



April 2008

RESORTER REPORTER

Message from the CMR President, Dana Pitt

Hello Resorters,

Here we are in mid-April and the grass is still buried under a couple feet of snow and the lake is locked up in 3 feet of ice. I'm not sure if I can handle much more of this global warming – if this keeps up we may need to lobby for a June 1st fishing opener. While I'm waiting for the yard to clear at least I can finish up on the office work and clean out the inbox before the spring madness begins.

Last week the CMR held its Spring Workshop in Walker and, in spite of having to work around snowstorms, it was well attended and a huge success. Thank you to the committee for doing such a great job organizing it. Also, "thank you and welcome aboard" to the new CMR members who joined. We look forward to your future participation and support of our CMR activities.

I also want to express my gratitude to the legislative committee and our lobbyist for their hard work that is soon wrapping up in St. Paul. Despite a rough atmosphere around the Capitol this session, they still managed to obtain some tax relief for resorts and gain inroads toward our agenda for next year.

Look for more details on what the CMR is doing for you in this issue. Good luck on your spring preparations and the coming resort season – I hope it is an enjoyable and profitable season for all of you.

Think Spring!!

Wow! What a Spring Workshop!

Submitted by: Mary Schiebe, Conference Committee, Knotty Pines Resort

There were 77 attendees and 5 new CMR members as well. The Hiawatha Beach Resort (new member) was the location and we were very impressed with their facilities as well as the good food. We had a lot of fun and learned so much from the speakers and at the cracker barrels. More than a few attendees were resort owners for less than 2 years including us and we gained so much from the wisdom and sharing of the more experienced owners. Hope you were able to attend.

P.S. A great big thank you to Dan Borseth and the Pine Insurance Agency for sponsoring our breaks! We had coffee, juice, goodies and fruit

CMR Falls Conference Mark your Calendars October 26th thru 28th

Submitted by: Jason Ball, Conference Committee, Cass Lake Lodge

The Fall Conference will be held October 26th - 28th. It will be held at the Radisson Hotel Duluth Harborview located in downtown Duluth. Room rates will be \$79.00 plus tax. This year there will be many great topics, cracker barrels, and a large vendor show. The Radisson will hold rooms until September 26th so make sure to book yours before the busy season starts. We look forward to seeing everyone there

www.radison.com/duluthmn

School of Resorting Update

Submitted by: Jennifer Bateman, Education Chair, Two Inlets Resort.

Class has most certainly been in session over the past couple months. In March the Small Engine Repair class was held in the Bemidji area with nearly 20 resorters participating. This was a hands on class with a real live mechanic teaching everyone about small engine maintenance and troubleshooting. He discussed weed whippers, push mowers and small outboard motors, to name a few. As one participant stated, "I learned enough in the first 15 minutes to make it worth my time and ten buck investment!"

Just last week three classes were held the day after the Spring Workshop with again, excellent attendance. Tom Pingel taught a four hour class on his Reservation Master software that many resort owners are using. It was for beginner and experienced users and everyone came away with a greater understanding of all that this reservation/financial program can do!

Twenty eight people (mostly guys and a few women) attended the PEX (flexible plumbing pipe) class and are now certified PEX installers! If you are going to install this type of plumbing at your resort the state requires that it be installed by a certified installer. This will be a great money saver for those resorters who plan to do some plumbing any time soon.

The last class of the day was "How to Best Survey Your Guests to Get the Information You Are Seeking", facilitated by Tom Pingel. Tom has extensive survey experience from his career before he bought his resort, and did an excellent job of making everyone think about the usefulness of the questions they ask their guests. Some great brainstorming and discussion came out of the class, as well as concrete, useful ideas to apply to the guest survey process.

The School of Resorting will now go on summer break and will open again in early September with another resort tour. If you have any ideas for classes or would like to teach a class, please contact Timberly Christiansen at:

finnfeather@hotmail.com

Minnesota-Resorts.com

"MEMBERS ONLY" WEBSITE INFORMATION

Resort Members:

- PLEASE login and update your resort information. Follow the instructions and add a photo to your listing. Remember to Click "SAVE PROFILE" before you exit.
- Look at our new Vendor page. It has a new look & new features. Associates now offer deals/specials to our members.
- Go to the Media page and link the CMR to your website. This will help with search engine positioning. Your customers are looking, so be up to date.

Associate Members:

- PLEASE login, as new access is available to you.
- You can update your company information, display your products, add a photo, link the CMR to your website, and offer specials to the members.

All Members:

- **Check in frequently:** Day on the Hill, Spring Workshop, Fall Resort Tour, and Fall Conference information will be updated as it is available.

Contact Tim Aarsvold at 320-763-3200 or TJA@GenevaBeachResort.com for assistance

Resorter/s of the Year Nomination

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 June 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.

I/we, being members(s) in good standing, submit the following nomination for the Annual Resorter/s of the Year Award"

Resort Name _____

Owner/Operator Name(s) _____

Address _____

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.

In the space following please briefly explain the accomplishments of the resort you are nominating, their ability to maintain a progressive resort and their attitude toward resorting and the resort industry.

Please give a brief explanation of how this resort and its owners/s have been involved in community activities to include involvement in resort industry organizations like the Congress of Minnesota Resorts.

Please give a brief example of how this nominee has acted as a mentor to other resort owners/operators.

This nomination is submitted by:

Resort Name and Owner/Operator _____

Address _____

Phone number _____ Email address _____

Send nomination form to: Congress of Minnesota Resorts, 21403 52nd Street NE, New London, MN 56273

Property Tax Relief on the Horizon!

Submitted by: Ed Becker, Legislative Committee, In-We-Go Resort, Nevis

Two years ago we asked the state legislature to give small resorts some tax relief as the lake shore property values were rising faster than many other property types and that this was an increased burden on our bottom lines. The legislature did just that. Below is an example of what was done for small resorts.

The 1st \$500,000 of property value was taxed at .55%. The next 1,200,000 was taxed at 1%. And anything over \$1,700,000 is at 1.25%

Property tax relief bill 2005 example for a (\$1,000,000) resort valuation

Old Method

1st	\$500,000	x	.55%	=	\$2,750
next	<u>\$500,000</u>	x	1%	=	<u>\$5,000</u>
	\$1,000,000 resort valuation = \$7,750 amount owed				

As many of you know, valuations continued to go up astronomically therefore absorbing the benefit that most of us needed. So we went back this year and asked that the brackets be changed to reflect the continued rising valuations. Again they were sympathetic to resorts and the need to preserve a Minnesota heritage; We were included into the 1st tax-bonding bill. What this means for you, below is an example of how your property tax bill will be calculated for the 2009 using the same \$1,000,000 resort.

Property tax relief bill 2008 example for a (\$1,000,000) resort valuation

1 st	\$600,000	x	.50%	=	\$3,000
next	<u>\$400,000</u>	x	1%	=	<u>\$4,000</u>
	\$1,000,000 resort valuation = \$7,000 amount owed				

The savings for a typical \$1,000,000 1c resort will be \$750.

Articles for the

Minnesota Resorter Magazine

The Minnesota Resorter Magazine is always looking for articles. They can be long or short, funny or serious, educational or for human interest. The best articles are written by resorters. Anything that you think would interest another resort owner is considered good material! We would like to receive material from as many different people from across the state as we can. And don't worry about feeling you need to be a fabulous writer -- we have editors and proofreaders who can make your article "ship shape" for print.

The deadline for articles for the summer issue is May 26th. Please send them directly to

Jennifer Bateman at vacation@twinlets.com

Nominating Resorters for the

2008 Resorter of the Year Award

A Resorter of the Year Nomination form 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 CMR Member (left corner), then by using your Login and Password you will be able to go to Applications and click on Resorter of the Year Nomination and print a copy. You can also print a copy of page three of this newsletter, fill out and mail to the CMR office at 21403 52nd Street NE, New London, MN 56273. If you need further assistance please contact Vicky by emailing: cmr@minnesota-resorts.com or call 888-761-4245.

June 1st Deadline

Stepping Up to Sustainability

Submitted by Tom Ossell, Northern Lights Resorter & Outfitters, U of M Tourism Center Advisory Board

We had a great Sustainable Tourism Conference with lots of "take to the Bank" ideas. Those of you interested in what went on at the Sustainable Tourism Conference you can get info from; tourism.umn.edu/education/conference and check out the resources of the exhibitors.

NEW MEMBERS

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

New Members:

Larry & Sue Jacobson, Hiawatha Beach Resort, 10904 Steamboat Loop NW, Walker, MN 56484 phone: 218-547-1510, email: Larry@hiawathabeach.com

Cheryl Dockter, Morning Star, 223 Circle Loop Lane SE, Cass Lake, MN 56633 phone: 218-335-8832 email: morning1@starband.net

Doug Andresen & Nancy Swenson, Becker's Resort & Campground, 17048 Wild Rice Drive, Bena, MN 56626 phone: 218-665-2268 email: beckersresort@northlc.com

John & Doreen Seekon, The Pines Resort, 17221 Winnie Dam Road NE, Deer River, MN 56636 phone: 218-246-8546 email: relax@thepinesresort.com

Tim & Dina Tabbert, Moonlight Bay Resort & Campground, 6409 Wedgewood Road NW, Walker, MN 56484 phone: 218-547-1443 email: dtabbert@arvig.net

Jeff & Bonnie Brand & Chris Brand, Pine Cone Lodge, 19703 Grouse Road, Park Rapids, MN 56470 phone: 320-846-1834 email: bjbrand@info-link.net

New Owners:

Craig & Jamie Riendeau, Thunder Lake Lodge, 5316 Cisco Lane NE, Remer, MN 56672 phone: 218-566-2378 email: vacation@thunderlakelodge.com

Associate Member:

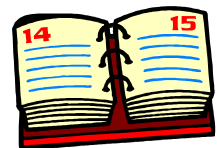
Dick Hill, Dick Hill Advertising, 6913 Gleason Circle, Edina, MN 55439 phone: 952-941-3837 email: dickmaryhill@earthlink.net

Anne Mullen, Mullen Insurance Agency, 125 N Union # 202, Fergus Falls, MN 56537 phone: 218-739-4572 email: mulleninsuranceagency@intgra.net

*WELCOME
&
GOOD LUCK!*

CMR CALENDAR OF EVENTS

June 1, 2008	Nominations for "Resorter of the Year" due in the CMR Office
June 5, 2008	Board Meeting location to be announced
August 21, 2008	Board Meeting location to be announce
September 1, 2008	CMR Membership Dues
October 26-28, 2008	CMR Fall Conference, Radisson Hotel Duluth, www.radisson.com/duluthmn room rate \$79 plus tax



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

Phone: 888-761-4245

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

President: Dana Pitt,
Bailey's Resort, 218-547-1464 email:
Dana@minnesota-resorts.com

Vice President: Ed Fussy, Pimushe Resort
218-586-2094 email:
fussys@mnresortvacation.com

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

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

Past President: Jennifer Bateman, Two
Inlets Resort, 218-732-5434
email: vacation@twoinlets.com

EDUCATION:

Chairperson: Jennifer Bateman, Two
Inlets Resort, 218-732-5434
email: vacation@twoinlets.com

Education Committee Members:

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

Jeanne Pingel, Thunder Lake Lodge, 218-
566-2378, email: japingel@juno.com

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

Sheldon & Mary Schiebe, Knotty Pines
Resort, 651-258-4559 email:
stay@knottypinesresort.com

Jason & Jody Ball, Cass Lake Lodge,
218-209-6843 email:
js8ball@hotmail.com

Debbie Eickhorst, Kohl's Resort, 218-
243-2131 email: relax@kohlsresort.com

LEGISLATION:

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

Legislative Committee Members:

Ed Fussy, Pimushe Resort, 218-586-2094
email: fussys@mnresortvacation.com

Jason Christiansen, Finn-N-Feather Re-
sорт, 218-335-6598
email: finnfeather@hotmail.com

Ed Becker, In-We-Go Resort, 218-652-
3536 email: vacation@inwegoresort.com

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

MARKETING:

Marketing Committee Members:

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

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

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

Ed Fussy, Pimushe Resort, 218-586-2094
email: fussys@mnresortvacation.com

Ed Becker, In-We-Go Resort, 218-652-
3536 email: vacation@inwegoresort.com

Debbie Eickhorst, Kohl's Resort, 218-
243-2131 email: relax@kohlsresort.com

CMR Lobbyist:

Joel Carlson, Legal Research - Govern-
ment Affairs, 6 West Fifth Street Suite
700, St. Paul, MN 55102 651-223-2868,
651-223-2869 (Fax)
Email: jdcresearch@aol.com

Minnesota Resorter Editor:

Sue Paradeis, Shing Wako Resort, 218-
765-3226
email: vacation@shingwako.com

Minnesota Resorter Advertising Rep:

Linda Gronholz, 218-543-5245
email: lmgronholz@hotmail.com

EMT Advisory Council Rep:

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

U of M Tourism Center Advisory Board:

Tom Ossell, Northern Lights Resort &
Outfitting, 651-351-9666 email:
tom@nlro.com

CMR Publicity:

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

CMR Office: Congress of Minnesota
Resorts, Vicky Krattenmaker, 21403
52nd Street NE, New London, MN 56273
888-761-4245
email: cmr@minnesota-resorts.com