

THE MINNESOTA RESORTER

A Congress of Minnesota Resorts Publication

Winter 2003

(Vol. 18 No.4)

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Do you have a great resort photo for a cover? Contact us at cmr@minnesota-resorts.com - we'll do everything to get it ready for print.

The Minnesota Resorter is a quarterly 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 inquiries to the committee contact. The Minnesota Resorter is printed by Eagle Printing of Bemidji, MN.

FROM YOUR PRESIDENT'S PEN *By Tom Pingle*

The CMR Fall Conference salvaged an otherwise forgettable October for us. Four gallons of exterior paint went unopened while we waited for a day warm and dry enough to use it. I guess we'll just have to add that to our spring 'to do' list. And we didn't get our swim raft out of the lake until November.

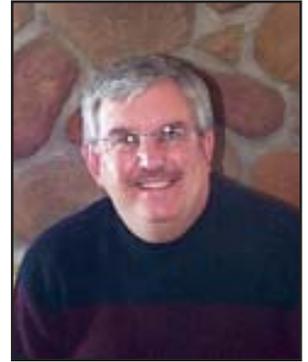
But the Fall Conference. Wow. Doesn't it make you feel great to be a part of the resorter community? We look forward to it every year as a real "pick-me-up," To renew acquaintances, hear the stories, learn, laugh and plan.

The activities at the Fall Conference include the recruitment of new members for the CMR board and the election of officers. This year we welcomed David & Lisa Moe, Steve & Pat Addler, and Terry & Ruth Duhn as new or returning board members. We elected Dana Pitt as Vice-President, Bob Krattenmaker as Treasurer, and welcomed Vicky Krattenmaker's willingness to continue as Secretary/Office Manager. And I have the honor of serving as your President for the coming year. We thanked Jennifer Bateman for her leadership and inspiration as the outgoing President. We didn't take enough time to recognize our outgoing board members. Belatedly, I would like to thank outgoing board members Paul & Becky Jensen, Dennis & Connie Filley, and David & Lisa Moe (that's right - they signed up for another tour of duty!) for their enthusiastic, unselfish and incredibly talented contributions to the furthering of our industry. We're all better off for their efforts.

Which brings me to another point. The diversity of talents and backgrounds of the members of the resorter community continues to amaze me. While we all have a set of common skills including how to clear a stopped up toilet or take a reservation, there is always somebody ready to step up to the plate when a unique problem or situation occurs. If your turn hasn't come yet, be patient - and be willing when the call comes. You won't regret the feeling of satisfaction that comes from realizing that you have fulfilled the fundamental reason the CMR exists - Resorters helping Resorters.

Winter has been a busy season for your new Board. The Marketing, Legislative and Educational components have all been active. We are exploring new avenues for promoting your resort properties through links on the CMR website. The CMR hosted a booth at the Mall of America Tourism

Show in November. This February, we are planning a bigger and more influential "Day on the Hill" in St. Paul to directly communicate to our legislators the issues affecting our industry. I will be representing the CMR at the Governor's Conference on Tourism in January. We are making a decision whether to proceed with a study of the number of declining resorts and we expect we all will learn what can be done to stem the tide. In the next issue, we will report on some of these exciting opportunities.



President Tom Pingle

As you read this, you're probably thinking of the next busy season. Your newsletter is out, deposits are coming in, and you're wondering what you can do differently to bolster the shoulder seasons. You're anxious to hear your guests' reaction to the investments you've made in improving your property and you're wondering just when the weather will let you get into those cabins and start working on the grounds. Enjoy the break! And take care of yourself. You deserve some of the pampering you lavish on your guests - whether that means escaping to warmer surroundings or enjoying the opportunities unique to our north woods winters. We will be back in the 24x7 mode all too soon. All signs point to an exciting and prosperous 2003 for all of us! Let's go for it! ❄️

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THE 2002 CMR FALL CONFERENCE REVIEW

By Dana and Cindy Pitt, *Bailey's Resort*

Wow!!! What a great 17th annual fall conference the CMR held recently. The "Strategies For A Successful Resort" conference met at beautiful Breezy Point Resort on October 27-29th this year and judging from the post-conference comments - it was one of the best yet.

The School of Resorting held sessions on Quickbooks and basket-weaving on the day before the conference for anyone interested in those topics. Then the conference began on Sunday with a great turn-out of over 100 people in attendance. Roger Miller Resort Sales and Realty Sales discussed, via a panel discussion, the many things to consider about your resort for a future sale and what potential buyers are looking for. Then Bob Krattenmaker, a bank CFO and fellow resorter from Willow Bay Resort in Spicer, along with Wayne Nelson of Heritage Bank of Willmar spoke to us on how to set up a budget and determine how to set your rates based on expenses and what you need for your resort's "Return On Investment". Wayne then discussed commercial lending from the bank's point of view and how a resort can prepare for funding from banks and areas of support for small business owners.

WHAT A GREAT 17TH ANNUAL FALL CONFERENCE!

Monday afternoon held our annual "Exhibitor's Expo" with a large variety of exhibitors dealing in boats, apparel, insurance, reservation software and much more - and great prize drawings. We also wrapped up the annual (and always fun) Silent Auction on Monday evening with generous donations dedicated to our lobbyist fund. Thanks to all who participated in these great complements to our fall conference.

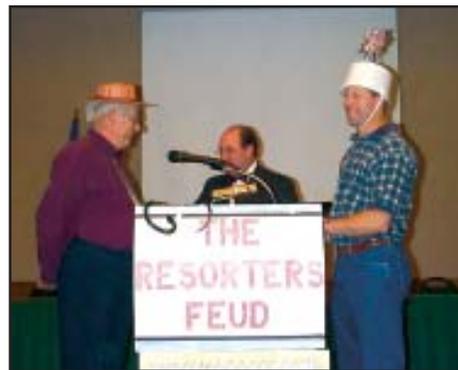
After the CMR Annual Business Meeting and dinner, we had the opportunity to hear about "Alternative Resort Concepts" from a variety of resorts. We learned from resorts doing American plan options, planned activities, selling portions of their resort and managing the property on behalf of other individuals, and major resort changes - from a restaurant to a "reunion house". Many thanks to: John Pierron of Hay Lake Lodge, Ernie and Helen Rausch of Bay Colony Inn, Tim

Moore of Lost Lake Lodge, and Dave and Mary Jane Keller of Brookside Resort.

On Tuesday we spent a great morning on our legislative agenda as prepared by our legislative committee along with the tireless efforts of our lobbyist Joel Carlson. Despite the Sen. Wellstone tragedy a few days earlier and election campaigns, most of the invited legislators were able to attend and hear our issues and concerns. The distinguished line-up included:

- Senator Larry Pogomiller, MN Senate Tax Committee Chair
- Senator Dick Day, MN Senate Minority Leader
- Representative Leslie Schumacher
- Breezy Point Mayor (and new State Senator) Carrie Ruud
- Via conference call:
- Representative Steve Sviggum, Speaker of the House
- Collin Peterson, U.S. Congressman
- Tom Pugh, MN House DFL Leader, was unable to attend.

The CMR, with the help of Joel Carlson, has spent much time and energy defining our legislative agenda. These issues are so vitally important to the future of the resort industry and tourism in our state. Thank you for all of their efforts. ❄️



We wrapped up the evening with a spin-off from a television show (The Family Feud) with our very own "Resorter's Feud". Lots of laughs from the audience showed that the gracious volunteers did a great job. A special "thanks" to our host of the Resorter's Feud,

CMR lobbyist Joel Carlson - who was also given the title of "Honorary Resorter" for the conference.

On Monday we learned how to "Be Deliberate" in your marketing techniques and targets. Gordon Moe, of gordonmoe.com, has many years of experience in the resort industry and also assists many resorts with their marketing philosophies and website designs. Your website and brochures are the first impression potential guests have of your resort - make them a quality piece!

With many resorts facing difficult challenges trying to expand or update their resorts. We received some great information from Bruce Malkerson, a property rights attorney, on how to be prepared for possible expansion or improvements by knowing the county's comprehensive plan and also local zoning ordinances. He encouraged all resort owners to get involved in local government to help shape communities to work with resorts in maintaining our industry within each county. The timing of this speaker could not have been better.



Award given to our lobbyist Joel Carlson at the 2002 fall conference.

Our final speaker for the conference was Bill Bernhjelm, the DNR Director of Enforcement, who spoke to us about recent court decisions concerning the DNR's ability to check for game and fish violations. Now it is especially important for resorters to get involved by educating our guests of the laws and reporting the violators so we can help protect our resources.

Though the weather didn't exactly cooperate, many resorters still took advantage of the resort tours and took home an array of great ideas. Seeing other resorts is always one of the best ways to get a mental picture of what might work for your resort when planning improvements. Thanks to Hay Lake Lodge, Clamshell Beach Resort and Loveland's Resort – all very nice, progressive resorts.

Congratulations to Dave Moe who picked out the Grand Prize for the CMR, an HP printer/fax/copier, and then WON it! No it wasn't a rigged drawing, but he did take some kidding for winning. Also a big congratulations to Dave and Mary Jane Keller, of Brookside Resort in Park Rapids, for winning the CMR Resorter of Year Award. After many years of successful resorting and involvement in the CMR, the award was very well deserved by them.

In all, it was a very successful conference – fantastic facilities and food, and very informative and timely topics - everyone went away having learned something and had fun doing it. Plans are already underway for the 2003 Spring Workshop and Fall Conference – don't miss them!

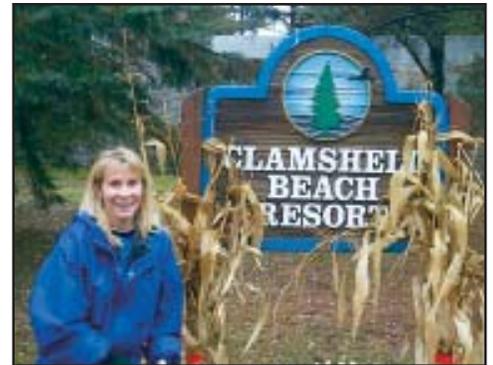


Resorters of the year award pictured:
Jennifer Bateman, Dave & Mary Jane Keller - Brookside Resort

Resorts on the 2002 Fall Conference Tour:



HAY LAKE LODGE



CLAMSHELL BEACH RESORT



LOVELAND'S RESORT

GORILLA WELDING CLASS



Whaley's hosted a basic welding class in October that featured the use of a wire feed welder, and gave participating resorters an opportunity to try their hand at welding. Several members of the class had some prior experience, but for the most part they were learning a new skill.

The class were invited to bring a project with them for repair. This included a broken garden trailer, lawn mower handle, and even a lamp shade. Everything was repaired by the end of the session, and gave participants a hands on experience with a MIG welder. They also had the opportunity to see fabrications done at the resort which included: lumber storage racks, laundry storage shelves, portable deep fryer cart, picnic tables, outboard

motor racks, and dock sections.

After seeing some of the classes welding, we coined the phrase "gorilla welding", describing welds that look ugly but are plenty strong. It was a great day, and gave resorters ideas on what can be constructed and repaired. Even an economy welder can pay for itself many times over in cost and convenience.

Pete McEwen
Whaley's Resort



EXPLORE MINNESOTA NOW TRAVEL FAIR

By Dawn Sullivan, Woodland Trails Resort

On November 16 and 17, the Congress of Minnesota Resorts hosted a booth at the 2nd Annual Explore Minnesota Now Travel Fair located at the Mall of America. We joined a large group of vendors including representatives from Minnesota's local Chambers of Commerce, Minnesota Office of Tourism as well as other statewide organizations.

Turnout for this event was great. According to the MOT survey, visitors came from Minnesota, California, Iowa, North and South Dakota, Oregon, Nebraska, Michigan, Illinois, Indiana and Wisconsin. Our booth was busy from start to finish every day. We used this opportunity to promote the CMR website www.minnesota-resorts.com to the general public. We gave away over 300 postcards and car game brochures and visitors who stopped at our booth were able to go fishing for candy.

We would like to thank the following CMR members for volunteering their time to sit in the booth and promote the CMR at this event: Sue Paradeis from Shing Wako Resort, Bud & Phyllis Narveson from Woodlawn Resort, Dave & Lisa Moe from Clamshell Beach Resort and Dawn Sullivan from Woodland Trails Resort. ❄️



The 2002 travel fair was a great success! If you would like to volunteer to help at the 3rd Annual Explore Minnesota Now Travel Fair to be held at the Mall of America contact Dawn Sullivan:

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THE BUMBLBY FAMILY VISITS SCHEMEKE'S WALLEYE CORRAL

By Wally Lure

The Bumbly family has been coming to Minnesota resorts for years. It is by no coincidence that they have stayed only one year at a time at the same resort. That is, until they started staying at Schemke's Walleye Corral. Despite Mr. Schemke's best efforts, the Bumblys have found their way back for quite a few years. To be truthful, it may just be because Mrs. Schemke is soft hearted, but it is more likely that old man Schemke has just been out smarted by the Bumblys.

When the Bumblys arrived for their first visit, old man Schemke actually heard them coming before they arrived. Smoke billowing from under the rusty, 20 year old station wagon got his attention long before they stopped in front of the lodge. The driver rolled down the window and yelled, "We made it!", and proceeded to crawl over the passengers to exit from the opposite door. He made a hasty excuse for the broken car door, and introduced himself as Lester Bumbly. Lester was dressed in a Hawaiian shirt with Bermuda shorts, exposing the whitest pair of legs Schemke had ever seen. The crown jewel of Lester's outfit was his hat. Mounted on the hat was an imitation stuffed Walleye. Lester exclaimed to the stunned Schemke, "I'm here to hook'em and cook'em!"

The old station wagon was packed to the roof and at Schemke's rough count, held 11 people including Lester. Schemke swallowed hard, smiled, and met his new guests. They had rented a two bedroom cabin rated for 6 people. In the lodge, Lester Bumbly registered only six people for the week. Schemke knew better and questioned Lester, "I count 11 people in your party. It looks like you will need to rent an additional cabin."

"Oh, no!" explained Lester. "The others folks are staying with some friends of ours in the area." Schemke remained suspicious. Lester got back into the station wagon and drove down to the cabin. While under the watchful eye of old man Schemke and much to his amazement, only 6 people got out to unpack the old heap. The Bumbly party included Lester, his wife, three kids and the grandmother. "Something is going on here," Schemke thought. "I'll keep my eye on this bunch."

Later that day, the phone rang and Mrs. Schemke answered, "Hello, Schemke's Walleye Corral. Why yes, we do have a two bedroom cabin open for the week," she responded politely. "We have the Loons Bill cabin available. It has a lovely view of the lake." The caller said she would call back. Mrs. Schemke had some difficulty hearing the caller with all the outboard motor noise on the line. She wondered why someone else had made the same mistake as they did by placing a public phone near the docks.

As Schemke had promised himself, he kept an eye on the Bumblys. He had told his wife about the disappearing people at check in time but Mrs. Schemke wasn't concerned. "I'm sure they are just staying down the road. The Bumblys seem like such nice folks. I wouldn't worry about it."

The next day Schemke saw the pontoon leave the dock and counted 11 people on board. Rushing up to the lodge he asked

his wife, "Who rented the pontoon, today?" "That nice Bumbly family, dear," Mrs. Schemke advised. All day long Schemke waited for the pontoon to return so that he could confront the Bumblys. When it finally appeared, it only held the 6 registered Bumblys, but by now he really wanted to get to the bottom of this.

He decided to check out the Bumbly's cabin and made up an excuse to inspect the plumbing. Schemke knocked on the door and was met by the round smiling face of Mrs. Bumbly. She could not have been more gracious. "Come on in," she said. "And by the way, you have a beautiful place here."

Schemke surveyed the cabin. It was spotless. In fact it was cleaner than when they moved in. Grandma Bumbly and the three kids were playing card games on the dining table, even the beds were made. Schemke checked the plumbing under the kitchen sink. "Everything looks OK. I just like to look, now and then, for leaks." Schemke left the cabin feeling foolish. Still, in the back of his mind was the lingering question of the missing members of the Bumbly family. Instincts of a veteran resorter drew him to check out the vacant Loons Bill cabin. The door was unlocked, as Schemke rarely locked cabins unless they were on an extended trip. The cabin was empty and clean just as it was at the start of the week. Now, Schemke began to feel badly about thinking the worst of the Bumblys.

The week ended without further incident, and when the Bumbly family paid their bill, it came in the form of a traveler's check, rolls of quarters, loose change from the kids pockets and a small personal check to cover the difference. The Schemkes waved from their window as the Bumblys drove off. Old man Schemke swore that he saw the same number of people in the car as he had observed on their arrival. "I must be seeing things," he thought. Mrs. Schemke wasn't seeing things, however, when she went into the previously vacant Loons Bill cabin to find set on the dining table, the most beautiful bouquet of wild flowers she had ever seen and a simple note, "Thank you! See you next year, the Bumblys." She wasn't surprised at all. ❄

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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.

A great CMR benefit is our Scholarship Program. 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 in good standing. Associate members are not eligible for scholarships.

Who is eligible to receive a scholarship?

1. A junior or senior in high school who is planning to attend a four year college, a community college, or a vocational/technical college.
2. A current undergraduate or technical school student.

NOTE: There are no requirements regarding the course of study a student intends to pursue.

How are applications obtained?

Contact the Secretary of the CMR at 1-888-761-4245.

On a yearly basis, the CMR will award three scholarships. Deadline for application is March 15. Scholarships are to be paid by check to the school of the recipients choice after the student has completed the first quarter.

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These businesses generously donated to the 2002 Fall Convention to help the CMR continue to educate resorters and therefore strengthen the resort industry in Minnesota.

Please be sure to thank them for their support.

In case you missed the notice in the last Minnesota Resorter, now anyone who owns a resort can participate in an online discussion of resorting topics FREE! All you have to do is send a BLANK (no text in the body) e-mail message to "subscribe-resorters@egroups.com".

During the last few months, we've covered lots of topics - insurance has been an especially hot topic. We've discussed personal experiences with resort insurance, health insurance and water trampoline insurance - I'm sure we've all become a little more knowledgeable about the industry and various practices.

Here is a thoughtful e-mail about rates and competition that was posted online - just one of the many examples of the different perspectives we all bring to the table.

TALES FROM THE CAMPFIRE *By All of Us, Compiled By Dawn Sullivan*

THE SKUNK SPRAYED AND I'M TRAPPED IN MY CABIN.

Submitted by Tom & Jeanne Pingel at Thunder Lake Lodge.



That was sweet music to my ears – if not my nose.

Less than 24 hours earlier, a guest arrived over 3 1/2 hours before check-in. He wasn't the first in his group to arrive! We were light on help and my fuse was burning short.

After my lecture about early arrivals, my favorite new guest said in a voice I was intended to hear, that he was going back to the Cities because he'd rather be there than at my resort. Under my breath I said, 'then go...'

We didn't let him into his cabin until 4pm. At that time, he requested an inspection of his cabin. He found a latch that was sticking on the screen door. Glad we had something for him to find. Not satisfied, he inquired about our security system considering he had a brand new Mercedes. I told him we had two mercury vapor lights that came on at dusk and that my brother's dog up the hill sometimes barked if something unusual was happening. I guess that was OK since he decided to stay. We then helped our other guests get settled as they began to arrive (AFTER our check-in time like good guests do).

At 6:30am the next morning, there was a knock on the door. My favorite guest's grandson was there to advise me there was a skunk in their trash. I asked if it had sprayed and he said 'no.' I advised him to leave the skunk alone, that it would move on when it was through and everything would be OK. The grandson went back to the cabin.

Ten minutes later the phone rang. "Good morning, Thunder Lake Lodge. This is Tom." At the other end I heard "The skunk sprayed, I'm trapped in my cabin and I have to leave now for the Cities." What image comes to your mind? I envisioned this giant skunk poised outside the cabin, just waiting for someone to dare to come through the door.

I said I'd be right over. I wasn't sure what I'd find. I didn't find any trash scattered around the cabin. Did the skunk get into the trash inside the cabin? I surely hoped not. Just what was going on?

As I neared the cabin, I noticed the lid was off their large garbage can, and I heard some scratching. Suddenly, I realized there was a skunk nearby that had left his mark, somewhere. I moved slowly and peered down into the garbage can. There he was! The cutest little skunk I'd ever seen had somehow gotten into the garbage can. I gently covered the can with the lid and carried him to the lake. After I gave him a bath, he scurried to shore, sprayed what was left and disappeared into the woods. Other than a smelly trash can interior (so what's new?) there was no evidence of a skunk encounter.

By the time I returned with the trashcan to the cabin, the Mercedes was gone, not to be seen again until Friday.

He paid the bill with a smile, nothing was said, and they didn't rebook. Just another week at the office.

DO YOU REALLY NEED A KEY?

Submitted by Ann & Gene Moroz at Bear Paw Resort.



We had a guest reserve the pontoon for he & his wife for the following night. The next evening one of our guests came in and said it looked like the people in our pontoon were having trouble starting it. I figured it wasn't ours because the key was still hanging up, so sent Geno out to investigate. He grabbed the key, went down to the dock and sure enough the couple was out a little ways in our pontoon. He hollered out to them and asked of they wanted the key. The man said no, he thought they were doing just fine. So Geno took a Hydro-bike and went on out there, because of course he knew they needed a key!

It turned out the fellow couldn't see a keyhole and didn't want to bother us, so after pushing the couple of buttons, he heard the live well start up and assumed there was a trolling motor (invisible) running somewhere. He thought they were doing just fine and would slowly tool around the lake and eventually bring it back in!



QUICKBOOKS CLASS.....

sponsored by Larson Allen Weishari & Co. LLP

On October 26th, the CMR School of Resorting held a QuickBooks Class for participants of the 2002 Fall Conference. The class was sponsored by Larson Allen Weishair & Co. LLP. Al Laitala, an employee of Larson Allen, conducted the seminar and provided training materials specifically designed for resorts.

Topics covered included an explanation of the basic accounting process and how an effective accounting system can help resort owners achieve their financial goals. Al explained there are three kinds of people in this world: people who make things happen, people who watch things happen and people who say, "What happened?" To be successful in business you need to be all three. Accounting gives you a true picture of what's happening in your business.

The class learned how to use QuickBooks to simplify bookkeeping. Al demonstrated the ease of using Guest Tracker reports to enter sales, and how to pay bills and print checks using the computer. He also discussed how to read financial statements to check on cash flow, identify trends and monitor profits.

Al developed an 18 point program covering the most common things business owners miss when doing their own bookkeeping. The worksheet covers various methods to improve and simplify your accounting system and how to fully benefit from QuickBooks Accounts Payable system.

This program is a one-on-one consultation. Larson Allen is currently offering resort owners this program at a reduced rate. To take advantage of this special offer, call Al Laitala at Larson Allen. His number is (218) 825-2949. The best way to judge how your business is doing is to know how to best use your accounting programs and reports.

RESORTS AND THE COUNTY COMPREHENSIVE PLAN

by Peter & Marge McEwen, Whaley's Resort, Ponsford, MN

It is a changing landscape for the resort industry in virtually every county in the state. While counties are trying to figure out how to manage shoreline development and unprecedented growth, resorters are working hard to survive and hopefully expand their businesses. When county government places a value on tourism and the resort industry, the environment for growth is much more hospitable. If the county fails to recognize the economic value of resorts and instead focuses only on the interests of lake property owners or lake associations, it becomes difficult for resorts to not only grow but to survive. In the future, the situation will become more challenging as lake shore property is purchased at a high cost and owners will want their say in how we run our business.

The Congress of Minnesota Resorts, through their legislative arm and highly competent lobbyists, have done a remarkably good job at the state level to keep legislative focus on the family resort industry. But in the various counties around the state, we are more or less on our own. Fortunately, we have the opportunity to change the future outcome at the local level.

We can get the 800 pound gorilla on our side. It is called a County Comprehensive Plan which is mandated by the state for all counties in Minnesota. In final form, this plan provides a county road map for the next 20 years pertaining to land and resource management, transportation, economy and infrastructure. As a result of the plan, priorities are set and policies along with ordinances are created that will have a direct long term effect on our business. The Comprehensive plan is essentially the law of the county and in the case of controversy and litigation, becomes the deciding vote. Do not confuse the Comprehensive plan with shoreline management or zoning ordinance booklets that are available through your county zoning office. These are not comprehensive plans.

The time is good for change. Many counties are in the process of revising 20 year old plans. In larger counties, specialized consulting firms are being contracted to provide guidance in developing the plan. They facilitate background and research needed and coordinate steering committees of local citizens to put it all together. Usually, a number of public meetings are held to get grass roots input and shape the direction and priorities of the plan for the county at large.

Stand up and tell them how important resorts and tourism are to the county! In reading a number of existing comprehensive plans, I noted how effective the agricultural and timber industry were in including their special interest in the plan. Why not take the same initiative with our industry? Money talks and we have a lot to talk about. I

will give an example of an actual estimate of revenue created in a county as a direct and indirect result the resort industry.

County B; 44 resorts contribute \$5,509,120 gross sales, \$326,030 in total tax, (based on 2000 Minn. resorts sales and use tax reported, courtesy of the Minn. MOT). The recent survey from the U of M Extension Service compared seasonal home visitors vs. resort commercial cabin visitors expenditures. Without lodging, the average party per day spent in excess of \$250. On a 6 day basis times 12 prime weeks, assuming only 10 parties per week, the average as \$180,000, times the number of resorts in the county (44), the grand total is \$7,920,000. As resorters, we spend a lot on local services, material for building and repair, resale, utilities, etc. As a conservative estimate, a resort will spent between \$25,000 to \$100,000 per year, so let's take an average of \$50,000. This \$50,000 times 44 resorts totals \$2,200,000.

The county grand total in this example is in excess of \$15,000,000 per year. This amount generated direct and indirect tax income for the state and county as well as support of other retail business in the area.

How do you get an 800 pound gorilla's attention? Tell him or her that over the next ten years, a healthy county resort industry will create in excess of \$200 million dollars, directly or indirectly. If resorts disappear, no amount of private development can compensate for this loss of sustainable income. Do the math yourself for your particular county. All of this information is available to you.

The point of this discussion is to get language inserted into your county comprehensive plan that supports tourism and resort development. It is my opinion that many counties do not fully recognize the long term value of our industry because we have not strongly spoken up enough. Here is an example of beneficial language to include in a county plan. "Our county recognizes the short and long term economic value of resorts and encourages their existence and development. The county plans to respond with appropriate support through its policies and initiatives." Take it as a starting point and build on it as you can.

Take the next step and check out your current county plan. If you are lucky, it will have wording that is positive toward our industry. If not, talk with other resorters in your county and start the ball rolling. Even old plans on the books today have a built in process for amendment. If the county is going through the complete process to rewrite a plan, this is the best opportunity to reinforce your position for the future. ❁

Exhibitors expo 2002 CMR FALL CONVENTION

**Apparel by Design/
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218 825-2930
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business advisors
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lmswalker@arvig.net

MunsenWare – GuestTracker

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noblewear.com
888 662-5398
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Northwoods Creations

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Realty Sales

Brian Solum
Resort sales specialists
218 335-6343
Cass Lake MN 56633
rltsales@paulbunyan.net

Reservation Master

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Reservation Master Software
for resort management
218 566-3824
tcpms.com
pingel@tcpms.com

Resorts Ink

Tom Idso
218 652-3989
Printing for the resort owner
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Resort program for Yamaha
outboard motors.
Alexandria MN
320 762-1577

Torrent Technologies, Inc

Jeff & Laurie Yeschick
Administrators for CMR long
distance program
torrenttechnologies.com
jeff@torrenttechnologies.com
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woodlawn@prtcl.com
woodlawnresort.com

Thank you to all those exhibitors who also donated the many prizes that were given away throughout the Exhibitors Expo. The Expo Grand Prize – the “Paddler”- donated by the CMR and purchased from Lloyd Hansen of “Fun Watercraft Products” was won by Eric & Sharon Schneider of Big Lake Wilderness Lodge in Ely!

CONGRATULATIONS!!

Thank you to all who attended!



The Expo Grand Prize – the “Paddler”- donated by the CMR and purchased from Lloyd Hansen of “Fun Watercraft Products” was won by Eric & Sharon Schneider of Big Lake Wilderness Lodge in Ely!

HOW TO ATTRACT NEW WINTER BUSINESS

By Dawn Sullivan, Woodland Trails Resort

When searching for a way to bring new guests to your resort there are a few questions you have to ask yourself. The first question would be: Who do I want to attract to my resort? Choose a specific market such as snowmobile traffic, ice fishing, snowshoeing, or maybe cross-country skiing. Once you have decided who your target market is, you need to figure out how to get them to come to you. This process begins and ends by focussing on your advertising pieces to pull in the group you want. You can do this in a number of ways. For instance, did you know that for a nominal fee the Minnesota Office of Tourism will send you contact information for the group you want to target? Because of their large database, they recommend being specific in your request by including your area and target group. Their leads are coded by what information a customer is looking for so you can get some very good matches. You can order labels by calling the MOT's St. Paul Office at (651) 297-3457. Another way to focus in on your group is specific print advertising. If you know where your summer business comes from, this may also be a good base for knowing where your winter interest will come from. When placing ads, be specific about what you are looking for. Don't just say, "Winter get-away vacation for ice fishing, snowmobiling and much more." ABC Resort has 2 Bedroom Cabins available now! A generic ad is less effective. You may be thinking to yourself, "Hey, if I advertise for every winter enthusiast then we'll not only get ice fisherman, we'll get snowmobilers and cross country skiers, too." There's an old marketing adage, if you aim at everything you'll hit nothing. Take a minute and look at some print ads and television ads. Can you tell who they're marketing to? I bet you can. If you are looking for a specific group, such as snowmobilers, your ad should be specific. Ask for people who like to snowmobile. Your ad should also pull at basic human emotions. You need to make them see it and feel it. Snowmobile through peaceful wooded trails. Scenic guided snowmobile tours available for the beginner. Snowmobile miles of trails by day and relax in the hot tub by night, etc. Also consider taking out an ad in a trade magazine. These ads can be quite expensive but people who are interested in winter sports read about

them in magazines. Talk to your local Chamber of Commerce. If you haven't worked the winter season before, they may not think of you when they get requests for winter get-aways. Make sure you update your web site to include

ONCE YOU HAVE DECIDED WHO YOUR TARGET MARKET IS, YOU NEED TO FIGURE OUT HOW TO GET THEM TO COME TO YOU.

information on your winter business. If the only pictures people see are fishing and swimming in the summer, they won't think about coming out for a good old-fashioned family toboggan vacation. Ask for the type of business you want and prepare to be amazed at what you get. ❄️



See your name in print! I would like to keep the funny story article going in the Minnesota Resorter Magazine. If you have a funny story about something that happened at your resort just e-mail it to funnystory@woodlandtrailsresort.com. It doesn't have to be perfect, we'll edit it for punctuation and spelling where necessary. E-ya later!

Dawn Sullivan
Woodland Trails Resort
33616 Loon Drive
Ogema, MN 56569

(218) 983-3230
www.woodlandtrailsresort.com

CMR RESORTERS OF THE YEAR AWARD

The recipients of the CMR Resorters of the Year award for 2002 are Dave & Mary Jane Keller, owners of Brookside Resort which is located on the east side of Two Inlets Lake north of Park Rapids.



With 25 years of operation behind them they continue to look to the future with enthusiasm. Just like their website says “they still enjoy the excitement of greeting new guests and renewing old friendships.” This large busy resort of 28 cabins, 9-hole 3-par golf course, mini-golf, tennis, large lodge & pool, planned activities and supervised childcare and even “Captain Bingo” - demands lots of employees. They have been recognized by many over the years. In 1994 they were honored by Midwest Living Magazine as being listed as one of the 50 top midwest resorts. Family Circle chose this resort as one of the 5 best cabin resorts in the nation and there were also included in Jordon Cohen’s book “Great Vacations With Your Kids”.

Thru the 25 years they have continued to improve their facilities by remodeling and/or removing cabins that don't meet their standards. In 2002 a new 2-bedroom cabin was built. This continues into the 2003 season with them looking at plans on how to remodel their 13 A-frame cabins to provide more light and space. Being progressive not only in facilities and planned activities, they too have continued to increase rates to assure they receive the return on their investment that they deserve.

Mentoring to others is what the CMR is all about and these resorters are no exception. From hosting resort tours, to planning CMR fall conventions, being involved with their local chamber, being on the school board for 10 years, being involved with Heartland Homes, numerous church committees and activities and even Past President of the CMR – this couple is always willing to share knowledge, experiences and talents with others – resorters and others!

The Resorters of the Year Program was reinstated in 2002 and it has been exciting to see how fellow resorters are eager to recognize their fellow resorters. The criteria for being the CMR Resorter of the Year are as follows:

1. Be nominated by a fellow resorter.
2. The resort must have been a CMR member in good standing for the last 3 years.
3. They have operated and maintained a successful and progressive resort.
4. They have operated their current resort for a minimum of 3 years.
5. They have a history of helping and mentoring to other resorters.
6. They show a dedication to outside activities beyond their resort.
7. They show a positive attitude toward resorting and the industry.
8. Cannot have been a Resorter of the Year within the last 5 years.
9. Cannot be a member of the current years awards committee

BECOME FAMOUS!

How would you like to become world famous? Would you settle for famous within the Minnesota resort community?

Articles and photos are always needed for the Minnesota Resorter and we would love to hear from you – it is the real world and human interest articles that keep this magazine vibrant. Contribute one of your signs to our “Signs of the Resort Times” column.

Anything is fair game for the magazine and the editing staff will do all the heavy lifting to make sure it is prepared for print. All you have to do is summarize your experience in an e-mail and send it to: cmr@minnesota-resorts.com – we'll take care of the rest!

Some possible ideas are:

Accounting

- Tax Planning
- Valuation – How Much is Your Resort Worth?
- Rates – How Much?

Amenities

- Children's Programs
- Emerging Hot Sports - Scuba, Snowboard... Golf
- Hands-On Learning Programs
- High Participation-Low Cost Guest Activities
- Marinas
- On-Site Restaurants - Service & Variety
- Pet Facilities
- Planning & Staffing Recreational Facilities
- Special Events Facilities
- Special Events Programs that Work

Architecture & Design

- Architectural Adjustments for Today's Customer

Common Areas, Playgrounds and Beaches

- Creating a Theme
- Getting the Most from Design Budgets
- Indoor & Outdoor Furniture Design
- Planning for Guests with Disabilities
- Renovating on a Budget
- Signage

Communications & Public Relations

- Differentiating Your Resort
- Keeping Customers Satisfied & Active
- Local Marketing Alliance
- Targeting the Right Media

Environment

- Endangered Species
- Efforts & Events that Affect Your Image
- Marketing Wildlife
- Wetlands Development & Management

Management

- Strategic Planning & Action
- Customer Service
- Housekeeping Strategies
- Insurance

Photos

- Cover pictures & pictures to be placed in publication

CONGRESS OF MINNESOTA RESORTS
2002 LEGISLATIVE ISSUES

The Congress of Minnesota Resorts (CMR) is a trade association dedicated to preserving and improving the resort tourism industry in Minnesota. Over the Past 20 years, Minnesota has lost thousands of small resorts as rising lakeshore values make the opportunity to remain a small resort extremely difficult. In addition to land pressures, resorts continue to face shorter usable seasons from extended school calendars. Once a resort is lost to residential development, it never returns. Minnesota is blessed with more than 5000 fishable lakes, 15000 miles of warm water streams, and 2600 miles of trout streams. The 1996 National Survey of fishing, hunting, and wildlife-associated recreation (USFWS 1998) estimated that anglers age 16 and older spent over 27 million days fishing in 1996. This survey also estimated that the sport fishing industry contributes over \$1.8 billion to the State's economy every year. The Minnesota Office of Tourism 2001 report estimates that tourism generates \$22.7 million in gross receipts/sales per day. Most of these lakes and streams are accessible and available to families at reasonable cost by utilizing small resorts. Without resort properties, the tourism opportunities and tradition of family vacations on a good fishing lake or stream will be lost.

The members of the CMR are committed to advancing simple, cost effective solutions to retain the remaining small resorts in Minnesota. Below are a brief summary of the main legislative efforts advanced by CMR to promote continued opportunities for Minnesota families to utilize

our great lakes and streams. The legislature has responded to requests for additional tourism loan program dollars, extended winter resort seasons with out losing seasonal property tax status and increases in tourism promotions dollars. These efforts are greatly appreciated.

Small Resort Preservation Act
(H.F. 940/S.F. 1029)

2001 session, the CMR in concert with representatives and senators, introduced legislation targeted at the growing problem of rising property values of lakeshore property. The legislation would allow County Assessors to utilize an alternative method of property valuations for small resorts. The current law requires the Assessor to use the market value of property for assessment. Lake property is being sold at over \$2,500 per font foot of shoreline in many parts of Minnesota. Because of land values being driven so high for residential uses, the property taxes for small resorts become impossible to shoulder given the short season to rent your resort units to guests. The legislation would allow the Assessor to review the income stream of the property, or other method, to determine the value of the property. If a resort is sold for residential or other development and is no longer a resort, the new law would require a recapture of the reduced tax for the past tree years. This law is in place currently for certain agricultural property, called "green acres".

Continued on page 15

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School Calendar
One Hundred Days of Summer

Over the past several years the resort season has continued to shrink as the school calendar expands. The CMR has long advocated requiring post Labor Day school start date. Several sessions ago, the Legislature changed the Post Labor Day start date to require only that school begins after September 1st of each year. While providing some benefits, the September 1st date does not answer the Post Labor Day issue for the CMR members. What is needed is a predictable and continuous 100-day season for small resorts to be viable. An effort to expand the school calendar or to attempt year round school produce an unintended and many times fatal blow to the tourism industry. Summer employees are required to leave sooner. Families cannot plan for August vacations as sporting events and back-to-school activities come in early August. School sessions before Labor Day require an abrupt and early end to our already short outdoor season.

CMR is working with local school officials, our guests, other tourism and family operations like the State Fair, and resort area legislators to develop a coalition of support to a predictable school calendar that would provide both quality education and opportunities to enjoy Minnesota's outstanding natural resources.

Sales Tax Exemption
H.F. 939/S.F. 800

CMR has worked to secure passage of a sales tax exemption for the expansion and construction of resort lodging facilities. This proposal was advanced by CMR to address the need to maintain quality lodging facilities that in turn return many times their value to the community. Normal Businesses are allowed sales tax exemption for capitol improvement expenditures. CMR would like construction materials for cabin remodel or new cabin construction, to be viewed like a new CNC lathe would be for a tool and die company. Lodging units already pay sales tax. The proposed legislation only covers lodging units, not other amenities like bait shops, club houses, or restaurants.

Gross Over-limit Violations of Game and Fish Laws
H.F. 94

CMR strongly supports efforts to preserve the quality of our fisheries for future generations. CMR stands with other sporting and conservation groups in support to pass a bill that removes hunting and fishing privileges to persons caught grossly over-harvesting fish and game. Fines alone are not enough of a deterrent to this destructive activity. CMR is a supportive voice for conservation programs and appropriate shoreland protections to maintain our recognized reputation for clean lakes and high quality of life.

Summary

CMR has committed its resources to advancing legislation at our States Capitol that will benefit the resorts and local communities. CMR also monitors legislation that is counter to these objectives. As the voice for small resorts, we have been a driving force at the State Capitol in preserving and improving this vital industry.

CMR Contact Information

Congress of Minnesota Resorts
 5280 132nd Avenue North East
 Spicer, Minnesota 56288
 1-888-761-4245
 www.minnesota-resorts.com



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INNKEEPERS LAW



Minnesota Law Requires The Posting of the Following Sections of the State's Innkeepers' Law:

Definition of a Hotel (Minn. Stat. 327.70 Subd. 3) Hotel. "Hotel" means a hotel, motel, resort, boarding house, bed and breakfast, furnished apartment house or other building, which is kept, used or advertised as, or held out to the public to be, a place where sleeping or housekeeping accommodations are supplied for pay to guests for transient occupancy.

Innkeeper liability for the personal property of guests (Minn. Stat. 327.7 Subd. 1) No innkeeper who has in the establishment a fireproof, metal safe or vault, in good order and fit for the custody of valuables, and who keeps a copy of this subdivision clearly and conspicuously posted at or near the front desk and on the inside of the entrance door of every bedroom, shall be liable for the loss of or injury to the valuables of a guest unless:

- (1) the guest has offered to deliver the valuables to the innkeeper for custody in the safe or vault; and
 - (2) the innkeeper has omitted or refused to take the valuables and deposit them in the safe or vault for custody and to give the guest a receipt for them.
- Except as otherwise provided in subdivision 6, the liability of an innkeeper for the loss of or injury to the valuables of a guest shall not exceed \$1,000. No innkeeper shall be required to accept valuables for custody in the safe or vault if their value exceeds \$1,000, unless the acceptance is in writing.

Innkeeper's right to eject. (Minn. Stat. 327.73 Subd. 1)

- (a) An innkeeper may remove or cause to be removed from a hotel a guest or other person who:
- (1) refuses or is unable to pay for accommodations or services;
 - (2) while on the premises of the hotel acts in an obviously intoxicated or disorderly manner, destroys or threatens to destroy hotel property, or causes or threatens to cause a disturbance;
 - (3) the innkeeper reasonably believes is using the premises for the unlawful possession or use of controlled substances by the person in violation of chapter 152, or using the premises for the consumption of alcohol by a person under the age of 21 years in violation of section 340A.503;
 - (4) the innkeeper reasonably believes has brought property into the hotel that may be dangerous to other persons, such as firearms or explosives;
 - (5) violates any federal, state, or local laws, ordinances, or rules relating to the hotel; or
 - (6) violates a rule of the hotel that is clearly and conspicuously posted at or near the front desk and on the inside of the entrance door of every guest room.
- (b) If the guest has paid in advance, the innkeeper shall tender to the guest any unused portion of the advance payment at the time of removal.

Refusal of admission (Minn. Stat. 327.73 Subd. 2)

- (a) An innkeeper may refuse to admit or refuse service or accommodations to a person who:
- (1) while on the premises of the hotel acts in an obviously intoxicated or disorderly manner, destroys or threatens to destroy hotel property, or causes or threatens to cause a public disturbance;
 - (2) the innkeeper reasonably believes is seeking accommodations for the unlawful possession or use of controlled substances in violation of chapter 152 or the use of the premises for the consumption of intoxicating liquor by a person under the age of 21 years in violation of section 340A.503; or
 - (3) the innkeeper reasonably believes is bringing property into the hotel that may be dangerous to other persons, such as firearms or explosives.
- (b) An innkeeper also may refuse to admit or refuse service or accommodations to a person who refuses or is unable to pay for the accommodations or services. An innkeeper may require the prospective guest to demonstrate an ability to pay. An innkeeper may require a parent or guardian of a minor to accept liability for the proper charges for the minor's accommodation, board, room, lodging, and any damages to the guest room or its furniture or furnishings caused by the minor, and provide a credit card to cover the charges. When the parent or guardian cannot provide a credit card, the innkeeper may require the parent or guardian to make an advance cash deposit to cover the charges for the guest room, plus a cash damage deposit in an amount not exceeding \$100 for payment of any additional charges by the minor or any damages to the guest room or its furniture or furnishings. The innkeeper shall refund the damage deposit to the extent it is not used to cover any reasonable charges or damages.
- (c) An innkeeper may limit the number of persons who may occupy a particular guest room in the hotel.

Liability (Minn. Stat. 327.731 Subd. 1)

- (a) A person who negligently or intentionally causes damage to the hotel or any furniture or furnishings within the hotel, is liable for damages sustained by the innkeeper, including the hotel's loss of revenue resulting from the inability to rent or lease rooms while the damage is being repaired.
- (b) A person who negligently or intentionally causes injury to any person or damage to any personal property of the person on the hotel premises is liable for the injury or damage.
- (c) A parent or guardian of a minor also is liable for acts of the minor described in paragraphs (a) and (b), if the parent or guardian provides a credit card or an advance cash deposit under section 327.73, subdivision 2, paragraph (b).

Penalty (Minn. Stat. 327.74 Subd. 1).

A person in a hotel who, by smoking or attempting to light or smoke cigarettes, cigars, pipes, or other smoking material, in any manner in which lighters or matches are used, negligently sets fire to a part of the building, or any furniture or furnishings within the building, so as to endanger life or property in any way or to any extent, is guilty of a gross misdemeanor.

Smoking in designated nonsmoking rooms (Minn. Stat. 327.742)

Smoking prohibited. (Subd. 1) No person shall smoke cigarettes, cigars, pipes, or other smoking material in a hotel sleeping room designated nonsmoking.

Penalty. (Subd. 2) A person who violates this section is guilty of a petty misdemeanor. Upon conviction, the court may require a person who violates this section to reimburse the innkeeper for actual costs, not to exceed \$100, incurred to restore the room to its previolation condition.

Notice. (Subd. 3) Innkeepers shall post signs conspicuously in all nonsmoking sleeping rooms stating that smoking is not permitted and advising occupants of the provisions of this section.

This posting is provided to you by the Congress of Minnesota Resorts, please feel free to photocopy and post in each of your cabins. For a more professional appearance and for durability, you may wish to have the photocopy laminated.

MARK YOUR
CALENDARS!!!!
CONGRESS OF
MINNESOTA
RESORTS "DAY
ON THE HILL"
FEBRUARY 11
AND 12, 2003

Help make a difference! All it takes is numbers, you don't even have to "speak" to the legislators. On February 11 and 12, 2003, join the group of CMR members and non-members on a trip to the State Capitol in St. Paul. Or just February 12, if you have your own means of travel. The day begins about 8am at the State Capitol, under the guidance of our lobbyist, Joel Carlson. He does an excellent job of setting up appointments with legislators and is well known and received at the capital. He keeps us busy all day long.

Watch for more information in the Resorter Reporter or contact;

Connie Filley, Cedar Point Resort
at 320-796-5146 or e-mail at
cfilley@wilmar.com.

OR

Dave Thompson, Fisherman's
Village Resort at 218-495-3326
or e-mail at fisrvilg@prtcl.com.

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BENEFITS OF BECOMING A CMR MEMBER

The CMR is the only state wide association representing only resorts.

CMR WEB SITES:

For marketing your resort: Member resorts are listed on the CMR Web page,

www.minnesota-resorts.com

Each member can access this web page to update and post special information about their resort.

To learn more about resorting: Although some sections are under construction, we maintain an online library, of sites and information for all resorters **www.resorters.org** Check it out today!

THE MINNESOTA RESORTER: A magazine written by members and published quarterly by the Congress of Minnesota Resorts. It is an industry unique magazine with information for owners and managers of Minnesota resorts.

LONG DISTANCE PHONE RATES: CMR members pay no hidden rates or fees and get low long distance rates for both regular phone service and toll free numbers.

CMR SCHOOL OF RESORTING: CMR members have continuing opportunities to enhance their resort operation by attending CMR School of Resorting classes and events. Most are offered free or for the cost of materials only.

LEGISLATIVE LOBBYIST: CMR members are represented at state level by our CMR Lobbyist. Members are kept abreast of legislation affecting the resort industry and are assured of having their voice heard at the state capital.

SCHOLARSHIP PROGRAM: CMR members children and grandchildren are eligible for annual scholarships. (Associate members are not eligible).

2002 CMR BOARD MEMBERS

ADDRESSES
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Spicer, MN 56288
bob@willowbayresort.com

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320-634-3323
huntduhn@runestone.net

David & Lisa Moe

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218-543-4731
fax 218-543-4721
vacation@clamshellbeach.com

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Pete & Marge McEwen

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whaleys@dj.com

Marty & Sue Paradeis

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218-765-3226
shingwako@brainerd.net

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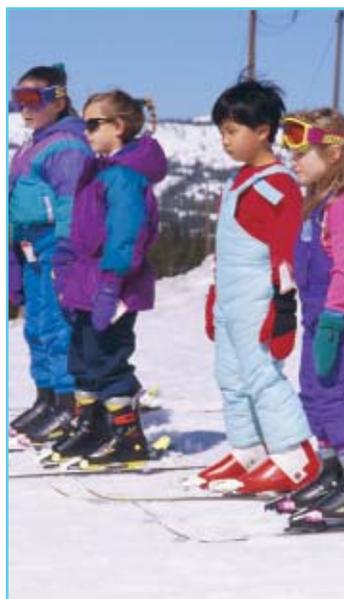
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