



RESORTER REPORTER

Congress of Minnesota Resorts

Message from the CMR President

Greetings all CMR resorters!

This is my first newsletter article since becoming president of the CMR. I hope that your phone is ringing off the hook with new and returning reservations.

There are a couple of things that you need to put on your calendar! CMR Day on the Hill is Feb. 28 and 29. Get on the bus and we will see you at the capitol. It is a great way to get our issues to the legislature and visit with other resorts (Crackerbarrel time!).

Also, CMR Spring workshop is April 10th with additional classes on April 9th. Great speakers and good food. Always great to get together and discuss what is happening and what is new. (Another crackerbarrel time!).

Another item that is happening is our School of Resorting. We have several classes lined up that you can attend and gain a lot of knowledge. (And another crackerbarrel time).

Take advantage of all the activities that CMR provides. It does not cost a lot of money but you gain a lot! Join us and we will see you at all the functions!

Mark Novotny, CMR President

Hyde-A-Way Bay Resort, Hackensack

2012 Day on the Hill

This year's Day on the Hill is approaching and we are planning another fantastic trip. As in the past we have a luxury motor coach chartered for your convenience. We have a great hotel set up with a great rate.

We have reserved a block of rooms at Hotel 340 in downtown St. Paul, for the night of February 28th. Call 651-280-4120 ask for the Congress of Minnesota Resorts rate of \$99 per room, ask for Andrew. This is the hotel website: <http://hotel340.com> The Hotel 340 is a unique small hotel in the refurbished St. Paul Athletic Club.

All attendees get the coveted Official Day on the Hill name badge and neck lanyard; special year pins you receive each year; get to wear the official CMR Fishing Vests; will get a Day on the Hill packet that has all of our legislative issues, meeting schedules and bills that effect us and bills we are backing. All attendees will also get free snacks and beverages during the motor coach trips and at the capitol in our meeting room; and a free box lunch while at the Capitol on Day two.

The Legislative Committee will set up personal meetings with your legislators, and if you have personal issues we make sure you get personal time to address them. The Legislative Committee also has group meetings with top Administration Commissioners and the Governor.

Attendees personal expenses are for the hotel room, lunch in downtown St. Paul when we arrive, and the evening meals on both nights. If you share a room you can easily spend less than \$100 out of pocket for this fantastic trip, and you will be helping us and yourself greatly.

2012 Day on the Hill, Continued

Motor Coach route and schedule:

1. Arriving @ 6:00a.m. in Wadena at Wal-Mart, departing @ 6:05a.m.
2. Travel to Park Rapids arriving @ 6:45a.m. Wal-Mart south parking lot, departing @ 6:50a.m.
3. Travel to Walker arriving @ 7:30a.m. Casino S E corner parking lot, departing @ 7:40a.m.
4. Travel to Brainerd arriving @ 8:55a.m. Gander Mountain east side of parking lot, departing @ 9:00a.m.
5. Traveling to "St Cloud arriving @ 10:00a.m. new Wal-Mart parking lot, departing @ 10:15a.m. for St Paul

NOTE: IF YOU ARE FROM WEST CENTRAL MINNESOTA AND WANT TO GET ON THE BUS IN ALEXANDRIA, OR HENNING, LET ME KNOW AND I WILL LET YOU KNOW WHAT TIME AND LOCATION WE WILL BE THROUGH THOSE AREAS ON OUR WAY TO PARK RAPIDS.

IF YOU ARE COMING FROM OTHER AREAS OF GREATER MINNESOTA, WE WILL HELP SET UP CAR POOLING.

I AM ALSO ASKING VETERAN "DAY ON THE HILLERS" TO INVITE SOMONE NEW FROM YOUR AREA TO COME WITH US THIS YEAR. We are trying to top our record attendance this year, so our goal is to have at least 60 attendees this year.

If you have never this event please consider joining us this year. We have major issues that affect all of us. This is a FUN FIRST Event! When Resorters get together we always have a great time, spend lots of time socializing with each other and everyone at the Capitol looks forward to our visit and what we will be wearing each year.

If you have any questions about transportation, hotel, or any other part of the event please call me.

Dave Thompson; 218-495-3326 Resort; 218-535-1549 Cell; or email fisrvilg@partel.com

NEED \$500 FOR SCHOOL?

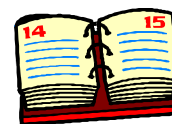
It is not too early for your child or grandchild to get the application started!

Application needs to be at the CMR Office March 15th!

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 15, 2012 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 Membership, then by using your Login and Password you will be able to go to Applications and click on Scholarship Application and print a copy. If you need further assistance please contact Vicky by emailing: CMR@Minnesota-Resorts.com or call 320-212-5107.

CMR CALENDAR OF EVENTS

Feb 28 & 29, 2012	Day on the Hill (see pages 1 & 2 for info)
March 15, 2012	Scholarship Applications due at office
March 23, 2012	Small Engine Repair, Christiansen Industrial, Bemidji, contact Timberly at finnfeather@hotmail.com or call 218-335-6598
April 9, 2012	Pre-Workshop School Resorting Classes, Horseshoe Bay Resort, Walker
April 10, 2012	Spring Workshop, Horseshoe Bay Resort, Walker 8a.m. to 5p.m.
Oct 28, 29 & 30, 2012	Fall Conference location to be announced



Have you gone to www.Minnesota-Resorts.com lately?

As CMR members you have a great resource of information just a few clicks away and we challenge you all to take a few minutes to get re-acquainted with it.

Start at the bottom of the Homepage (www.minnesota-resorts.com) and click on *membership*. We now have added the *Board of Directors* list and *Workshop & Conference* information there for **everyone** to view. Vendors and others looking for information on CMR events asked for this change. Of course the *Membership Form* is there for new member recruits as well.

From the *membership* page you can now login to your personal profile page using your email address (the one you gave to CMR) and your password. Once logged-in, you'll notice the menu to the left of your profile:

Vendors- Here's where you'll find our associate members who support the CMR; please patronize them when you can. Many are also advertisers in the Resorter Magazine.

Media- Watch a 'Day on the Hill' video from 2008 or get CMR Logo buttons for your website.

Publications- You'll find archived issues of our newsletter and the Resorter Magazine dating back to 2002. Lots of great information from our peers in the resort industry!

Applications- Here's where you find the *Scholarship application* as well as the *Resorter of the Year Nomination* form.

Education Materials- Most importantly are instructions for subscribing to the CMR *Yahoo-groups* chat line. If you're not on it—get on it now! One of the best member benefits you'll enjoy!

We also have a link to your **Minnesota State Legislators** and our **CMR By-Laws**.

Oh, and while you're on your profile page don't forget to update and refresh your resort information using our new enhancements to 'Family Vacations', 'Fishing Getaways', & 'Winter Resorts'. Happy Resorting!

CMR Marketing Committee

NOMINATING RESORTERS FOR THE 2012 RESORTER/S OF THE YEAR AWARD SEPTEMBER 1, 2012 DEADLINE

The Congress of Minnesota Resorts selects, through nomination by its members, one resort and resort owner that has 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.

To this end, any member of the Congress of Minnesota Resorts can submit a nomination for this prestigious award. Nominations must be received by September 1st 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.

You can go to the CMR website www.Minnesota-Resorts.com Scroll to the bottom of the home page and click on Membership, then by using your User Name & Password you will get into the Members Only sections and click on Applications then print a copy of Resorter of the Year Nomination form. Mail the completed form to: Congress of Minnesota Resorts, PO Box 358, New London, MN 56273-0358. If you need further assistance please contact Vicky by emailing: CMR@Minnesota-Resorts.com or call 320-212-5107.

TWO Pre-Workshop BONUS Classes on Monday, April 9th

Horseshoe Bay Resort in Walker, MN

Reservation Master Seminar

9:00 - 11:00 a.m. Beginner level

11:30 – 1:30 p.m. Advanced/Refresher

Learn about new software enhancements, review basics and ask any “how-to” questions of which you may be struggling. \$25 for either session; \$40 for both and a discount of \$5 if also registered for the Spring Workshop. Contact Tom Pingel to pre-register (218) 789-5880, tom@tcpms.com

Green Cleaning Class

3:00 - 5:00 – Meet Marjorie and her husband, Walter, a.k.a. “exhibit A”. This couple will chat about the amazing benefits of cleaning products without chemicals (Shaklee). Other resorters will share recipes and products they use at their resort, saving lots of \$, (believe it!!!) with incredibly positive feedback from their guests and employees, all the while making a minimal or even beneficial impact on the environment. FREE class for all CMR members.

Contact Timberly Christiansen to pre-register at 218-335-6598 or finnfeather@hotmail.com

CMR Spring Workshop April 10th

Horseshoe Bay Resort in Walker, MN

Spring Workshop is an all day educational forum (8 a.m. - 5 p.m., plus a board meeting until 7 - all members welcome!) for CMR members to connect, have some fun (three crackerbarrels planned!) and enhance their resort business on both macro- and micro- levels.

Two classes are already confirmed, "Photography 101" and "Mobile e-Marketing".

The committee is working on a natural resources topic and a business/financial topic (all ideas from you are most welcome!!!!!! Steve Addler is in charge of these two particular topics: e-mail him your comments and suggestions to assist us! vacation@crlodge.com

The Workshop Committee is also considering inviting a swimming pool topic person (based on resort group chatline chatter, perhaps a subject regarding non-toxic disinfectant / chlorine/bromine alternative -- OR, a MN pool regulations representative.) If this presentation happens, we'll use it as a 'break out' session during one of the three crackerbarrel times (in other words, those interested in pool stuff can stay to hear that, others will go into another room and crackerbarrel about whatever burning topic is on their minds.)

As always, we'll have a legislative update, recap of "Day on the Hill", and Dave Bergman from Explore Minnesota Tourism is already on board to update us on MN tourism for 10 minutes or so.

C'mon out and sign up to join us, you won't regret it.

Oh! If you need to grab a room for the night, I just talked to Horseshoe Bay Resort today again, and she's further discounted the nightly rooms down to \$79/night, for those of you coming from an outlying area or wanting to take advantage of either/both of the pre-workshop classes. <http://www.HorseShoeBayResort.com>

Kim Bowen, CMR Workshop/Conference Committee, Crow Wing Crest Lodge

218 652 3111 or email relax@crowwing.com

Registration form on next page

2012 CMR Workshop Registration Form

CMR Members: \$49/person (includes lunch & breaks)

Non-Members: \$59/person (includes lunch & breaks) If you've never been a member of the CMR in the past, come see what we're all about! Join the CMR as a new member at the door and receive a 50% discount from your annual dues (membership year 9/1/2011 to 8/31/2012)

Enclosed is \$ _____ for ____ people to attend the workshop.

NAME: _____

RESORT: _____

ADDRESS: _____

PHONE: _____

E-MAIL: _____

RETURN BY MARCH 31, 2012

Please make checks payable to: Congress of Minnesota Resorts

Mail to: Congress of Minnesota

PO Box 358

New London MN 56273-0358

Phone: 320-212-5107

Email: CMR@Minnesota-Resorts.com

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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 2011-2012 BOARD OF DIRECTORS

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