



RESORTER REPORTER

Congress of Minnesota Resorts

www.Minnesota-Resorts.com

Message from the CMR President

Greetings Resorters!

My name is Su Ugstad and together with my husband, Bob, have just completed our 11th season as owners and operators of Balsam Bay Resort in Remer. I've always considered our membership in the CMR a vital asset to our business and that's why I'm so honored to be elected as CMR President for the coming year. I'm looking forward to working with the new board of directors and would like to thank the following outgoing board members for their service: Chuck and Marilyn Appeldoorn, Pete Nelson, and Dave Thompson.

I'd also like to thank Mark Novotny for his past 2 years of outstanding service as president and am grateful that he'll remain on the Board. We welcome our new members and first time on the Board: Vince Prosocki from Northern Lights Resort, Chad and Tina Reuper from Sandy Pines Family Resort, and Tom and Kathy Marnik from Timber Trails Resort. These folks are all relatively new to the Resort industry with just a few years experience in resorting. I applaud them for stepping up into this active role.

We had another hugely successful Fall Conference this past October in Duluth. If you missed it, you missed a lot! There was a wealth of great information presented. Be sure to read more about the Fall Conference events in this newsletter and the Minnesota Resorter magazine coming out in January. Congratulations to Jim and Debbie Eickhorst owners of Kohl's Resort in Bemidji for being awarded this year's CMR Resorter of the Year.

Also, please mark your calendar for CMR's Day on the Hill on March 18 & 19. It's essential that we have a (collective) voice at the Capitol on the issues that are crucial to our industry. It's also important that we show our solidarity in large numbers. So we are hoping for record attendance this year!

I would encourage you all to get actively involved with the CMR in any way that works for you.

- Get in Yahoo Chatline
- Attend the Spring Workshop - April 8, 2014
- Attend Fall Conference
- Participate in Day on the Hill
- Take advantage of School of Resorting Classes
- Get active on a CMR committee

They are all splendid opportunities for learning and great ways to get the most of your membership.

In closing, I wish you all safe travels and joyous times with family and friends during this Holiday Season!

Su Ugstad, CMR President
Balsam Bay Resort, Remer

Get on the bus!

Save the dates for your CMR's Day on the Hill. We are planning our annual Day on the Hill and it is going to be full of issues that we need from all over the state to represent our industry. Save March 18th and 19th. More information will be coming to you in the next months!

Get on the bus!

Mark Novotny & Roger Lykins, DOH Co-Chairpersons

2013 Vendor Show

Thanks to all the Fall Conference attendees that participated in the Vendor Show on Monday, October 28th at the Radisson-Harborview Hotel in Duluth. We had 24 vendor and informational booths this year. Many are loyal returning vendors that come to our conference every year to exhibit their services and wares, and visit with members of our industry. We also had a few new exhibitors and Associate members this year that really made a big hit at the conference. As always, it's fun to see the latest gadgets and novelties, water toys, cabin décor, furniture and resort-wear, but equally invaluable is keeping up on current trends that directly affect tourism and our resort businesses. This includes (but is not limited to) ideas for maintaining, operating and marketing your resort, as well as up-to-date information on insurance, resort expansion, development, investments and exit strategies.

The support received from these vendors is what helps make the conference possible, and they in turn appreciate the patronage they receive from resorters.

Look for more information on the conference and attending vendors in the next issue of the Minnesota Resorter magazine and remember to thank our vendors for their continued support of the CMR!

Su Ugstad, Vendor Show Chairperson, Balsam Bay Resort, Remer

Resorter of the Year Award 2013

“If you are not moving forward, you are falling backwards. There is no status quo.”

This quote from the 2013 Resorters of the Year, Jim and Debbie Eickhorst, provides an interest-piquing glimpse into what you can expect to learn in the next issue of the CMR magazine. You can read the full article about their approach to resorting, the expectations they have for staff, involvement within their community, how they view the hospitality industry and their plans for future growth. The Eickhorst's have operated Kohl's Resort for ten years; a resort they say they selected to purchase, in part, because they would be proud to show this resort to their own family. Don't miss the chance to read more about it in the Winter 2014 issue of *The Minnesota Resorter*.

CMR Resorter of the Year Committee

2013 Fall Conference Recap...

The CMR Fall Conference was held Oct. 27-29th in Duluth. The pre-conference activities included a tour of Glen-sheen Mansion this tour was attended by over 20 resorters. The tour was very well-orchestrated and all who attended agreed that it was a fun time.

The conference opened on Sunday with introductions and it was awesome to see lots of new resort owners and first-time conference attendees. Presentations were made concerning audits and resort purchases, taxes, etc. Ed Heil was present once again and provided ideas for adding video clips to our websites and how to boost our social media impact...I think we all learned something from him.

Monday's presentations included health insurance and health savings account information, and we were all "graded" on our **Real Colors**, providing entertainment for everyone! The afternoon was filled with the Vendor Show, attended by everyone with door prizes and many new products featured for the 2014 season.

The conference concluded on Tuesday with the introduction of new board members, presentations from John Edman, marketing committee presenting the CMR website possibilities, legislative updates and a speaker sharing communication techniques throughout our resort...

As always, the crackerbarrels offered everyone the opportunity to ask questions of other resorters and hopefully take home answers to use at their resorts. A big thanks to the committee and all those involved with the conference...it was a success!

Pat Addler, Cedar Rapids Lodge, Tenstrike

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 15, 2014

Each year the Congress of Minnesota Resorts offers four \$500 scholarships to a junior or senior in high school or a current undergraduate or technical school student. March 15, 2014 is the deadline for the scholarship application to be received at the Congress of Minnesota Resorts office. A scholarship application can be printed 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.

LMO= Last Minute Openings

Sure, the summer season is behind us, but for those who are open year-round or are still looking to fill some of your autumn season openings, don't forget the CMR's 'Last Minute Openings' feature. Vacancy dates are extended from three weeks to six weeks in the off-season! Just log into your listing page and follow the instructions to list your openings. There is a small nominal fee (\$5/listing) which can be paid by credit card or PayPal. Many member resorts have had success with this feature and feel it is well worth the small investment.

FYI From the Marketing Committee

Have you had trouble logging into your listing page on the CMR website (www.Minnesota-Resorts.com)? Don't fear; the website is not malfunctioning, you haven't been computer hacked, entered into the Twilight Zone, or any other Time/Space continuum for that matter. We've been told it is merely a compatibility issue with Internet Explorer 10. Now don't feel rejected, we're sure you're very compatible (wink, wink); this is a Microsoft glitch that can be resolved by simply clicking the compatibility icon (torn piece of paper in address bar), or trying a different browser. If you continue to have trouble please contact Su Ugstad at rsugstad@means.net or call 218-566-2346 or Tim Aarsvold at TJA@GenevaBeachResort.com or call 320-763-3200

New Members

New Resort Members:

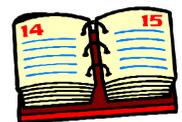
John & Lisa Dockstader, Birchwood Resort, 22182 Birchwood Loop, Sauk Centre, MNB 56378 Phone: 320-352-5112
Email: johndock@myomnitel.com Website: www.birchwoodresortllc.com

Associate Members:

Lonesome Cottage, Sherry Schmidt, 30671 State Hwy 371, PO Box 665, Pequot Lakes, MN 56472-0665
Phone: 218-568-2432 Email: sherry@lonesomecottage.com Website: www.lonesomecottage.com

CMR CALENDAR OF EVENTS

Jan. 2014	CMR Board Meeting
Mar. 15, 2014	Scholarship Applications due at CMR Office
Mar. 18 & 19, 2014	CMR Day on the Hill, St. Paul, MN more details to be announced later
Apr. 8, 2014	Spring Workshop, Walker, MN area more details to be announced at a later date.



Congress of Minnesota Resorts

PO Box 358

New London, MN 56273-0358

Phone: 320-212-5107

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 2013-2014 BOARD OF DIRECTORS

President:

Su Ugstad, Balsam Bay Resort
218-566-2346 rsugstad@means.net

Vice President:

Tim Senger, Cedar Point Resort
218-832-3808 cedarpoint@bigfork.net

Secretary:

Timberly Christiansen, Finn-N-Feather
Resort 218-335-6598
finnfeather@hotmail.com

Treasurer:

Tim Aarsvold, Geneva Beach Resort
320-763-3200
TJA@GenevaBeachResort.com

Past President:

Mark Novotny, Hyde-A-Way Bay Resort
218-675-6683 hydeawaybay@tds.net

Education:

Chairperson: Timberly Christiansen,
Finn-N-Feather Resort, 218-335-6598
finnfeather@hotmail.com

Education Committee Members:

Kim Bowen, Crow Wing Crest Lodge
218-652-3111 relax@crowwing.com

Karen & Tim Senger, Cedar Point Resort
218-832-3808 cedarpoint@bigfork.net

Cathy Duvall, Kee-Nee-Moo-Sha Resort
218-682-2362
cdvallmgmtgroup@hotmail.com

Kathy Marnik, Timber Trails Resort
218-566-2376
Kathy@timbertrailsresort.com

Chad Reuper, Sandy Pines Family Resort
218-947-4467
vacation@sandypinesresort.com

Deb Eickhorst, Kohl's Resort
218-243-2131 relax@kohlsresort.com

Vince Prosocki, Northern Lights Resort
218-758-2343
nlr@northernlightsresort.com

Legislative Co-Chairs:

Mark Novotny, Hyde-A-Way Bay Resort
218-675-6683 hydeawaybay@tds.net

Roger Lykins, Lykins Pinehurst Resort
218-963-2485
lykins@pinehurstongull.com

Legislative Committee Members:

Tim Aarsvold, Geneva Beach Resort
320-763-3200
TJA@GenevaBeachResort.com

Tom Marnik, Timber Trails Resort
218-566-2376
Kathy@timbertrailsresort.com

Marketing Chairperson:

Jim Eickhorst, Kohl's Resort
218-243-2131 relax@kohlsresort.com

Marketing Committee Members:

Su Ugstad, Balsam Bay Resort
218-566-2346 rsugstad@means.net

Tim Aarsvold, Geneva Beach Resort
320-763-3200
TJA@GenevaBeachResort.com

Tim & Karen Senger, Cedar Point Resort,
218-832-3808 cedarpoint@bigfork.net

Kim Osterhoudt, Pine Beach Resort
218-254-3144
pinebeachresort@yahoo.com

Robert & Sue Dice, Island View Resort
320-796-2775
vacation@islandviewresort.info

Vince Prosocki, Northern Lights Resort
218-758-2343
nlr@northernlightsresort.com

Mark Novotny, Hyde-A-Way Bay Resort
218-675-6683 hydeawaybay@tds.net

Tina Reuper, Sandy Pines Family Resort
218-947-4467
vacation@sandypinesresort.com

Lobbyist:

Joel Carlson
Legal Research/Government Affairs
6 West Fifth Street, Suite 700
St. Paul, MN 55102
651-223-2868 jdcresearch@aol.com

Office Manager:

Vicky Krattenmaker
PO Box 358
New London, MN 56273-0358
320-212-5107
CMR@Minnesota-Resorts.com

Minnesota Resorter Editor:

Ann Warling, 218-821-1031
18366 Red Cedar Road
Cold Spring, MN 56320
ann.warling@gmail.com

MN Resorter Advertising:

Linda Gronholz
32910 CTY RD 39
Breezy Point MN 56472
218-839-0257; 218-543-5245
lmgronholz@hotmail.com

EMT Advisory Council Rep:

Mark Novotny, Hyde-A-Way Bay Resort
218-675-6683
hydeawaybay@tds.net

U of M Tourism Center Advisory Board:

Scott Springer, Pike Point Resort &
Lodge, 218-586-2810
gonefishing@pikepointresort.com

CMR Publicity:

Sheila Niemeyer, Niemeyer's Rugged
River Resort 218-829-4587
relax@ruggedriverresort.com