are those of the authors and do not necessarily reflect the opinions nor the official position of the CMR nor any of its officers, directors, or members. Please address any comments or inquires to the committee contact. The Minnesota Resorter is printed by Arrow Printing.*

# From Your President's Pen



**President Mark Novotny**  
**Congress of Minnesota Resorts**

Greetings Fellow Resorters!

Well, another year has gone by since I have been your president. This Fall, after two years, I will be passing the torch onto another resorter that will work hard for the benefit of our organization. We, as volunteers, have been working hard for you as members. Here are a couple of highlights.

**Marketing:** We continue to enhance the website and are listed near the top on all major search engines. This drives more people to our website and, thus, to our membership. We are becoming *Minnesota's Resort Directory* for people looking for resorts in Minnesota. Many members have commented that our website creates more rentals for them than any other site. Also, with the cooperative efforts of the Congress of Minnesota Resorts (CMR), Explore Minnesota, and Minnesota Resort and Campground Association, we ran TV ads to raise awareness of Minnesota resorts. This ad campaign, depicted what a resort experience was like and drove many more people to our website. The idea for this endeavor came from CMR's Board Member Jim Eickhorst, Kohl's Resort near Bemidji.

**Legislative:** We had another great year at the capitol. If

you were not able to attend, we did keep the post Labor Day school start, even in this uncertain economy. Aquatic Invasive Species are still a concern for many of us and we continue to push for sensible legislation. Our work continues in attempting to secure a maintenance plumbing license so that we can do our own maintenance in our cabins and not have to be a licensed plumber. If you are a new resort owner, you cannot get a restricted plumber's license as the deadline has expired to apply, so the maintenance plumbing license would be a benefit to you. We successfully lobbied for additional funding for Explore Minnesota and received extra funding for advertising our state as a whole, thus getting closer to competing with other states that are advertising in our state for our tourism dollars.

**Education:** We had a great Fall Resort Tour in the Mille Lacs area. If you missed this Fall's tour, plan to attend next year. Also, we are having our Fall Conference at the Radisson Harborview in Duluth on Oct. 27-29<sup>th</sup>. Check out pages 10-11 of the magazine for more information and how to get connected. We will have a lot of good speakers and great crackerbarrels (question, answer, and idea sharing with other resorters).

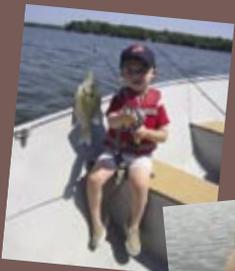
If you are not a member, please consider joining our organization. The CMR Membership form is located on page 12. We are *resorters helping resorters*.

Hoping that you had a prosperous year and you will have some time this fall or winter to get recuperated. See you in Duluth at the CMR Conference.

Mark Novotny

## WE'RE LOOKING FOR YOUR RESORT STORIES AND HIGH RESOLUTION PHOTOGRAPHS OF RESORT LIFE!

SEND THEM TO: ANN WARLING  
218-821-1031  
ANN.WARLING@GMAIL.COM



# 2013 CONGRESS OF MINNESOTA RESORTS ▪ SCHOLARSHIPS ▪

The Congress of Minnesota Resorts (CMR) was established in 1984, with the theme of *Resorters Helping Resorters*. One of our goals is to provide scholastic achievement within the resorting community. Scholarship monies became available from the previously pledged \$1,000 to the Minnesota Office of Tourism, Endowed Chair. In March of 1996, the CMR Scholarship Program was set in motion. With the addition of the Carol Kirchner Memorial Scholarship in 1999; and the Pine Insurance Scholarship in 2012, four \$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 their congratulations to the following recipients of the 2013 Congress of Minnesota Resorts' Scholarships.

## CMR Scholarships:



**Katherine Anderson**  
Daughter of Gayle Anderson  
Sunset Point Resort, Cohasset, MN



**Grace Bateman**  
Daughter of Bob & Jennifer Bateman  
Two Inlets Resort, Park Rapids, MN



## Carol Kirchner Memorial Scholarship:

**Carly Masloski**  
Daughter of Tom & Brenda Masloski  
Weslake Resort, Underwood, MN



## Pine Insurance Scholarship (second year given):

**Nathan Ahrendt**  
Son of Dave & Mary Ahrendt  
Half Moon Trail Resort, Park Rapids, MN

*Congratulations from the Congress of Minnesota Resorts. We wish you the best in your advanced educational pursuits.*

For more on scholarships and to read the essays submitted by each winner, please turn to pages 6 & 7.

**Proud CMR Event Sponsor.**

**RESORTS - THAT'S OUR BUSINESS!**



CALL JUDY, SHEILA, DAN OR BETH TODAY!

**We look forward to visiting with you at  
Duluth for the Annual  
CMR Fall Conference and Vendor Show  
October 27, 28 & 29, 2013.**

THIS YEAR MARKS OUR  
**2ND ANNUAL PINE INSURANCE  
AGENCY CMR SCHOLARSHIP.**

THIS YEAR'S RECIPIENT IS  
**NATHAN AHRENDT**  
FROM PARK RAPIDS, MN.

ALL OF US AT PINE INSURANCE  
AGENCY WISH NATHAN THE BEST  
THROUGHOUT HIS COLLEGE CAREER.



CONGRESS OF MINNESOTA  
RESORTS ASSOCIATE MEMBER.

**218.927.4114**  
Or Toll Free 866.665.4114

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email: [dan@pineagency.us](mailto:dan@pineagency.us)

216 Minnesota Ave. N, Aikin, MN 56431

# EDUCATION

## Congratulations to the 2013 CMR Scholarships Recipients

The scholarship funds are made available to children and grandchildren of CMR members. An eligible member is one who has been a member for at least three consecutive years and is currently a member in good standing. Students applying must be a junior or senior in high school who is planning to attend a four year college, a community college, or a vocational/technical college or a current undergraduate/technical school student.

*Each scholarship applicant must write an essay answering the following question: How has living and working at your family's resort shaped your present character and your future plans?*

### CMR Scholarships:



**Katherine Anderson**  
Daughter of Gayle Anderson  
Sunset Point Resort, Cohasset, MN

#### *Sunset Point Resort*

*Lush green grass, a calm blue lake, fishing boats in the distance, and children's laughter from the playground, all illuminated by a slowly setting sun. This is a description of a typical evening at Sunset Point Resort - my home. Before this peaceful evening, I was probably up early, cleaning cabins, hurting my back making beds, mowing the lawn in the blistering heat, and doing many other random (and probably not very appealing) jobs. This lifestyle has been all I have known during the summer months. While sometimes the work seems awful and endless, it is always rewarding in the end. Not many people get to say they can play tetherball, horseshoes, shuffleboard, swim, fish, and have a campfire with s'mores all in the same day at the same place. But I can, thanks to our family resort. And so can all of our guests. Those guests are not just guests- they are our family friends, dating back to when my mom was a kid. Living and working at a resort has taught me the importance of hospitality and hard work. It has also taught me that these tasks have immense reward. These are life lessons that I will carry with me forever.*



**Grace Bateman**  
Daughter of Bob & Jennifer Bateman  
Two Inlets Resort, Park Rapids, MN

*I have lived on a resort for the past 16 years of my life. Living and working there has taught me many things and has contributed to the person that I am today.*

*One of the biggest things it has taught me is the value of hard work. Running a resort is not easy and sometimes I am faced with undesirable jobs. However, it's important to persevere and work hard anyway, because that hard work pays off in the end. It has made me a harder worker, and that will carry into my future career.*

*It has also shaped my communication and people skills. A person never knows who they may encounter in life. Some people are very easy to get along with, and others are not. But no matter how we feel about those people, it is important to communicate and cooperate with them anyway.*

*These are only a couple examples of how living on a resort has shaped my character, but they are, in my opinion, the two most important. By learning the value of hard work and people skills I am better prepared for whatever life throws my way.*

# EDUCATION

## *Carol Kirchner Memorial Scholarship:*



Carly Masloski  
Daughter of Tom & Brenda Masloski  
Weslake Resort, Underwood, MN

*Living at my family's resort has definitely made one of the largest impacts on my life. When we bought Weslake Resort it required us to move about 150 miles to an area where we had never been. We moved at the end of July in 2004, the summer before 4th grade. This was a hard move for me at the beginning because I was worried about not making new friends but at the same time I was very excited. At the time of the move, in the midst of summer, I was able to meet many new people. This is where the resort started to shape my character, I was not one to just go out and talk to new people before we moved here. After the first full summer I had become a lot more open and willing to talk to everyone. The resort has also taught me to be hard working, it takes a lot of work, but if you set your mind to it you will accomplish anything. We do activities at the resort and many younger children participate. I had to run the activities, which led to my future plans of going into Elementary Education.*

## *Pine Insurance Scholarship:*



Nathan Ahrendt  
Son of Dave & Mary Ahrendt  
Half Moon Trail Resort, Park Rapids, MN

*The resort has had a large impact on me and prepared me for life. Three of the most important skills I have learned at the resort are a strong work ethic, good people skills and team spirit. All of these skills will help me after I leave the resort.*

*Living on a smaller family resort everyone has to work hard. I am very thankful for a good work ethic because it will set me apart from others when I seek a job. People skills are just as important as working hard. Communication, articulating and relating with people, is essential in all jobs. The resort has taught me how to deal with most people. Teamwork is also required at the resort. When I work as a team with family and other employees, it teaches me how to work with other people. The resort has taught me to pull along side others who need help and give them a hand.*

*The resort has molded me into who I am. A good work ethic, people skills and teamwork, the skill-set gained at the resort will help me succeed in my career as a mechanical engineer.*

***Thank you Pine Insurance Agency!***

*The Congress of Minnesota Resorts  
congratulates you and wishes you the best in your  
advanced educational pursuits.*

# EDUCATION

## How to Enjoy a Minnesota Vacation

By Jay and Kim Jamtgaard, Wildwood Resort



*This was the amazing sunset after the July 2<sup>nd</sup> storm last year. Hope amid chaos!*

storm, we received a huge outpouring of support from our guests as well as our friends and family. The experience only proved that we are the luckiest two people on the planet to live out our days at Wildwood!

As I was pondering the amazing people we've come to know at the resort it occurred to me that we have learned many important life lessons from the veteran guests at Wildwood. Some lessons are simple and some are thought-provoking but probably the easiest lesson is about the vacation itself. These people are so good at vacationing in Minnesota that I think they qualify as professionals! They could do seminars on *How to Enjoy a Minnesota Vacation!* So in honor of the countless practitioners of quality Minnesota vacations, I thought I'd share their secrets with you. Most who read this are already pros at the Wildwood vacation experience but you never know when you might pick up a thing or two from other savvy recreationists.

This summer is our 15<sup>th</sup> year as owners of Wildwood Resort. It's hard to believe that much time has passed since our first nerve-racking, name-memorizing summer of 1999! We knew that we would love our life here but had no idea that our amazing guests would be the greatest blessing of resort ownership. A year ago was the *Great Storm of 2012*. (You know it was a doozy if it gets it's own name!) We are fortunate to be hosting all the same families that rode out that week with us last year. In the days that followed the



*A lack of plug awareness led to this Bass Lake neighbor using his boat upside-down a few years ago!*

experience while unpacking in your cabin are often the first of the day. So, while the kids rush to experience *every single thing there is to do at the resort in the first 30 minutes* just take a breath because you made it. You're on vacation!

If you bring your own boat you'll want to check a couple of things prior to backing down our boat launch. First, it's best to use your boat with the plug in the *in* position. Lack of *plugness* has resulted in many unpleasantly frantic moments for guests as they hurry to get the boat back on the trailer before it fills with water. Also remember to remove the strap on the back of the trailer that holds the boat during transport. Removal of the strap facilitates removal of the boat from the boat trailer. Second, don't be afraid to let Jay back your boat down the launch. For many boat owners backing up with the boat trailer behind the vehicle is tricky. It's just not something most do often! To avoid the unfortunate and ill-advised *jack-knife* trailer position – just ask Jay to help. If you aren't a regular boat-backer-upper then just swallow your pride and take his advice and you'll be out on the water with the wind in your hair (or hat) before you know it!

Mornings on vacation are magic. Vacation mornings are not like work-day mornings in one very important way: you don't have to go to work! Instead you should sleep until you wake (no pesky alarms), drink vast amounts of coffee on the deck in your pajamas and fry bacon with the windows open so the resort owners can enjoy your breakfast too. Consider applying sunscreen prior to putting on the most comfortable clothes you own. This is a must for the small ones who will spend the entire day fishing from the dock, swimming, catching minnows, riding bikes and digging holes on the beach. The only variation we see in this morning pattern relates to fishing. Early morning fishing is the only acceptable reason to set an alarm. In fact, early morning fishing is a GREAT reason to set an alarm. That way you can drink vast amounts of coffee on the boat (in your pajamas if you choose) while watching the sun peek up over the trees. The bacon thing still fits in just fine after a morning of fishing.



*Twenty-five-year-Wildwood-veteran, Dale, demonstrates the appropriate pre-potluck behavior: claim a seat because introductions take some time and rest before inhalation of A LOT of excellent potluck food!*

Immediately upon arrival allow the children to exit the vehicle and run like crazy people to the playground. After a few (or many!) travel hours anticipating *going to the cabin*, it's best to let them run free. Don't even try to make them help you unload the car. The moments of peace you

During the warmest part of the day there are a few options open depending on your state of mind and idea of fun. My personal favorite is the option where you spend the entire day on the lake tubing or skiing behind your boat or just bobbing on a pontoon while you eat junk food. That version usually involves anchoring in a good swimming spot and jumping in for a refreshing swim.



*Tubing on Bass Lake is so fun!*



# Join us for the 2013 Congress of Minnesota Resorts Fall Conference October 27<sup>th</sup> - 29<sup>th</sup> (Sun.-Tues.)

Radisson Harborview in Duluth, Minnesota

Conference Pricing: **\$140 person** (CMR member)

**\$160 person** (Non-CMR member)

(join today and get immediate discount on the conference!)

Price includes all meals (2 dinners, 2 breakfasts, 2 lunches, all snacks and breaks)

CMR block of rooms at special \$99/night if booked by Sept 26

Call **1-218-727-8981** today to reserve your room in the CMR block of rooms

Visit [www.radissonduluth.com](http://www.radissonduluth.com) for more information.

## Conference Highlights

- 3 days of seminars pertinent to resorts
- Speakers & presentations to make us all better resorters
- Legislative Update
- Silent Auction - Fundraiser for the legislative agenda
- Vendor Expo - Meet & greet & place orders ahead of the 2014 season!
- Informative crackerbarrels
- Interaction with your fellow resorters
- Entertainment - The Resorter Game Show is back!  
(You won't want to miss the fun this year!)
- Celebrate the end of the summer season
- **Bonus School of Resorting Class: DNR Lake Service Provider Training**  
As of July 1, if you lease/rent any boats at all, you are now required to get this permit. If you don't have one, here's your chance to do so.  
Please pre-register by emailing [relax@crowwing.com](mailto:relax@crowwing.com) Kim Bowen, CMR Conference Committee.  
This class is free, but you will need to go on-line later and pay a \$50 permit fee to make it official.

**Saturday Fun Day** (yep, Duluth has fabulous activities to enjoy. Keep posted on CMR website for updates on group activities planned for Sat., Oct. 26, or come up early on your own for some extra R & R along Lake Shore Drive)

**For full Conference Schedule - go to [www.Minnesota-Resorts.com](http://www.Minnesota-Resorts.com)**



**Here's what other resorters are saying about their experiences at previous Congress of Minnesota Resorts Fall Conferences**

"Crackerbarrels are the most helpful to me, I can never get enough info from others!"

"Good conference!!  
Very organized and well run  
- great job!"

"Thank you to all of the volunteers who donated their time to put the conference on. It is great to gather with peers in the resort industry."

"Thanks for a great conference, committee! We appreciate the board's dedication and desire to make the CMR a great organization!"

"We love getting together with fellow resorters and look forward to it each year."

**Fall Conference 2013**

**Congress of Minnesota Resorts Fall Conference Registration Form**

Name \_\_\_\_\_

Resort Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail Address \_\_\_\_\_

Amount of check enclosed \_\_\_\_\_



Send to: Congress of Minnesota Resorts  
PO Box 358  
New London, MN 56273-0358

Questions? Contact Vicky at [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) or 320-212-5107

# THE CONGRESS OF MINNESOTA RESORTS



## What the CMR Can Do for You!



### MARKETING



Your resort is listed on our website [www.Minnesota-Resorts.com](http://www.Minnesota-Resorts.com).



Our site is professionally marketed through links, banners and extensive search engine optimization.

### LEGISLATION



Full-time lobbyist working for the interests of RESORTS ONLY!



Day on the Hill- Make your voice heard in St. Paul.



Stay informed on legislative issues that affect our industry.



### EDUCATION



Fall Conferences and Spring Workshops - informative sessions and networking with other resorters.



School of Resorting educational classes.



Yahoo Groups - online resort chat room.



Members only online resources on our website.

PLUS- Vendor Discounts to CMR Members • Scholarships for Education • “Resorters of the Year” Award • And Much More!

# THANK YOU, THANK YOU, THANK YOU!!!

## Resorters Helping Resorters - Since 1985

*Thank you to all who were on board for the website's Last Minute Openings (LMO) web enhancement. I have been able to fill the openings I had for the last four weeks. We were concerned a month and a half ago. In this last week I have spoken to two people who were looking for openings. At that time I had just filled the vacancy for the week they were looking. I had to tell them I was full, and when I tried to explain about CMR's LMO, they told me they were already on CMR's LMO map page. That is how they had called us!*

*Jim, Kohl's Resort*

*I enjoyed the bus ride to the capitol with a lot of interactive conversation about employees, cleaning supplies, media devices, photos to share and more.*

*I would advise everyone to  
Get on the Bus!*

*Cathy Duvall,  
Kee-Nee-Moo-Sha Resort*

## JOIN THE CMR - YOUR MEMBERSHIP COUNTS

Your membership in the Congress of Minnesota Resorts (CMR) is a good investment for both you and your resort business. Join in the organization's philosophy of "Resorters Helping Resorters." So many benefits await you! Fill out the membership application today and become a member of a unique association of resorters, run by resorters, for resorters. Our focus is very clear!

Resort Name \_\_\_\_\_ Lake \_\_\_\_\_

Owner/Manager \_\_\_\_\_ Years in resorting \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip (9 digit) \_\_\_\_\_

Township \_\_\_\_\_ County \_\_\_\_\_

Phone \_\_\_\_\_ No. of rental units \_\_\_\_\_ No. of bedrooms \_\_\_\_\_

Resort E-mail Address \_\_\_\_\_ Resort Website Address \_\_\_\_\_

Membership investment is only \$16.50 per bedroom (Min. \$165 for 10 bedrooms or fewer, max. \$858 for 53 bedrooms or more.) Membership rates good through Aug. 31, 2014.

Associate Memberships - Dues \$165 For vendors and for those with an interest in resorting but not owning a resort.

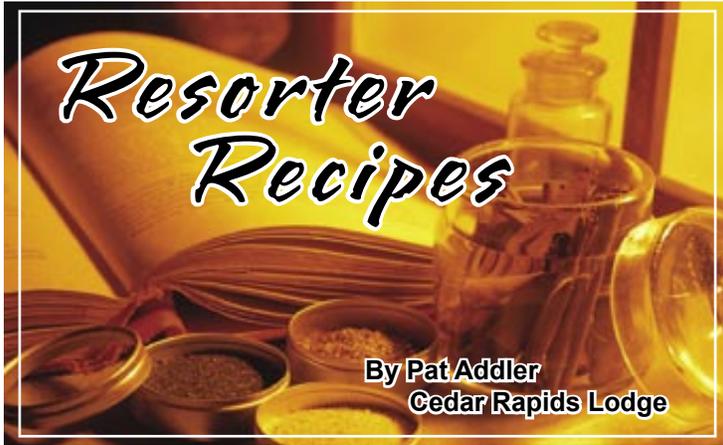
Amount of check enclosed \_\_\_\_\_ Please Circle.....New.....Renewal



Send to: Congress of Minnesota Resorts  
PO Box 358  
New London, MN 56273-0358

Questions regarding Membership?  
Contact Vicky at [CMR@Minnesota-Resorts.com](mailto:CMR@Minnesota-Resorts.com) or 320-212-5107

# MARKETING



Recipes from Bemidji Veterinary Hospital's "Dirty Dogs" Relay for Life Cookbook!

## CARAMEL APPLE DIP

- 8 oz pkg cream cheese
- ½ cup brown sugar
- ½ tsp vanilla
- Caramel ice cream topping

Beat cream cheese until smooth. Add brown sugar and vanilla. Beat until well blended, spoon into serving bowl, and drizzle with the caramel topping until covered. Serve with apple wedges. You can sprinkle the apple wedges with lemon juice to prevent them from turning brown.



## CAULIFLOWER SALAD

- 1 head of cauliflower, cut in bite-size pieces
- 1 lb fried and chopped bacon
- 1 can black olives, halved
- 1 lg head shredded cabbage or 3 bags cole slaw mix
- 2 cups Miracle Whip
- 1/3 cup sugar
- 1/3 cup parmesan cheese

Combine all ingredients; mix up dressing ingredients and serve. Makes a large salad.



## BLACK BEAN BURGERS

- 15 oz can black beans, drained & rinsed
- 2 Tbsps ketchup
- 1 Tbsp yellow mustard
- 1 tsp garlic powder
- 1 tsp onion powder
- 1/3 cup instant oats

Preheat oven to 400° F. Grease cookie sheet or line with parchment paper. Mash black beans in bowl until pureed but still some bean chunks. Stir in rest of ingredients. Divide into four burgers and form into patties. Bake burgers for 7 minutes or until crispy on outside.



## CHEDDAR BAY BISCUITS

- 2 cups Bisquick
- 2/3 cup milk
- 1/2 cup shredded cheddar cheese
- 1/4 cup butter
- 1/2 tsp garlic powder
- 1/8 tsp parsley



Preheat oven to 450° F. Combine Bisquick, milk and cheese. Drop spoonfuls onto ungreased cookie sheet; bake for 8-10 minutes. Mix together melted butter, garlic and parsley; brush onto baked biscuits.

## APPLE SNICKERS SALAD DESSERT

- 4 Granny Smith apples
- 4 Snickers candy bars
- 12 oz container Cool Whip

Peel and chop apples. Cut candy bars into small pieces. Stir all together with Cool Whip. Great salad, but better as a dessert!



## GINGERBREAD BISCUITS (FOR DOGS)

- 3 cups whole wheat flour
- 1/2 tsp ground ginger
- 1 tsp ground cinnamon
- 1/4 cup plus 1 Tbsp vegetable oil
- 1/2 cup molasses
- 1/2 cup water

Preheat oven to 325°F. Lightly grease cookie sheet. Sift together dry ingredients; mix in oil, molasses and water. Let rest for 15 minutes. On lightly floured surface, roll out dough to 1/4 inch thick. Use cookie cutters according to holiday...bake about 20 minutes, until firm. Bark! Yum!



## Ice-Out Information

MN had some record-breaking late ice-out dates:

**Minnewaska Lake** in Pope County  
Ice-out: May 11, 2013  
(Previously May 5, 1950 108 years)

**Green Lake** in Kandiohi County  
Ice-out: May 8, 2013  
(Previously May 7, 1951 83 years)

**Mille Lacs Lake** in Mille Lacs County  
Ice-out: May 16, 2013  
(Previously May 15, 1950 58 years)

**Big Stone Lake** in Big Stone County  
Ice-out: May 8, 2013  
(Previously April 29, 1950 62 years)

**Calhoun Lake** in Hennepin County  
Ice-out: April 28, 2013  
(Previously April 28, 1965 68 years [tie])

Information taken from University of MN website:  
[http://climate.umn.edu/doc/journal/ice\\_out\\_recap\\_2013.htm](http://climate.umn.edu/doc/journal/ice_out_recap_2013.htm)

## Don't Let Fall Catch You Off Guard

By Janet Janssen, Travel Guard

The tires hit the pavement at 55 miles an hour, and then drone down to a slow rumble as you cruise down a hill and catch a glimpse of the colorful Minnesota countryside. Nothing but bright oranges and yellows peppered with bright reds – all on rolling hills into the distance. In one more mile you'll be at your destination for a little R&R and peace and quiet. As you pull up to the drive, a silent structure awaits, beckoning you to enter. A stream of smoke from the chimney calls you inside to the fireplace to stave off the crisp autumn chill.

The above scenario may go through any of your guest's minds as they make their way to their final destination – your vacation rental. But, largely what they see and how they feel as they make their way into your driveway or open the door will set the stage for their entire stay. That's why it pays to prepare their *home away from home* for the fall travel season. Make sure your guests' experience is second to none by following these tips to ensure their fall stay goes smoothly.

### Pack Up the Summer Décor:

A little décor can go a long way in making your guests feel at home. As fall approaches, take down any summer decorations and replace them with furnishings reminiscent of the cool season to come.

### End-of-Summer-Extermination:

Even if you think you do not have a rodent or insect issue, it may pay to hire a professional to do a complete extermination of all your vacation properties. This preventative measure is simply proper maintenance, which usually ends up being a more affordable option than losing current or prospective tenants due to a pest problem.

### Furnace/Fireplace Check:

It's been at least three (or more!) months since your furnace system has run. Do you know if it's functioning properly? Make sure you run a furnace test, change air filters and flush the water heater to remove sediment build-up before the cool weather sets in.

### Carbon Monoxide Detector Check:

While it may be a good rule of thumb to always have a carbon monoxide detector running, a lot of people unplug them for the summer months. Make sure each of your properties has a carbon monoxide detector and that it's fully functional before your cool-weather guests arrive.

### Bring in the Summer Toys:

Do you provide toys with your property rental? Make sure all summer toys like water skis, paddleboats and lawn chairs are put away and any cool weather items are in order for the fall season.

### Stock Beverages On-site:

It's only a few dollars to stock each property's cupboards with bottled water, coffee and hot chocolate and hot apple cider. The gesture will go miles and bring many smiles from your fall guests as they wake up on a cool autumn day.

### Extra Blankets or Mattress Pads:

Adding extra blankets and/or a mattress pad to your home is a great way to cozy up your home for the cool months ahead.

### Guest Coverage:

Not every vacation experience is without mishaps. No matter the season, it helps to prepare your guests for their stay by offering them a travel insurance plan that includes 24/7 assistance services. They can be covered for forfeited pre-paid non-refundable travel expenses should they need to cancel or interrupt their trip due to reasons such as unexpected illness or injury of a family member or inclement weather. You can also offer them an accidental rental damage plan, which provides coverage for accidental damage to their rental unit, caused by them, during their stay.

To learn more about offering travel insurance plans to your guests you can contact Travel Guard at [vacationrental@travelguard.com](mailto:vacationrental@travelguard.com), or visit us at [www.travelguard.com/vacationrentals](http://www.travelguard.com/vacationrentals).

*This is only a brief description of the coverage(s) available. The Policy will contain reductions, limitations, exclusions and termination provisions. Insurance underwritten by National Union Fire Insurance Company of Pittsburgh, Pa., a Pennsylvania insurance company, with its principal place of business at 175 Water Street, New York, NY 10038. It is currently authorized to transact business in all states and the District of Columbia. NAIC No. 19445. Coverage may not be available in all states.*



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## Heads in Beds!

By Kim Osterhoudt, Pine Beach Resort

Dave and I fell face first into the romantic illusion of owning a resort back in 1993. I know we have done a thousand things wrong during our ownership, but back about a dozen years ago at a Congress of Minnesota Resorters' (CMR) Conference, I heard a presentation where the key point was *Getting Heads in Beds*. The speaker said, "if you want a raise, *get more heads in beds*, if you want to purchase that new pontoon, *get more heads in beds*, if you want to pay the bills, *get more heads in beds*. It is usually a good learning experience for me when I hear things over and over. I eventually take it to heart or come to understand it.

So over the years, I have reminded myself, *get heads in beds!* Simple as it seems, I have rarely had a customer show up at the door that has not been led here either by the CMR website (it's wonderful), the internet, a sign, word of mouth, facebook, a referral, an ad, a brochure, a business card, or from good old fashion leg work with me out selling our resort to the local community.

Pine Beach is open 12 months of the year. We run the resort with a two season pricing plan and special corporate rates. Our in-season rates cover mid-June until the third week of August, deer season in November, January, and February depending on the snowfall we receive. The rest of the year we call our Early and Late Season; these weeks are where we really increased our income by *putting heads in beds*.

I am of the belief that it doesn't matter if you are open until mid-September, mid-October, mid-November or all the time, if you are open stay full, *put those heads in beds!* Change your mind set from, if I get a few rentals in October that's great, to I am going to increase my October rentals by 10, 20 or 30 percent. Play with the numbers; it gives me the energy to plan my attack.

Ask yourself, are you a recreation manager or a lodging manager? I run arts and crafts, movie nights and I take folks out to find blueberries in the summertime. My goal in providing the recreation is to have repeat customers and a very strong occupancy rate for my resort. I am a lodging manager, who understands that my guests need to enjoy their time with us, some need nothing from us, some need recreation on the resort, some need it off the resort and some just need a great lodging experience.

Years ago, when we set out to build up our fall business, we figured out that Minnesotans like to *play* and not just in June, July and August. On September 1<sup>st</sup>, there is bear hunting, mid-September offers archery deer hunting, small game and grouse season opens, and in November there is the deer firearm season. Different areas of the state offer different hunts so become familiar with your local hunting seasons. ([www.dnr.state.mn.us](http://www.dnr.state.mn.us)) Try asking your summer guest if they would like to come back in the fall and see the wonderful fall colors or enjoy sometime in the outdoors hunting. Hang a fall special up in your cabins in May.

We have the serious hunters who travel from all over the country to come to Minnesota and we have the families who just want to take the children out for a small game hunt and spend a weekend together. We also have girls' weekends, quilters, photographers and couples who just want a weekend away before the snow flies.

When we purchased the resort, I had never shot a rifle or shotgun, had never even seen an animal killed by a hunter, had never tracked anything in the woods, had never spent one minute in a hunting stand, had never walked the woods to learn about the animals that live there, and the only thing I had ever eaten from *the wild* was fish, and I believed camo

clothing was a joke. The first time I put on camo and held a rifle, I sent a picture to my dad. He thought it was my Halloween costume.

As we built our fall business, I fell in love with the woods. I don't bird hunt, but I spend hours walking the woods with dogs and hunters all of October, just like taking those summer guests out to find blueberries in late July and August. I deer hunt and enjoy it, but bear season is my personal favorite, my blood pressure drops the minute I get in the stand and look around at the fall colors and all that Mother Nature has to offer. Sharing a love or at least an understanding for your part of Minnesota in any given month or season will bring you lodging guests.

One day it hit me, I needed to start hunting for *heads in beds*, for those weeks I was sitting around bored and my cabins were empty. I started out with the local hospital; you might be amazed at how many jobs are contracted out for a few weeks or even a few months. We have housed doctors, ER nurses, radiologists, corporate big wigs, and folks coming to interview or start full-time work at the hospital and medical clinic in our area. We had an ER traveling nurse who spent almost three months with us last winter. The nurse and her family will be arriving for a two-week, prime-time vacation this summer.

Our resort is on the Iron Range, so I include the mines. If a mining consultant comes to town they usually stay with us. Let's see hotel room or one of my cabins with full kitchen that we make sure feels like home, can I sell this? YEP! But I have to have ongoing contact with the human resource personnel and members of management at these businesses.

Ask these same human resource folks to pass your information on to all vendors they have contact with. Every spring and fall, I house guys from a national water pumping company who work a few months at Hibbing

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**Sweep Up** - Sticks - Twigs - Litter - Aeration Plugs  
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### CONTACT

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Taconite moving water for the mine. These guys send me Christmas cards and the owner of the company says it is the easiest job to fill every year because they stay at Pine Beach Resort. This one contact has resulted in the two largest reservations I have had both in income and length of stay, each spring and fall for the last three years. One contact can change your income for the year by massive percentages. You might even fall in love with those spring and fall reservations.

So, can you name the top 10 employers in a 30 or 40 mile radius of your resort? Do you know the owners, presidents and especially the human resource person? Do they know what your resort has to offer? Do they have several copies of your corporate rate sheet, brochures and business cards? Have you ever stopped in and showed a short slide show of your cabins and resort? Every fall, I expand the number of businesses and the area I approach businesses in, looking for lodging guests who are brought to the Iron Range for work. Many return for a week-long vacation the next summer with their families to enjoy our little resort. I will often leave a few brochures with the front desk person at small companies and explain that we really would appreciate any business they send our way. Countless front desk folks have called us to reserve a cabin; brochures are still good hands-on tools for adding reservation to our books, especially when they come right out of your hand.

Do you keep your corporate rate sheet, brochures and business cards in your vehicles? When you see a new building going up, do you automatically stop and hand out your information? I always ask for the site manager, they know who is coming and how long they will be in the area for this building project. To encourage them to pass on the information, I might offer this person the use of a pontoon for a day or two, they are usually the first person to come out to check our cabins out. Encourage them to come right out, with a simple invitation, something like; "John can you come out tonight? I would love to show you my resort, and that would give you first choice of my available cabins."

If major roadwork is going on, do you stop? We had a group, two years ago, who spent eight weeks with us and took three cabins for five people, this generated great spring income. They worked, showered, ate, slept and checked their email. I had visited with them for a total of maybe two or three hours and had a glass of wine. On top of the increase in my spring income, two families have returned for either summer or fall stays.

Does your local state park (that doesn't have cabins) know you are there for folks who visit them on business, how about your local township, fire department and EMS group? They bring folks into the area for training and testing yearly. Make sure your local town board understands you expect them to call you first, before they send the auditor 30 miles into the closest town and to the national hotel chain.

How about your local school district? Have you talked to the principal, superintendent and your athletic director? We have housed new families coming into the area while they hunt for a new home, thanks to the school sending them our way. I don't usually do high school sports teams, because the normal stay is one night. I will do referees for big tournaments, or parents who want to stay for the weekend. I also will do holiday tournaments between Christmas and New Year's Eve. Call your athletic director and make sure you are listed as a local lodging provider.

Does your bank president know he or she can house folks with you? It really helps with those banking needs we all have. How about the residential loan officers? Sometimes families need two or three weeks





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of housing before closing on a new home. We have so much to offer, we don't require leases on short stays, and we provide all the furnishing in our cabins, does anyone else offer this in your area? Sell it, sell it every day you are open!

How many realtors know your season, and have seen your cabins. They deal with people needing short-term lodging all the time. Invite them out, send out a form letter; make sure they know what you are all about.

What about your neighbors, do they know your season? Do they know their friends and family are welcome to stay with you when staying at their place just doesn't quite fit? (Many of them will come to love you.) Consider having a *Local Open House* in late May, put a few notices up around the area, and place a sign on the road reading something like *Resort Rental Cabins Open House Saturday the 27<sup>th</sup> please stop in*. Put the signs out for a few weeks; add balloons on the weekends to get everyone's attention. Do you have a local small town newspaper that you can write a letter to your neighbors in? Do you offer outdoor movies? Looking to improve your neighbor's views on your resort, have your open house, followed by an invitation to come back that evening for a neighborhood movie night and a little popcorn. Popcorn is cheap and your local public relations will be wonderful and with that comes referrals.

So, what is your plan to increase your slowest week or month on your books? Hope I have given you each one solid idea you like and that fits your resort, but remember for every idea or contact method I mentioned there are hundreds out there just waiting for us to think of, so we can share them at the next CMR conference with each other. Let's get busy and *put heads in beds!*

# LEGISLATIVE

## Resorts Promoted at 2013 Governor's Fishing Opener in Park Rapids Area

By Jennifer Bateman, Two Inlets Resort



*Fishing Opener Winning Fish*

### One Year to Prepare

The Park Rapids Lakes Area was selected as the host site for the 2013 Governor's Fishing Opener (GFO). While fishing does take place during the GFO, it's really more a media event. Since our downtown area had recently undergone a major revitalization, which included a lot of road construction, a core group of community leaders decided it was time to bring some positive media attention to our great area! The hosting community learns of their selection exactly one year prior during fishing opener weekend, so that means you have one year to plan and prepare. It is a huge undertaking for any community, with more details and needed volunteer manpower than you can imagine. The Park Rapids area is home to over 75 owner-operated resorts. This article is going to talk about what was done to get media exposure for our area resort community.

### Story Ideas

There is an official GFO website [www.mngovernorsopener.com](http://www.mngovernorsopener.com) that is used as a resource for everyone involved, media representatives included. *Story Ideas* is one area that travel-writers or anyone else can visit to get *teasers* for articles. Two teasers were written for resort



*Mark Novotny and Dianne Roy at the Minnow Races*

stories, one related to what it is like to own and operate a resort, and one touting resorts as a classic Minnesota getaway. Ten resort owners volunteered to be on the *okay to call* list, meaning they were willing to be interviewed for these article topics should a reporter contact them.

### Radio Show

On Friday morning, all the radio hosts interested in doing live broadcasts or taping interviews for later gathered in one location to do interviews. Dave Keller, Brookside Resort, volunteered for this early morning opportunity and had some excellent talking points about resorts and resort vacations. He had about six separate interviews, with a St. Cloud radio station being the most notable.



*Kids trying their luck at the Fish Head Game*

### Two Inlets Tour

Friday morning and early afternoon was the time set aside for planned activities for the media to showcase what our area has to offer. Activities can range from tours to golfing to eating. To get exposure for our resort community, a resort tour seemed like an obvious choice. Logistically, however, it wasn't possible. Activities/tours could be no more than two to three hours long, and since resorts are so spread out, it was clear more time would be spent riding the bus than touring resorts. Since all activities had to go through a selection process, I decided to put together an activity that included some interesting sites in the Two Inlets area, which would involve virtually no wasted drive time. The committee accepted my proposal, which included a log to finished product working sawmill, a Catholic grotto, two resorts and a loon's nest. Attendance was disappointingly light considering the amount of time put into planning the tour, but those that attended were engaged, had fun, asked plenty of questions, and took lots of pictures.

### Community Picnic Resort Booth

The Community Picnic is the only event of the weekend to which the general public is invited, along with the media and government dignitaries. Two thousand five hundred (2,500) people attended! It was a family fun event with a free meal, great live music, and lots of activities at booths set up by various groups looking to get media exposure. The resort community had a GREAT booth. Thank you to volunteers: Kris Krupp, John and Kim Bowen, Crow Wing Crest Lodge; Ernie and Linda Strong, Royal Starr Resort; Mike, Diane and Jeff Roy, Mantrap Lodge; Kristin Kittleson, Camp Liberty Resort;



*Marketing Park Rapids Area Resorts at the Opener*

Cathy Duvall, Kee-Nee-Moo-Sha Resort; and Mark Novotny, Hyde Away Bay Resort. Minnow races, the hilarious *Fish Head Game*, and a couple craft projects kept the kids entertained, while an eye-catching display of what makes resorts such a great vacation option worked (we hope) as advertising to all the adults and media. Resorts didn't go unnoticed with John and Kim dressed up as Paul Bunyan and his wife, Lucette, and the allure of our vintage cabin booth!



*Sign promoting benefits of resorts*

A couple of resort owners served as fishing guides on Saturday morning, Bob being one of them. This volunteer opportunity was a fun one. Guides were strategically paired with media representatives that were either interested or perhaps NOT interested in fishing! Bob, understandably, was paired with a couple men interested in fishing. One was a DNR fisheries supervisor out of Bemidji, and the other a travel writer for Midwest Outdoors from Illinois. My dad took out two marketing directors from the Mall of America (one in charge of state marketing, the other in charge of international marketing), and Dave Keller took a woman from the Brainerd Chamber who was experiencing the GFO first hand to learn from the event. (As it turns out, her committee's application was selected to host the 2014 GFO at Grand View Lodge.) A wide variety

of people went fishing that morning, and Governor Dayton managed to catch a small walleye (whew!). The *Largest Catch and Release Walleye* award, however, went to the woman in Dave Keller's boat, with her 28.5 inch walleye!

## Sponsorship

With a \$1,500 donation, the Congress of Minnesota Resorts was classified as a *Muskie* sponsor, and our website got some good exposure. We also had lanyards made that were given to media representatives to use to hold their media flash drive during the weekend. They were customized with [www.Minnesota-Resorts.com](http://www.Minnesota-Resorts.com) up one side, and *Your Cabin at the Lake* down the other. We hope they are still using them!



*These lanyards were donated by the CMR for media representatives to clip their flash drives to.*

## Summary

The most notable memory of this year's fishing opener is the fact that most of the area lakes still had ice on opening day! That alone might work in our favor in the long run. However, based upon the amount of media exposure that resorts received during the GFO weekend, some might argue that it wasn't worth it, that it was a waste of time. As we all know, marketing seldom, if ever, provides instant gratification. And that's really what the GFO is,



*Paul Bunyan and his lovely wife, Lucette, AKA John & Kim Bowen enjoyed the festivities*

a marketing opportunity. Nearly every opportunity was used to draw media attention to resorts and resort vacations, and I think the resorters-volunteers involved did a very good job! It's now up to Park Rapids and resorters to keep the marketing ball rolling.

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# Join us March 18 & 19 for the 2014 Day on the Hill

Mark your calendars and get ready for one of the most important events of the year!

By Roger Lykins, Lykins Pinehurst Resort



It's less than six months until Day on the Hill (DOH) 2014. Mark your calendars and get ready for one of the most important events of the year. March 18 & 19 are the dates for this year's DOH. It's in March because the session is starting later this year.

I have really been impressed with the Day on the Hill over the years. It is great to meet and visit with my local legislators. They seem quite concerned with our issues and are good listeners. They also wonder what gimmick the resorters come up with each year.

Our lobbyist, Joel Carlson, and his staff arrange appointments for us to visit legislators and bring leaders from both house and senate in for discussions. We also may attend a conference hearing and sometimes even the governor is available to visit us.

It is also a great time to connect with fellow resorters as we bus down to St. Paul and stay as a group in an area hotel. It is fun to hear the questions brought up on the bus. It's like a big crackerbarrel.

More details will come as we get closer to March, but PLEASE consider joining us. Our numbers have dwindled the past couple of years, so let's shoot for 50 this March.

We look forward to seeing you there!





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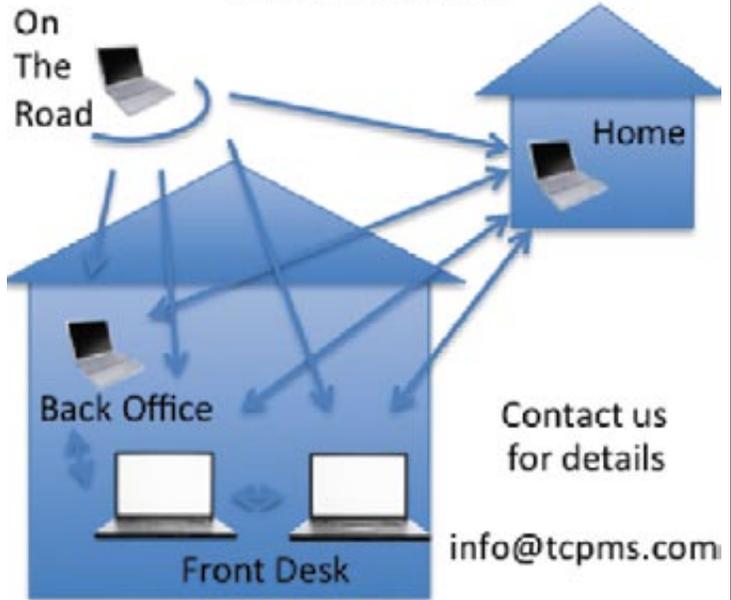
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Gateway Resort, Sauk Centre, MN

**Richard Breda, Cynthia Prescott & Doug Fure**

Acorn Hill Resort, Walker, MN

**Alan M. Davis**

Rose Hill Resort, Lindstrom, MN

**Barry & Kristy Wilde**

The Wilds Resort & Campground, Osage, MN

**Jason Richardson & Tim Richardson**

Richardson’s Shangri-La Resort, Orr, MN

# LEGISLATION

## Legislative News

By Joel Carlson, Congress of Minnesota Resort Lobbyist

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*...CMR members talking to legislators in their home districts is key to our success.*

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### **Some well needed slow time at the Capitol**

For the first time since Governor Ventura's inaugural session in 1999, Minnesota's Capitol has not been the subject of special session and government shutdown jabbering. The 2013 Legislative Session, the first under one party rule since 1989, ended on time and the halls of the Capitol went dark in May until February 25, 2014. There have been, and will continue to be, a few legislative committee hearings and talk of providing disaster relief to storm damaged communities. Beyond that, political life right now is confined to guessing games about candidates for governor and U.S. Senate, AND what the newest serving on a stick will be at the MN State Fair. I couldn't be happier!

Legislators have been working to connect with the voters in their districts and refill their depleted campaign funds since session ended. Majority DFLers and Governor Dayton have been buoyed by some of the early state-wide polling results that show a Minnesota public largely supportive of the session outcomes, but opposition from the Republicans has not taken hold yet. The spin over the session is really just beginning, so early indications of public sentiment are not bankable.

But what we do know is this, the 2014 election is not too far away and the claims about who did what, to whom, and when, will be the fodder for the coming months. The 2014 election for the governor's office and control of the Minnesota House will have every elected official claiming parentage over the current successes in Minnesota.

### **Tale of Two States – The governor's race**

**Democrats:** It's impossible to miss the differences in political headlines over the past several months. After years of deficits and dour news from St. Paul the storms, lately, been a little less severe. Economic news from St. Paul has been surprisingly healthy; unemployment well below the national average, over 50,000 new jobs created in 2012, tax collection well ahead of projections and several major payments have been made to local schools to repay the monies borrowed from sessions past. The new taxes are only paid by the very wealthy. The state is recruiting employers from other locations, ribbon cutting has again become popular, and the Vikings may actually field a team whose success will make us forget the Twins awful season.

**Republicans:** Minnesota's state of government is overgrown and out of control. The taxes from the last session will stymie any recovery that was happening without the DFL tax increases. Our no new tax pledge created the growth in Minnesota and we will go backwards now. The unemployment rate is only lower because people simply quit looking for work. And, the Vikings will flounder with a weak QB while the Twins will rebound with fresh young talent.

While the two takes on Minnesota sound impossible to reconcile, that is the message the two major parties are trying out for the 2014 election. As November 2014 approaches, it will be a difficult choice for many Minnesotans and will likely be driven not by their worldview of our conditions, but rather how things look around their very own kitchen table.

If you are out of work, the rosy predictions are platitudes about how great Minnesota is doing mean little. Likewise, if your business is growing or has received some assistance to jump-start an expansion, the booster-ism of Minnesota sounds pretty appealing.

Right now, at least nine candidates have expressed an interest in seeking the governorship, one of which is the current incumbent Governor Mark Dayton. Unlike previous elections, no DFLers appear interested in challenging Governor Dayton from within his own party – a bonus that does not always occur.

The Republican candidates, with a completely opposite view of Minnesota than Dayton, include former House Speaker Kurt Zellers, State Senators Julie Rosen and David Thompson, businessman Scott Honour, former Legislator Marty Siefert, and a long cast of others. Unlike previous elections, many observers believe that the Republican candidate will be selected not by the party's endorsement, but by voters in the August 2014 primary election. This party in-fighting has not happened to the Republicans since 1990, but appears unavoidable in 2014.

It will be really interesting to see the different approaches the candidates take in making their pitch. It will be a good opportunity to see if negative campaigns work in a better economy.

### **Capitol Restoration – Long overdue improvements**

Lawmakers approved another significant amount of money to restore the historic MN State Capitol building, which will produce a significant headache for the public and lobbyist that must come to the capitol to have their voices heard. Several states have undertaken similar and massive reconstructions to their capitol buildings and report three to five years of disruptions, but thunderous applause to the final work product.

Over the course of the coming four sessions, all or part of the capitol will be closed and off-limits for use. The state senate is planning to construct a new building for its members and committee hearings, which would take some of the pressure off the use of the capitol. Sessions may be cut short (the 2014 session doesn't start until almost March!) and parking and other amenities will be limited around the capitol complex.

The committee that is responsible for managing this massive overhaul is working to make sure the public is aware of the changes coming. So that we can plan accordingly when we look to come to the capitol to have our voices heard. CMR is a well-known capitol voice, so we'll have to make extra efforts to make certain our coming Day of the Hill (DOH) lobbying is even more impactful.

### **Plumbing License Changes Needed**

It always amazes me how legislation is created and passed; sometimes by careful planning and cunning, sometimes by plain ol' luck. We may have a combination of planning and luck on the issue of changing the current law on restricted plumber's licenses for resorts. After several years of complaints, we have finally developed a bi-partisan group of legislators that hope to secure passage of changes in the 2014 session. We work as hard as we can to see legislators at the Day on the Hill, but we can't always see everyone. As we have said many times, CMR members talking to legislators in their home districts is key to our success.

Over the summer, many CMR members have taken their DOH information to talk to their elected officials about plumbing licenses and fees, many of who have responded that they'll help seek a solution.

It has been great to see CMR members active in their districts to help advance our agenda, and using every local opportunity to lobby legislators on our issues. If you are seeing legislators at church, the county fair, or even stopping at your resort, don't pass up the chance to make your voice heard and let them know we need their help!

## 2014 Day on the Hill

I can't count the number of times I written about the need for CMR members to come to St. Paul and attend the Day on the Hill. A CMR tradition started in the late 1990s, this annual effort to educate legislators has become central to our legislative program. While we often can see the results of our visits by legislation, other benefits are harder to measure but are equally important. Having legislators know you, and your resort, are huge advantages when we come to St. Paul.

Sometimes, we need to be reminded that the odds we face at the capitol are daunting, and not in our favor. As an example, the schools have dozens of lobbyists and thousands of school board members to actively lobby legislators on the Labor Day issue. CMR has a single lobbyist and sometimes only 30 CMR members to attend DOH. The odds of continuing to win on issues get smaller each year, and not just on the Labor Day issue. I'm always up for the battle, but we need more of our members to join in the fray.

It is critical that CMR members make the effort to legislatively engage

at these important times. Over 60 percent of the legislature are newly elected, they have no history with resorting and the need to promote tourism. It's only with your active and consistent participation that CMR can continue to be the voice for resorting in Minnesota.

Please commit to attend the next time you are asked – you can't wait for your resorter colleague down the beach to do the work.

I hope you have a hugely successful summer and fall, and I look forward to seeing you at the conference in Duluth!

**Join us March 18 & 19 for the**

**Congress of Minnesota Resorts**

**Day on the Hill**

**Check out page 20 for details.**

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