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Minnesota **Resorter** *Resorters Helping Resorters*



Fall 2003 Vol. 19 No. 4

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3 Easy Ways to
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LEGISLATIVE NEWS:
Meet The Congress of
Minnesota Resorts Lobbyist...
Joel Carlson

EDUCATION:
"S" is for Stupid



A PUBLICATION OF THE CONGRESS OF MINNESOTA RESORTS

Minnesota Resorter

Resorters Helping Resorters



A Congress of Minnesota Resorts Publication Fall 2003 (Vol. 19 No. 4)

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PRESIDENT'S PEN.....2

Tom Pingel, *Thunder Lake Lodge*

EDUCATION

APPLY FOR CMR SCHOLARSHIP.....3

LIFE WITH A FICKLE COMPUTER.....3

Marge McEwen, *Whaley's Resort*

"S" IS FOR STUPID.....4

Doris Engle, *Edgewild Resort*

KIDS KRAFTS.....5

TALES FROM THE CAMPFIRE.....6

MARKETING

3 EASY WAYS TO IMPROVE YOUR WEBSITE.....9

Dave Moe, *Clamshell Beach Resort*

NEW MEMBERS.....10

Sue Paradeis, *Shing Wako Resort*

IF YOU BUILD IT, THEY WILL COME.....12

Pat Addler, *Cedar Rapids Lodge*

MINNESOTA RESORT CALENDAR.....14

Dana Pitt, *Bailey's Resort*

LEGISLATIVE

CONGRESS OF MINNESOTA RESORTERS LEGISLATIVE UPDATE.....16

Dave Thompson, *CMR Legislative Chairperson, Fisherman's Village Resort*

MEET THE CONGRESS OF MINNESOTA RESORTERS LOBBYIST: JOEL CARLSON.....18

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 Pingel , *Thunder Lake Lodge*

As I write this, we are finishing a week of contrasts. Last weekend we were packed to the gills. People everywhere doing everything. Kids, grandparents, aunts, uncles – swimming, boating, fishing, playing, and just kicking back. It's why we do this thing called resorting. People laughing, people sharing, families gathering, and making memories.

And then they were gone. In a matter of hours everyone went home – back to their work-a-day lives – hopefully a little more relaxed, better bonded with family and friends, and savoring the opportunity to do it again. Then WE had the chance to enjoy the lake, sit in the swing, take in the view, listen to the loons, enjoy the quiet and go out to dinner without hanging a sign on the door and feeling rushed to get back.

It was also a season of contrasts. There were conflicting reports of just how much impact the economic and world conditions would have on our industry. And the results seem to be just as confusing. Some resorters reported banner years. Others claimed significant challenges to meet the results of previous years. Some reported strong Mays and Junes with weaker than usual Julys and Augusts while others reported just the opposite. The patterns are just as difficult to understand as the failure of walleyes to fall into their seasonal patterns.

Wherever you find yourself on the scale, remember that we all provide a vital service to the residents of Minnesota and beyond. Without our owner-operated resorts, tens of thousands of people would lose access to the unique landscape of woods and water that we like to call 'up north' or the 'north woods'. But it wouldn't just be a loss of a long-standing Minnesota tradition or the end of a unique lifestyle. It would mean an end to a vital engine of Minnesota's economic well-being. You and your business mean jobs – not just to your employees, but also to other business owners and their employees in adjoining communities as well. Your suppliers would miss you. The shops where your guests go, the restaurants they eat in, the golf courses they play, and on and on – they all would feel the impact of the loss of a resort.

This scene has been playing out for years. It's no secret that the number of owner-operated resorts has been in steady decline for decades. It's also no secret that most of the resorts are closed not because of any bad business practices by their owners, but rather because someone made them an offer they couldn't refuse.

I was recently asked by a nearby Chamber Board to address what we, the Congress of Minnesota Resorts, was doing to stem the tide of declining resorts and what the decline was doing to local economies. I was excited to seize that opportunity.

“The CMR exists to help family owned and operated resorts in Minnesota to continue as a viable segment of the Minnesota Tourism Industry.”

It begins with our mission:

It continues with our motto:

“Resorters helping Resorters.”

It is supported by our three-pronged approach:

- Promoting our industry and member businesses primarily through our website. We print no directory but promote our recognizable website address – Minnesota-Resorts.com – extensively. Result? Many resorters report that the Congress of Minnesota Resort's website is at or near the top of the list of referrers to their own website. As a side note, my resort's website gets 10-15 times as many referrals each month from Minnesota-Resorts.com than it does from that my Chamber's site – and my Chamber dues are much higher than my Congress of Minnesota Resort dues!
- Developing a legislative agenda for issues facing our industry. These issues range from who gets to keep Electronic Licensing Stations to special treatment in the Fire Marshall bill to backing a major piece of legislation that would help many of our member resorts stay in business – a 'blue waters' act also known as the 'Small Resort Preservation Act'. Passage of this legislation would tax us on the value of our business rather than the value of our land – providing us with similar tax treatment to that of other businesses. The Congress of Minnesota Resorter's Legislative team also provides real-time legislative updates during and between legislative sessions, and organizes and supports writing campaigns for our industry.
- Educating our members through conferences, member-run classes, an internet chat group, a monthly newsletter and a quarterly magazine (you're reading it now! Did you notice how it's organized into these three topics?)



But it doesn't end there. We ALL need to seize the moment to enlist the support of other agencies. Ask your Chambers and CVBs what they are doing to support passage of the 'Small Resort Preservation Act.' It's in their interests too. Ask them what they are doing to educate their County Boards and State Legislators on the role the owner-operated resort plays in their local community. And most of all, inform them that resorts aren't the problem. Healthy resorts are the solution to declining revenues in area businesses.

In a previous issue, I wrote that together we can do more. Here's another example. Teaming with the CVBs and Chambers will benefit us all.

On a final note, if you're like me, in the last few weeks, you've probably stepped back, taken a deep breath and looked ahead to '04. You've reviewed and amended a list of projects that will improve your facilities, you're considering adding additional amenities, and you're reviewing your rate structure. But don't forget to take time for yourself. Become the tourist – at some other owner-operated resort if possible (resorters helping resorters?). You've earned it. You deserve it. You're worth it.

LIFE WITH A FICKLE COMPUTER

By Marge McEwen, Whaley's Resort

Most of us are very dependent on our computers to function at our resorts. We use them to keep track of reservations, communicate through e-mail, make copies and pictures and store important business information. We back-up data occasionally, never thinking the computer may crash or malfunction.

My 1 1/2 year old Dell lap-top shut down on me in June. Since then, I have been trying to work on my old HP computer (a dinosaur in computer years) with Windows 95 and a red screen. I am unable to run my Reservation Master, store pictures, open programs that use Microsoft Word or retrieve information from my saved zip disks.

Over 20 frustrating hours on 6 occasions have been spent on the phone with Dell Technicians. I have taken my computer apart while talking on the phone with techs. It is amazing what is in those tiny lap-top compartments. It has been sent in four times to be repaired, only to come back to work or NOT. Every time I turned it on, it was a new experience. It might work, or it might load but a lined screen would appear or it might not start up at all. It is finally being replaced. This is due to a very determined law student's 3 hour negotiations, on my behalf. Luckily, I have a warranty. I wish I would have bought the on-site warranty. It may have shortened my time without my computer.

Most of us have had problems with our computers at some time. Backing up is the key to living through the problem with minimal stress. I have used a zip drive but have found that limited amounts can be stored on it. An external hard drive is probably the best back up. I have never been very computer literate. Having the computer problems has made me more aware of the importance of backing up my resort information.

APPLY FOR A CMR SCHOLARSHIP TODAY

Apply For a CMR Scholarship Today!

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 a "memeber" 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?

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

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

A Quick Stick
By Ann Moroz, Bear Paw Resort

A quick tip for getting rid of the asian beetles in the house - Touch them with a peice of masking tape, then fold the tape over and toss them in the garbage. You don't need to touch them, squish them or dragthe vacuum out, and you can do many at one time.

We use tape instead of matches for ticks too!

"S" IS FOR STUPID...

By Doris Engle, Edgewild Resort

Having owned our resort for almost 30 years and turned about 90 percent of our guests into "friends and family", we've been patting ourselves on the back and thinking what super duper astute resort owners we are! The place makes a decent living, there is no place else that the kids and I want to be and we've sort of "finished" the place for MY generation. The kids will do something else with it when I go to that great resort in the sky but for now, we sort of had it all figured out. That was until a yuppie sort of young man blind-sided us last weekend. My daughter, Julie, and I BOTH need a big red "S for stupid" painted on our foreheads! She did feel uneasy about the boat and motor we rented to this personable young customer. I didn't have a clue. He came in off the road on Sunday afternoon and wanted to rent a boat and motor for the rest of the day and paid cash. He filled out our form with name, address, phone # and driver's license #. Then he went down and looked at the boat and motor, came back up wondering if he could rent it until 6:00 a.m. instead of just until evening. We first said no because we don't have lights on any of our fishing boats. He replied that he night fishes all the time and had plenty of light. Trustingly, we agreed to let him rent the boat longer and he then paid cash for a full day instead of just half a day. He then told us that he had to run into town to get bait. I can't imagine why he had to do that as he'd already gotten his "suckers"! In retrospect, I'm sure he drove into town, told his accomplice to get the trailer over to the access and met him there shortly thereafter. He returned to the resort, parked his vehicle for the night, took the boat out and we haven't

seen him since. A young friend who is helping us this week saw him take the boat from the dock and reports he didn't take a bait bucket, a rod, or anything else! He made one loop out into the lake and then headed for East Fox where the public access for our two lakes is! Obviously, someone brought him back at some point in the night to get his vehicle, and we've not seen hide nor hair of our boat and a nearly new 8-horse, 4-stroke Evinrude motor since!

The Crow Wing County Deputy, who came out to write up the theft, provided the moral of the story! He wrote up all the details and I can't tell you how stupid Julie and I felt because we hadn't asked to see a drivers license or gotten his auto license number or



kept his car keys — or, or, or! But the deputy looked us in the eye and said, "this isn't the 50's! You can't trust anyone anymore!" I feel that's a terribly sad commentary on life in the new century but I guarantee we'll be far more careful about filling in all the blanks, imprinting driver's licenses, and so on.

This thief did NOT fit my description of a person not to be trusted! He was driving an older SUV, sort of "square" as opposed to a rounded look of most current models. It had big tires as if it was probably used for 4-wheelin', and was almost a camo green color. He wasn't exactly a yuppie but was very personable and had a roll of cash to pay for the rental. We think he had wavy, medium brown hair and was dressed very respectably for someone just looking for an evening of fishing. Julie thought it odd that he decided to keep it out all night and bells rang in her head that he might be pulling a fast one! I never gave it a thought that he was taking us for a couple thousand bucks!

So we have to join the real world! We'll be far more careful about identification from here on out. After 30 years at Edgewild, most of our guests are repeat business. They aren't guests anymore, they are family coming home for their summer visit and we aren't going to give that feeling up. But we will be far more careful about checking for identification, getting references and such from here on out. Everything the thief wrote down on our rental slip was bogus! He signed his name "Jeff Pruitt" and had a Cambridge address and a Colorado driver's license number. Absolutely nothing checked out!

We are older but wiser. This theft doesn't alter our belief that resorting in Minnesota is one of the most rewarding jobs a person can have. It does make us realize that we ALL need to sharpen our senses about who we rent to, and stay on top of our amenities.

WE NEED YOUR STORIES AND ARTICLES FOR THE CONGRESS OF MINNESOTA RESORTS' MINNESOTA RESORTER MAGAZINE!!

REMINDER: Keep your camera handy and take lots of pictures this fall of vacations, building and remodeling projects or any other resort memories... Next summer you'll be glad you did. Try to keep a journal of happenings at your resort this fall, possibly something you would like to share in this magazine. Maybe a funny or not so funny story, a new kids' activity that went over well, a new tool that was well worth the cost, or even a quick repair idea—just anything related to resorting that can be shared with fellow resorters. Our magazine only exists because of articles from you!

Best wishes to everyone for a relaxing or productive fall and few repairs!!

Send articles, stories, (we will edit them for you!) and pictures to:

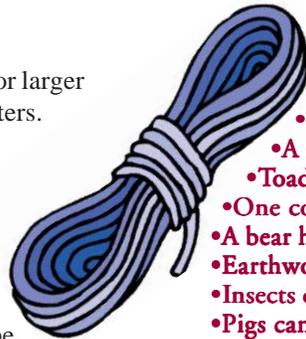
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KID'S KRAFTS

ROPE COASTERS

Cut a piece of corrugated cardboard approx. 7" x 7" or larger for a work surface and template for each of the coasters. Using a compass, trace a circle about 4 inches in diameter onto the cardboard. Snip the end of a ball of cotton clothesline at a 45-degree angle. Dab the end with craft glue and fold it over onto itself. Fix to the cardboard with a pin. Carefully coil the rope around, gluing as you go, and secure with a pin every 3/4 inch. At the end of the template, cut the rope. Let dry overnight. Remove pins and coat both sides with acrylic paint.

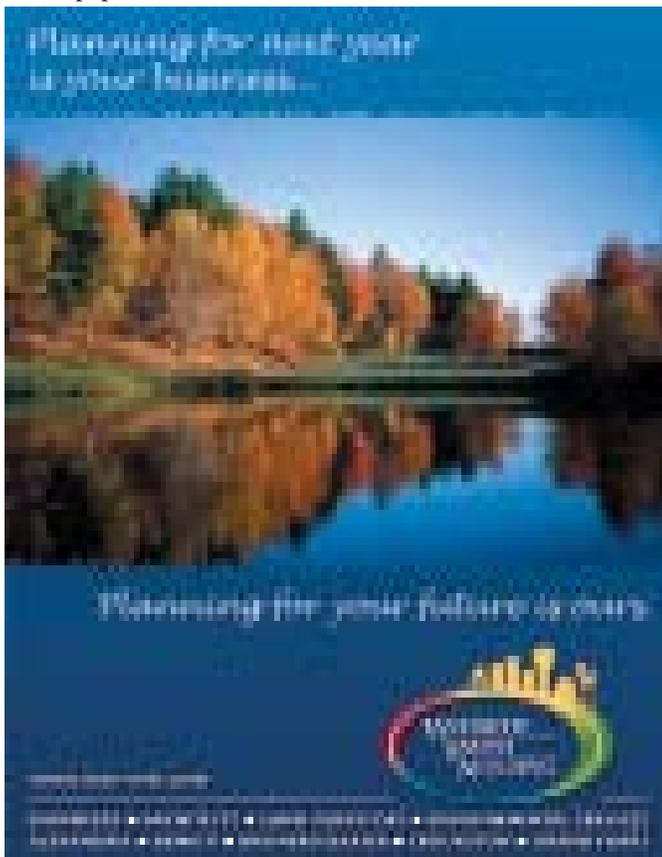


KIDS FUN FACTS

- The average caterpillar has sixteen legs.
- Bees flap their wings 300 times a second
- A shark is the only fish that can blind both eyes.
- Toads have no teeth and need to blink in order to swallow.
- One cord of wood can make 7.5 million toothpicks.
- A bear has 42 teeth.
- Earthworms have 5 hearts but no ears or eyes.
- Insects can't shiver.
- Pigs can run a mile in 7.5 minutes but a snail take 115 days to make a mile.

MEMORABILIA TINS

Keep your favorite vacation papers on display by using them to decorate tins. Use brochures from your resort, local attractions where the kids visited or their own colorings. Begin with a tin, such as a soup can or spice box. Remove any paper labels. Measure the height of the container and cut a long strip of your paper keepsake to the same height. Wrap the paper around the tin and mark it with about 1/2 inch of overlap. Cut away excess. Using a glue stick, attach one end of the paper to the other.



QUESTION:
WHY DON'T ELEPHANTS GO TO THE BEACH?

ANSWER:
'CUZ THEY HAVE A HARD TIME KEEPING THEIR TRUNKS UP.

BY KEEGAN HILMER,
AGE 9, ENTERTAINING RESORT GUESTS FOR 5 YEARS

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TALES FROM THE CAMP FIRE



Help Yourself

By Pat Addler, Cedar Rapids Lodge

The chipmunk population seems to have increased ten-fold at our resort this summer. We have found the critters in the lodge, our house, and the best was a cabin this summer. The guests arrived on Saturday afternoon and backed their boat under the carport to unload. The wife walked into the cabin and there, sitting on the kitchen table, was a chipmunk munching on their plate of oatmeal raisin cookies!! The guest let out a scream, then wished she hadn't. The chipmunk scurried off the table and into the bedroom and we spent the next 20 minutes chasing the chipmunk to the door. We all wished later that we had gotten a picture of the varmint - it would have been a great picture for our brochure!!



Alarming

By Toni & Pat Dysart, Timber Trails Resort

A guest approached Pat stating that they were having a problem with the smoke alarm in their cabin. They had tried pushing the 7 minute hush button a number of times but the alarm just would not stop. So Pat went to the cabin, took the alarm down, took the battery out and there was still a beeping going on. He listened around the cabin a bit and found the alarm clock going off in the bedroom. The lady thought she had set it for 6am but it was actually 6pm. A good laugh was had by all!



A Grave Situation

By Pat Addler, Cedar Rapids Lodge

We have a 1/4 mile trail that winds through the woods at our resort. The kids have a great time going on the trail and trying to get lost. This spring we had a young guest who saw a fox den in the woods and enjoyed sneaking in and watching the fox. One day he went to town with his family and saw a dead fox on the side of the road and was convinced that it was "our fox." He went into the woods and piled up twigs and leaves and fashioned a cross out of 2 sticks and stuck it in the ground.



For the rest of the summer the kids would come in the lodge after walking the trail and ask about the gravesite in the woods. We would go through the whole story and explain what happened. After a few weeks we started telling the kids that's where we bury the kids who ask too many questions!! Some laughed but some kinda gave us some strange looks.

We're sure the "grave" was the topic of conversation in many a cabin after that!

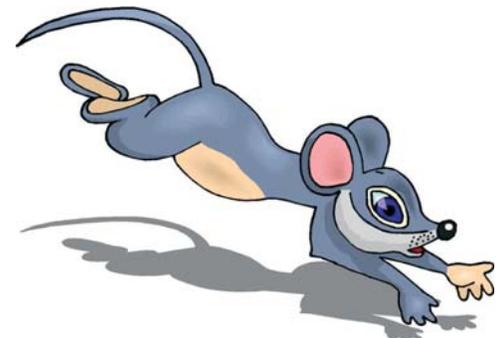


That's Using Your Head

By Karen Kaehler, Pinedale Resort

In the past two weeks, the colling weather and shorter days have alerted the local mice to seek warm shelter. Some guests have reported mice inthe cabins, and we encourage them to see the lighter side of Nature while we remind them to put food away and set out traps. Usually, after the first night food is safely stored, the offender is caught and no more mice are seen in that cabin for the week.

One guest, who visits us every fall, and who should know better, left out a roll of antacids on the bedside table. Sure enough, in the morning there was evidence taht mice had sampled his Roloids. Wanting to keep the medicine near him, the next night he decided to put the roll inside his pillowcase. In the middle of the night, he was startled awake by a mouse sitting on his forehead, no doubt trying to figure out how to get around the obstruction to the goodies! We are lucky to have fun guests- the whole resort was roaring with laughter in teh morning.



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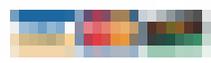


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3 EASY WAYS TO IMPROVE YOUR WEB SITE

By Dave Moe, Clamshell Beach Resort

Many resort owners complain about not having enough repeat visitors to their web sites or that not enough people visit pages beyond their home page. Here are three easy steps that will help you overcome this common problem and help you improve your web site.

1 SPEED KILLS!

On the highway this is true. On the Internet, it's the lack of speed that kills.

The most common reason visitors don't get past the homepage is that the site is too slow. People hate to wait. So to ensure your site loads quickly keep the page size small, especially the home page where first impressions are tremendously important. If your slow loading home page turns someone off, chances are they won't venture farther because they think all pages will load slowly.

You have about 10 seconds that people are willing to wait for your pages to download. To ensure your page downloads this quickly, keep your pages to about 30 KB to 60 KB in size.

To accomplish this, you need to optimize all graphics on the page, avoid flashy graphics and animation whenever possible. Remember, people want to know about your resort. They are not interested in how talented your web designer is. So, just because they can create the spinning, flaming logo for you doesn't mean you should put it on your web site. Before placing anything in your code or on your page, ask yourself, "Will this improve my site's performance and enhance the experience of the user?"

I'm not advocating boring, unappealing sites. On the contrary, just like your resort, your site must be visually appealing and professional to attract visitors. You must consider that people hate to wait, so the quicker your site responds the better. So use graphics and animation moderately to enhance your site.

2 PUT YOUR BEST FOOT FORWARD

On the web, just like in life, you only get one chance to make a first impression. As resorters, we all know how important first impressions are. Remember this concept when designing your web site.

Ask yourself, "What kind of impression am I making with my web site? Does my site look professional? Can my visitors tell my 13-year old nephew built it for free?"

You are asking your guests to make a significant investment in their vacation, both time and money, when they come to your

resort. Does your web site make them trust that their time and money will be well spent?

Potential guests will draw some conclusions about your resort based on the appearance and responsiveness of your web site. So be sure to put your best foot forward and have your site designed by a professional, whether in-house or outsourced. A crisp, professional look will go a long way in making a good first impression. Remember, you want your message to be the most important aspect of your web site. If all they see is poor or shoddy design, it will detract from your message and visitors will move on to a resort they trust.



3 CONTENT IS KING

First and foremost, "Content is King." This is nothing new and I'm sure you have heard this before. But if you haven't already done so, it is time to take heed. The most beautiful site may make a great first impression but if there is nothing for the visitor to see or do, they have no reason to stay, much less return at another time.

The web gives you the ability to educate, entertain, and empower your customers or site visitors. Some sites may be able to do all three, but most will need to determine which of the three best fits their business model.

You should also look for ways to get your visitor to interact, via a survey, chat room or message board. Even a feedback form will work as long as you encourage them to provide you with feedback.

Since the web is essentially a self-service environment, empower your visitor to accomplish tasks or functions that they would otherwise need to do by visiting your resort or making a phone call. This could be getting general information like hours of operation, availability or the weather. These types of services go a long way towards customer satisfaction and building the trust you need.

In addition, you should update your site frequently. While this requires effort, few things turn off a visitor quicker than seeing last year's Winter Specials in the middle of July. Keep things fresh and remember the most effective sites are the ones that are progressive, always changing.

By putting these three steps into practice, you will greatly improve your web site and its effectiveness. Not only will your visitors stay longer, they will return more often, giving you additional opportunities to provide good customer service and perhaps make more reservations.

PLEASE WELCOME OUR NEW MEMBERS OF THE CMR!

by Sue Paradeis ShingWako Resort

Sue PaDan & Karen Scholz, *Beacon Shores Resort, Crosslake*
Jerry & Gail McLane, *Bowstring Shores Resort, Deer River*
Mike & Pat Schultz, *Ten Mile Lake Resort, Dalton*
Ernie & Linda Strong, *Royal Starr Resort, Nevis*
Bill & Mary Ernst, *Birch Lane Resort, Pine River*
Dale & Donna Lidberg, *Maryview Beach Resort, Alexandria*
The Fry Family, *Northland Lodge, Orr*
Doug Baker, *In The Wilds Resort, Remer*
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Nick & Deanna Painovich, *Zippel Bay Resort, Williams*
Dale J. Weistroffer, *LaMonts Resort, Palisade*
Torey & Sally Myers, *Pikedale Lodge, Longville*
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Jason and Tom Richardson, *Richardson's Shangri-La Resort, Orr*
Len, Norma Jean, Stephen Grotnes, *Valhalla Resort, Detroit Lakes*
Paul & Therese Erickson, *Camp Holiday Resort & Campground, Deerwood*
Ken & Kath Reinarz, *Eagle Ridge Resort, Tenstrike*
Michael & Judy Czeck, *Hidden Haven Resort, Cohasset*
Steve & Danielle Casselman, *Lakewood Lodge, Deer River*
Tom, Karen or Judy Helcl, *Wild Walleye Resort, Ottertail*
Denny & Shelly Ganz, *Cedar Point Resort, Remer*
R & K Enterprises of Glenwood, Inc., *Hunt's Resort, Glenwood*
Doug & Linda Schumann, *Rainbow Resort, Inc., Waubun*
Ed & Sara Becker, *In-We-Go Resort & Motel, Nevis*
Mike Trueman, Owner, *Lisa & Mike Kinsella, Mgrs., Baudette*
Lloyd & Rita Smith, *Island Lake Resort, Northome*

New Associate Member

Northwoods Enterprise, Bruce D & Renie C McVeety, Dublin, OH

CASS LAKE LODGE

By Jim & Kerri Ball

Let us introduce ourselves. We are Jim & Kerri Ball, the new owners of Cass Lake Lodge. We have lived most of our lives in Montana. We are a family of four, although our children are mostly grown. Jason, age 23, is a civil engineer. He works for the Federal Department of Highways and lives in Vancouver, WA.



James, age 19, is in his second year of college in Bozeman, MT. He is studying to be an electrical engineer. We are hoping that James will be helping us at the resort this summer.

For 16 years, we owned and operated an insurance agency in northeast Montana. Before that, we worked in farming. About a year ago, we sold our insurance agency and began chasing our dream of owning a business in the recreation industry. After much searching, we found Cass Lake Lodge. Our hobbies include boating and snowmobiling. Jim absolutely loves to fish.

One change we made right away was to be open May 1 – mid October. The previous owners operated as a four-season resort.

We are very excited about this new chapter in our lives!

BIRCH LANE RESORT

By Bill & Mary Ernst

This is our second time around at being resort owners. In fact some of you may remember us from back in 1995 when we bought our first resort, Chippewa Lodge on Leech Lake. We started out on that adventure with partners. After a couple of years our partners decided they did not like northern Minnesota winters and moved to New Mexico! We ran Chippewa Lodge two more seasons and then to our surprise we had someone interested in buying the resort. The decision to sell did not come easy but after thinking it over we decided that we really did not want to run such a large resort (17 cabins, 50 slip harbor, bait, gas, store...) without partners.



Bill, Mary & Honey

We were not sure what to do next so Bill utilized his 20 years experience and found a position in his former career of telecommunications management in the big city. It did not take long to realize why he left the hustle bustle high-pressure job in the first place. Clearly there were many aspects about resorting that we missed. So in 2001 we started looking for a smaller resort and soon we found Birch Lane Resort on small peaceful Horseshoe Lake near Pine River. Birch Lane Resort has 9 well-spaced cabins on 2000 feet of lakeshore with 100 acres of private woods providing our guests a real sense of peaceful isolation.

We have two adult children, Becky and Josh, both recently married. They live in the Twin Cities and enjoy coming up to visit but their busy careers keep them based in the big city. When we have time to ourselves we love to go sailing. We keep our 26-foot sailboat on Leech Lake and frequently take our resort guests out for a sail. Mary

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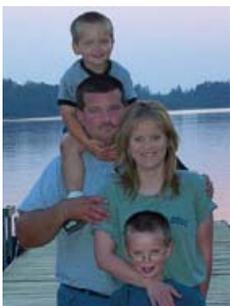
also enjoys watercolor painting and sells selected originals, prints and card reproductions out of our office and from our web site.

The pace of this smaller resort has allowed Bill to pursue an additional career. Over the last winter season Bill obtained his Real Estate Sales License and has taken a position with Roger Miller Resort Sales. His business background as well as his personnel experience of owning, buying, and selling resorts (large & small) gives him a valuable perspective that helps him relate to the needs of future clients.

We are looking forward to being CMR members once again. This organization continues to be very helpful to new & established resort owners and even to second-timers like us.

LAKWOOD LODGE

By Steve & Dani Casselman



Cole, Steve, Dani & Stevie

We knew we found our new home and life when we purchased Lakewood Lodge in September 2001. We made the move from Gretna, Nebraska, a suburb of Omaha, to this secluded, peaceful part of Minnesota's Northwoods. Steve left his job as a general parts manager of a Freightliner dealership and I found the busy resort lifestyle fits my ambitious nature perfectly. Our children Stevie, age 10 and Cole, age 5 help us out by getting

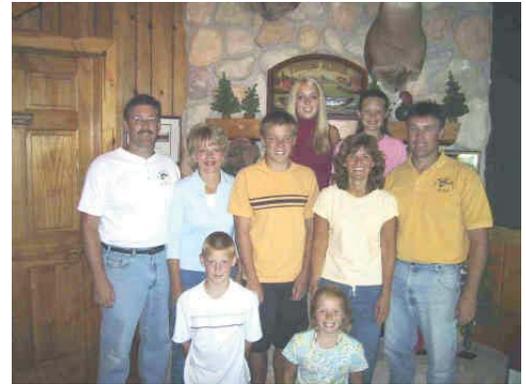
bait for our customers and keeping the grounds clean. We consider ourselves fortunate to be able to share our love for the great Northwoods with our family and our guests.

TEN MILE LAKE RESORT AND STEAKHOUSE

By Mike Schultz

Ten Mile Lake Resort and Steakhouse is located on Ten Mile Lake in Dalton, MN in the Southern county of Otter Tail. The lake was named that because originally it was located 10 Miles from a trading post. The resort has been in the family and operated since 1906. (We will be celebrating 100 years in 3 years!!!) The current owners are Pat and Lisa Schultz and Mike and Linda Schultz. The 2 brothers, Pat and Mike purchased the resort from their mom and dad, Jerry and Shirley Schultz in 1991. They (Pat and Mike) spent their whole lives growing up and helping on the resort. Pat and Lisa have 3 children and Mike and Linda have 2 children. All of the children help with different chores and responsibilities. We pride ourselves in the wonderful family atmosphere, the great fishing and the beautiful setting on which

our resort is situated. We have 13 fully furnished cabins and over 80 campsites, boats and motors, pontoons and other boat rentals, a fish cleaning house, a beautiful sandy beach, a newly remodeled steakhouse, a general store and a playground.



Jenna, Courtney (back row) Pat, Lisa, Ben, Linda, Mike (middle row) Jared, Sydney (front row)

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IF YOU BUILD IT THEY WILL COME!

(AND REQUEST THE NEWEST CABIN!!)

By Pat Addler, Cedar Rapids Lodge

We have owned our resort for 16 years and have attempted to make improvements every year. Thanks to the Congress of Minnesota Resorts, we have raised our rates every year, enabling us to survive in the world of resorting. We have found that each year our guests, whether seasoned ones or brand new guests, prefer the cabins that have most recently been remodeled or improved. Sometimes I feel like we are playing “musical cabins” with our guests. They wait 3-4 years to finally get the cabin they want while renting the cabin they’ve had for years. They get their “dream” cabin and we remodel their “old” cabin during the winter, only to have them return the following summer and want their “old” cabin back because of the improvements!

This summer we applied for and received a permit to tear down an existing 2 bedroom cabin and replace it with a duplex. We knew last spring that we wanted to do this project but wanted to present it to our guests this summer and see how many would rebook their cabin. Most of the guests in that cabin were long-time repeat customers and we weren’t sure they would be accepting of another cabin adjoining their cabin. We only had one negative comment out of the 12 weeks of guests rebooking that cabin. Most of them wanted to book the other half for family or friends. Steve had drawn up prospective plans and presented them to the guests each week, asking for input and ideas to make the cabin better. We received several great ideas from guests who were carpenters or builders, as well as prospective guests who shared their ideas and “wants” in a new cabin.

We will proceed with demolition and construction this fall and feel very confident that we are building a structure that our guests want and had a part in planning. We don’t live in our cabins, they do, and listening to our guests has provided us with new ideas that we would have never thought of. We still don’t know if we will make an adjoining entrance between the cabins. Soundproofing is a concern and we want to make sure that our guests still enjoy the privacy that they have always come to our resort for.

We have attended several School of Resorting classes over the past few years that have also given us some excellent ideas for new construction and also for improvements in our existing cabins.

SIXTEEN YEARS OF RESORT EXPERIENCE HAVE TAUGHT US TO MAKE THOSE IMPROVEMENTS YEAR AFTER YEAR...



When we bought our resort in 1987, we were financially unable to do some of the things that we knew needed to be done. We made inexpensive improvements according to what we could afford and the guests appreciated seeing them each year. As we became established and built up our repeat business, we knew at the end of each summer that the reservations were made for the following year, allowing us the financial means to make bigger and better improvements. Our most recent improvements have involved taking the cabin down to the stud walls and remodeling with pine walls, ceilings, new carpeting, new kitchens, new bathrooms, and vanity/sink areas in the queen bedroom. We remodeled 3 cabins last winter and will do 2 more this winter in addition to the construction of the 2 new cabins.

We look forward to the fall conference for more ideas to improve our resort and preserve the family resorts in Minnesota. If you have never attended a Congress of Minnesota Resorts fall conference, make this year your first. The information you receive from the seminars will help you to be successful with your resort. The ideas you share over lunch and dinner with a stranger will be even more valuable.



Sixteen years of resort experience have taught us to make those improvements year after year, raise your rates, and listen to your fellow resort owners. The Congress of Minnesota Resorts has provided this training for us and we are forever grateful to this organization.

Our resort lives up to the motto, “If you build it, they will come...again...and again!”

CONGRESS OF MINNESOTA RESORTS LEGISLATIVE UPDATE

By Dave Thompson, CMR Legislative Chairperson

In the past legislative session one of the issues that came up was the new Fire Marshal Inspection fee. This fee was a base fee of \$435 for all lodging establishments in Minnesota. The individual fee for each lodging establishment was then added to by assessing a per cabin, or per room charge. The bill text is highlighted below:

This was adopted in special session.
HF2 Omibus Judiciary Finance Bill

29.36 [EFFECTIVE DATE.] This section is effective July 1, 2003.
30.1 Sec. 11. Minnesota Statutes 2002, section 299F.46, is 30.2
amended by adding a subdivision to read: 30.3 Subd. 3.
[INSPECTION FEES.] (a) For each hotel required to 30.4 have a
fire inspection according to subdivision 1, the 30.5
commissioner of public safety may charge each hotel a triennial
30.6 inspection fee of \$435 and a per room charge of \$5 for one
to 18 30.7 units; \$6 for 19 to 35 units; \$7 for 36 to 100 units, and
\$8 for 30.8 100 or more units. The fee includes one follow-up
inspection. 30.9 The commissioner shall charge each resort a
triennial inspection 30.10 fee of \$435 and a per room charge of
\$5 for one to 10 units; \$6 30.11 for 11 to 25 units; and \$7 for 26
or more units. 30.12 The commissioner shall charge a fee of \$225
for each 30.13 additional follow-up inspection for hotels and
resorts, 30.14 conducted in each three-year cycle that is
necessary to bring 30.15 the hotel or resort into compliance
with the state fire code. 30.16 (b) Nothing in this subdivision
prevents the designated 30.17 agent from continuing to charge
an inspection fee or from 30.18 establishing a new inspection
fee. 30.19 (c) Hotels and motels with fewer than 35 rooms and
resorts 30.20 classified as 1c under section 273.13 are exempt
from the fee 30.21 requirements of this subdivision

Class 1c resorts received an exemption from this fee, which was achieved in regular session by an amendment to the bill from Rep. Howes and co-authored by Rep. Fuller, Lingren and Simpson. The Senate did not pass a bill in regular session so in special session a conference committee passed the finance bill with the additional exemption for motels with less than 35 rooms. Part of the Conference Committee result was that a special task force be created made up of lodging and state fire marshal personnel. The task force was to determine a more feasible means of funding the MN State Fire Marshal's Division.

The CMR Legislative Committee along with Rep. Howes, and Nornes sent the Department of Public Safety a request that I represent the CMR on the task force since the CMR was the primary legislative force in the present legislation. Using the CMR's Egroups Online Discussion, the CMR Legislative Committee was able to inform and mobilize member and non-member resorters in overwhelming numbers. It was clear at the Capitol that with our emails, letters, and phone calls, Resorters are a very strong legislative force. We changed how State Government would fund and entire Division of the Department of Public Safety.

The Fire Marshal Task Force as met and begun a very large job. Recommending to the legislature how to fund the Division with as little impact to our industry as possible and still provide the funding to keep the Division viable so it can provide the safety and security our industry and our customers deserve.

The task force has grown to include many members, the non-profit campgrounds were newly represented at the last meeting since these are the only facilities that were being impacted by the new fees. The task force asked for volunteers to be authors of the task force report and report to the legislature our conclusions the following group volunteered to author that report:

Dennis Breamer	Minnesota InnKeepers Assoc.
Tom Day	Hospitality MN—Government Affairs
Chris Ruttger	Hospitality MN/MRCA President
Dave Thompson	CMR Legislative Chairperson

As your representative my first order of business was to clarify with the MN St. Fire Marshal what resorts are included in the 1c category. Since the 1c designation is a designation for tax purposes, and has a complicated formula for determining what is included in the Homesteaded portion of a resort. I pointed out that County Tax Assessors consider any resort that is homesteaded to be 1c and the areas that fall outside the 800x500-foot zone are classified 4c. This does not include non-lodging parts of the property like swimming pools, golf courses, and resort stores. For assessment purposes assessors then consider the entire resort 1c and are taxed at the same rate. My suggestion to the Fire Marshal and they agreed that, any resort that has some portion of it 1c, the entire resort on the same property will be exempt. However If there was other lodging property owned by that resort but was not connected or touching then that part would be considered 4c and subject to the fees. What this means is that 87% of the resorts in Minnesota are now exempt from the fees.



As a result of this exemption, the Fire Marshal's office will not be able

to charge a fee to 87% of the Resorts and 49% of the motels. Motels with 34 or less rooms are also exempt, which together represent 50% of the base that the fees can come from. What this means is that the Fire Marshal's office is 50% underfunded and in jeopardy of being disbanded if a source of funding is not found. This created the funding problem that required the creation of the Task Force.

The history of the funding and creation of the MN State Fire Marshal's Division is that it was created in 1913. The fire marshal tax in insurance policies was imposed in 1913 starting the department. This tax was 1/2 of 1% of all the fire insurance premiums sold in Minnesota each year. This tax was funded the department until April 27 1981. SF 1057 Chapter 106 the tax was taken away and placed in the General Fund. After two large lodging fires claimed numerous lives. All lodging establishments were legislated to be inspected starting in 1978.

If this tax were returned to the State Marshal's Division as a dedicated fund it the receipts are as follows; 2000-\$3.728 million, 2001-\$4.425, 2002-\$5.027, 2003-\$6.082, 2004-estimated +\$5.0. This exceed the department's budget in each year and if the department was brought back to full staff the fund would still have a surplus. Staffing right now is approximately 20 persons short.

When the Governor submitted the Budget, the Department of Public Safety Commissioner and the State Fire Marshal, directed the department to come up with a way of funding the department. The original fire insurance tax was not on the table and could not be taken out of the General Fund for its intended use. That is why the Fire Marshal came up with the new fee structure that resulted in our effort to oppose the Finance Fill. Lodging in Minnesota would shoulder the burden of funding the department since we were the only industry that the new fee would be imposed.

The task force determined that one of major expenses of the Department is return inspections. This is for items the property is compelled to do to comply with that the Fire Inspector finds during the primary tri-annual inspection tour. A new fee of \$225 for return visits was part of the new bill that passed. 1c resorts and small motels with less than 35 rooms were and are exempt from that fee also. I believe as does the task force that a fee should be charged for follow up inspections such as complaint inspections. Resorters should comply as

quickly as possible to insure the safety of our guests and property and this fee would encourage operators to comply quickly.

"MEET THE CONGRESS OF MINNESOTA RESORTS LOBBYIST...JOEL CARLSON"

*Editor's Note: Joel Carlson has been a lobbyist for The Congress of Minnesota Resorts since 1997. We wanted our membership to know more about Joel, his work for the CMR, and the fun and enjoyment he has working for resorters. Here are excerpts from his biography and recent interview with the **Minnesota Resorter**.*

Joel Carlson owns a Legal Research and Government Affairs Company located in downtown Minneapolis. Carlson's company provides legislative and regulatory representation to business clients along with legal research and litigation support to law firms.

Prior to establishing his business in 1989, Carlson served as a member of the House of Representatives from Legislative District 9A, Moorhead, MN. He served as majority whip for the Republican caucus and was active on state budget issues. He received many awards for his legislative service, including being voted the Outstanding Freshman Legislator, Legislator of the Year by the Multiple Sclerosis Society, the Legislative Excellence Award by the Legislative Evaluative Assembly, and the Legislative Achievement Award from the Minnesota Association of Rehabilitation Facilities.

Carlson attended Concordia University in St. Paul, MN, majoring in organization behavior and communications. He and his wife, Robin, have two children, David (15) and Catherine (12). Carlson is an active outdoorsman and a frequent speaker at civic and educational functions regarding government. A coach and volunteer for youth hockey programs, Carlson recently received the President's Award from Minnesota Hockey for his longtime service to the sport.

CMR: How long have you been representing CMR at the Capitol?

Joel: Since the end of the 1997 session. A provision was added to the Senate Tax bill that no one knew about and several resorters called to see if we could remove it in Tax Conference Committee. We succeeded and I have been working for you ever since.

CMR: What do you enjoy most about your work - and CMR?

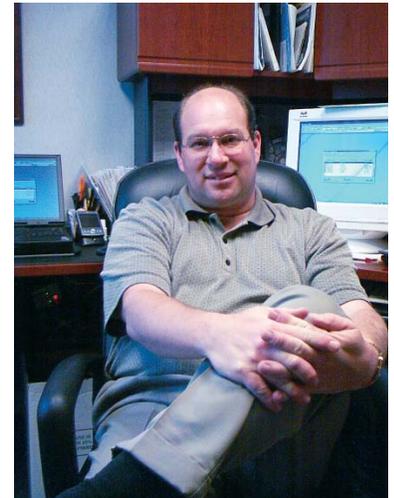
Joel: First, I truly enjoy resort families. They are the nicest, most straightforward business people in Minnesota. I believe in the commitment each of you has made to the operating of a family resort. Preserving this important tradition and the memories you provide for thousands is an honor and I take it seriously. As for my work, I thrive on getting results that are based on research, promote fairness and are good public policy. I do not work on projects or legislation that I do not believe in.

CMR: You sound like one of us. Have you owned a resort or have all the Fall Conferences rubbed off?

Joel: One of my first jobs was working as the Saturday garbage boy at the Viking Bay Resort on Big Cormorant Lake near Detroit Lakes. A lowly job no doubt, but seeing the new faces every week, hearing about the fishing and watching other kids enjoy the lake are fond and powerful memories. Robin and I have been cabin owners on Big Cormorant Lake for over 18 years, as is my Mom and all 5 of my siblings. The outdoor and lake life gets into your blood. It is worth being passionate about, professionally and personally. Today, there are no resorts on Big Cormorant where you can buy gas or bait. Unless we do something about the rapid decline, no lake will have a resort left.

CMR: What do you see as the future of the small resort industry in Minnesota?

Joel: I see a committed core group of resort operators that desperately want to see resorts succeed long into the future. I believe that we must work to change the attitude, not to mention the law that dictates the "best use" for lakeshore property is always "residential development". I recently worked a trial in Tax Court where the issue was the "best use" of a rustic resort and campground that had been in operation since 1959. The County Assessor told the Judge that people didn't want to go to resorts anymore and that this campground and resort should be taxed like residential lots, which more than doubled the value and taxes. The owners testified that they did not want to sell off. If they sell off as lots for homes, only the very wealthy can afford a week at the lake and they want to keep serving their customers (unless the taxman drives them out). Sound familiar? We need these voices heard at the Capitol so that recreational property is valued to remain viable. When we succeed, and we will, the resort lifestyle and future will be there for generations. Other important changes we can promote are post Labor Day school start and reasonable game and fish regulation.



CMR: How can CMR make a difference?

Joel: You are making a difference right now. We have passed more resort legislation than any other association. CMR has stopped legislation making conditions worse for small resorts, like losing ELS terminals or paying fire inspection fees. We need to have more CMR members active in our legislative committee, attending our *Day on the Hill*, speaking to their local legislators and making sure their guests know that resort preservation is not simply a northern Minnesota concern; it affects them and our economy. Also, we have had a great delegation of resort area legislators to work with. We need to keep thanking and giving them the ammunition they need to be successful on our behalf. Sen. Ruud from Breezy and Rep. Howes from Walker are chairing CMR's Resort Caucus and we hope that their efforts will help bring more non-resort area legislators to the battle. Nobody else is going to do it – CMR is the one.

CMR: We get e-mails from you on e-groups at 2:00 in the morning. Some of us have seen you work in St. Paul. We've read that Floor sessions go all night. What is the schedule during session really like?

Joel: It's an odd life, I'll admit. During much of the session, a 10-12 hour day is normal. However, as the legislature nears the end, it calls for round-the-clock meetings, constant researching, and endless floor debates that will not change one vote and sometimes does not produce a result. I want to be there for all of it and try not to miss a meeting important to a client. Last session, the Fire Marshal inspection fee was finally decided at 5:30am! My family is very supportive and I try not to miss any of their important functions as well. I still have been able to coach hockey, take the kids to school most days, volunteer for several groups I support, and have a life away from the Capitol. However, at those certain times it is all consuming. I love it – some days - I'd do it for free!

	2003	2004	2005	2006	2007	2008	2009	2010	2011
Week 1	10-May 11-May 12-May 13-May 14-May 15-May 16-May	15-May 16-May 17-May 18-May 19-May 20-May 21-May	14-May 15-May 16-May 17-May 18-May 19-May 20-May	13-May 14-May 15-May 16-May 17-May 18-May 19-May	12-May 13-May 14-May 15-May 16-May 17-May 18-May	10-May 11-May 12-May 13-May 14-May 15-May 16-May	9-May 10-May 11-May 12-May 13-May 14-May 15-May	15-May 16-May 17-May 18-May 19-May 20-May 21-May	14-May 15-May 16-May 17-May 18-May 19-May 20-May
Week 2	17-May 18-May 19-May 20-May 21-May 22-May 23-May	22-May 23-May 24-May 25-May 26-May 27-May 28-May	21-May 22-May 23-May 24-May 25-May 26-May 27-May	20-May 21-May 22-May 23-May 24-May 25-May 26-May	19-May 20-May 21-May 22-May 23-May 24-May 25-May	17-May 18-May 19-May 20-May 21-May 22-May 23-May	16-May 17-May 18-May 19-May 20-May 21-May 22-May	22-May 23-May 24-May 25-May 26-May 27-May 28-May	21-May 22-May 23-May 24-May 25-May 26-May 27-May
Week 3	24-May 25-May 26-May 27-May 28-May 29-May 30-May	29-May 30-May 31-May 1-Jun 2-Jun 3-Jun 4-Jun	28-May 29-May 30-May 31-May 1-Jun 2-Jun 3-Jun	27-May 28-May 29-May 30-May 31-May 1-Jun 2-Jun	26-May 27-May 28-May 29-May 30-May 31-May 1-Jun	24-May 25-May 26-May 27-May 28-May 29-May 30-May	23-May 24-May 25-May 26-May 27-May 28-May 29-May	29-May 30-May 31-May 1-Jun 2-Jun 3-Jun 4-Jun	28-May 29-May 30-May 31-May 1-Jun 2-Jun 3-Jun
Week 4	31-May 1-Jun 2-Jun 3-Jun 4-Jun 5-Jun 6-Jun	5-Jun 6-Jun 7-Jun 8-Jun 9-Jun 10-Jun 11-Jun	4-Jun 5-Jun 6-Jun 7-Jun 8-Jun 9-Jun 10-Jun	3-Jun 4-Jun 5-Jun 6-Jun 7-Jun 8-Jun 9-Jun	2-Jun 3-Jun 4-Jun 5-Jun 6-Jun 7-Jun 8-Jun	31-May 1-Jun 2-Jun 3-Jun 4-Jun 5-Jun 6-Jun	30-May 31-May 1-Jun 2-Jun 3-Jun 4-Jun 5-Jun	5-Jun 6-Jun 7-Jun 8-Jun 9-Jun 10-Jun 11-Jun	4-Jun 5-Jun 6-Jun 7-Jun 8-Jun 9-Jun 10-Jun
Week 5	7-Jun 8-Jun 9-Jun 10-Jun 11-Jun 12-Jun 13-Jun	12-Jun 13-Jun 14-Jun 15-Jun 16-Jun 17-Jun 18-Jun	11-Jun 12-Jun 13-Jun 14-Jun 15-Jun 16-Jun 17-Jun	10-Jun 11-Jun 12-Jun 13-Jun 14-Jun 15-Jun 16-Jun	9-Jun 10-Jun 11-Jun 12-Jun 13-Jun 14-Jun 15-Jun	7-Jun 8-Jun 9-Jun 10-Jun 11-Jun 12-Jun 13-Jun	6-Jun 7-Jun 8-Jun 9-Jun 10-Jun 11-Jun 12-Jun	12-Jun 13-Jun 14-Jun 15-Jun 16-Jun 17-Jun 18-Jun	11-Jun 12-Jun 13-Jun 14-Jun 15-Jun 16-Jun 17-Jun
Week 6	14-Jun 15-Jun 16-Jun 17-Jun 18-Jun 19-Jun 20-Jun	19-Jun 20-Jun 21-Jun 22-Jun 23-Jun 24-Jun 25-Jun	18-Jun 19-Jun 20-Jun 21-Jun 22-Jun 23-Jun 24-Jun	17-Jun 18-Jun 19-Jun 20-Jun 21-Jun 22-Jun 23-Jun	16-Jun 17-Jun 18-Jun 19-Jun 20-Jun 21-Jun 22-Jun	14-Jun 15-Jun 16-Jun 17-Jun 18-Jun 19-Jun 20-Jun	13-Jun 14-Jun 15-Jun 16-Jun 17-Jun 18-Jun 19-Jun	19-Jun 20-Jun 21-Jun 22-Jun 23-Jun 24-Jun 25-Jun	18-Jun 19-Jun 20-Jun 21-Jun 22-Jun 23-Jun 24-Jun
Week 7	21-Jun 22-Jun 23-Jun 24-Jun 25-Jun 26-Jun 27-Jun	26-Jun 27-Jun 28-Jun 29-Jun 30-Jun 1-Jul 2-Jul	25-Jun 26-Jun 27-Jun 28-Jun 29-Jun 30-Jun 1-Jul	24-Jun 25-Jun 26-Jun 27-Jun 28-Jun 29-Jun 30-Jun	23-Jun 24-Jun 25-Jun 26-Jun 27-Jun 28-Jun 29-Jun	21-Jun 22-Jun 23-Jun 24-Jun 25-Jun 26-Jun 27-Jun	20-Jun 21-Jun 22-Jun 23-Jun 24-Jun 25-Jun 26-Jun	26-Jun 27-Jun 28-Jun 29-Jun 30-Jun 1-Jul 2-Jul	25-Jun 26-Jun 27-Jun 28-Jun 29-Jun 30-Jun 1-Jul
Week 8	28-Jun 29-Jun 30-Jun 1-Jul 2-Jul 3-Jul 4-Jul	3-Jul 4-Jul 5-Jul 6-Jul 7-Jul 8-Jul 9-Jul	2-Jul 3-Jul 4-Jul 5-Jul 6-Jul 7-Jul 8-Jul	1-Jul 2-Jul 3-Jul 4-Jul 5-Jul 6-Jul 7-Jul	30-Jun 1-Jul 2-Jul 3-Jul 4-Jul 5-Jul 6-Jul	28-Jun 29-Jun 30-Jun 1-Jul 2-Jul 3-Jul 4-Jul	27-Jun 28-Jun 29-Jun 30-Jun 1-Jul 2-Jul 3-Jul	3-Jul 4-Jul 5-Jul 6-Jul 7-Jul 8-Jul 9-Jul	2-Jul 3-Jul 4-Jul 5-Jul 6-Jul 7-Jul 8-Jul
Week 9	5-Jul 6-Jul 7-Jul 8-Jul 9-Jul 10-Jul 11-Jul	10-Jul 11-Jul 12-Jul 13-Jul 14-Jul 15-Jul 16-Jul	9-Jul 10-Jul 11-Jul 12-Jul 13-Jul 14-Jul 15-Jul	8-Jul 9-Jul 10-Jul 11-Jul 12-Jul 13-Jul 14-Jul	7-Jul 8-Jul 9-Jul 10-Jul 11-Jul 12-Jul 13-Jul	5-Jul 6-Jul 7-Jul 8-Jul 9-Jul 10-Jul 11-Jul	4-Jul 5-Jul 6-Jul 7-Jul 8-Jul 9-Jul 10-Jul	10-Jul 11-Jul 12-Jul 13-Jul 14-Jul 15-Jul 16-Jul	9-Jul 10-Jul 11-Jul 12-Jul 13-Jul 14-Jul 15-Jul
Week 10	12-Jul 13-Jul 14-Jul 15-Jul	17-Jul 18-Jul 19-Jul 20-Jul	16-Jul 17-Jul 18-Jul 19-Jul	15-Jul 16-Jul 17-Jul 18-Jul	14-Jul 15-Jul 16-Jul 17-Jul	12-Jul 13-Jul 14-Jul 15-Jul	11-Jul 12-Jul 13-Jul 14-Jul	17-Jul 18-Jul 19-Jul 20-Jul	16-Jul 17-Jul 18-Jul 19-Jul

Orange = Walleye Opener
Purple = Memorial Day
Blue = July 4th
Lime Green = Labor Day

There are 14 weeks from Memorial Day to Labor Day each year... and occasionally 15 weeks. This calendar indicates how weeks stack up and cycle through the years. Everyone stays in their same week number, unless of course, they want to move into an available opening in another week.

By Dana Pitt of Bailey's Resort

	2003	2004	2005	2006	2007	2008	2009	2010	2011
	16-Jul	21-Jul	20-Jul	19-Jul	18-Jul	16-Jul	15-Jul	21-Jul	20-Jul
	17-Jul	22-Jul	21-Jul	20-Jul	19-Jul	17-Jul	16-Jul	22-Jul	21-Jul
	18-Jul	23-Jul	22-Jul	21-Jul	20-Jul	18-Jul	17-Jul	23-Jul	22-Jul
Week 11	19-Jul	24-Jul	23-Jul	22-Jul	21-Jul	19-Jul	18-Jul	24-Jul	23-Jul
	20-Jul	25-Jul	24-Jul	23-Jul	22-Jul	20-Jul	19-Jul	25-Jul	24-Jul
	21-Jul	26-Jul	25-Jul	24-Jul	23-Jul	21-Jul	20-Jul	26-Jul	25-Jul
	22-Jul	27-Jul	26-Jul	25-Jul	24-Jul	22-Jul	21-Jul	27-Jul	26-Jul
	23-Jul	28-Jul	27-Jul	26-Jul	25-Jul	23-Jul	22-Jul	28-Jul	27-Jul
	24-Jul	29-Jul	28-Jul	27-Jul	26-Jul	24-Jul	23-Jul	29-Jul	28-Jul
	25-Jul	30-Jul	29-Jul	28-Jul	27-Jul	25-Jul	24-Jul	30-Jul	29-Jul
Week 12	26-Jul	31-Jul	30-Jul	29-Jul	28-Jul	26-Jul	25-Jul	31-Jul	30-Jul
	27-Jul	1-Aug	31-Jul	30-Jul	29-Jul	27-Jul	26-Jul	1-Aug	31-Jul
	28-Jul	2-Aug	1-Aug	31-Jul	30-Jul	28-Jul	27-Jul	2-Aug	1-Aug
	29-Jul	3-Aug	2-Aug	1-Aug	31-Jul	29-Jul	28-Jul	3-Aug	2-Aug
	30-Jul	4-Aug	3-Aug	2-Aug	1-Aug	30-Jul	29-Jul	4-Aug	3-Aug
	31-Jul	5-Aug	4-Aug	3-Aug	2-Aug	31-Jul	30-Jul	5-Aug	4-Aug
	1-Aug	6-Aug	5-Aug	4-Aug	3-Aug	1-Aug	31-Jul	6-Aug	5-Aug
Week 13	2-Aug	7-Aug	6-Aug	5-Aug	4-Aug	2-Aug	1-Aug	7-Aug	6-Aug
	3-Aug	8-Aug	7-Aug	6-Aug	5-Aug	3-Aug	2-Aug	8-Aug	7-Aug
	4-Aug	9-Aug	8-Aug	7-Aug	6-Aug	4-Aug	3-Aug	9-Aug	8-Aug
	5-Aug	10-Aug	9-Aug	8-Aug	7-Aug	5-Aug	4-Aug	10-Aug	9-Aug
	6-Aug	11-Aug	10-Aug	9-Aug	8-Aug	6-Aug	5-Aug	11-Aug	10-Aug
	7-Aug	12-Aug	11-Aug	10-Aug	9-Aug	7-Aug	6-Aug	12-Aug	11-Aug
	8-Aug	13-Aug	12-Aug	11-Aug	10-Aug	8-Aug	7-Aug	13-Aug	12-Aug
Week 14	9-Aug	14-Aug	13-Aug	12-Aug	11-Aug	9-Aug	8-Aug	14-Aug	13-Aug
	10-Aug	15-Aug	14-Aug	13-Aug	12-Aug	10-Aug	9-Aug	15-Aug	14-Aug
	11-Aug	16-Aug	15-Aug	14-Aug	13-Aug	11-Aug	10-Aug	16-Aug	15-Aug
	12-Aug	17-Aug	16-Aug	15-Aug	14-Aug	12-Aug	11-Aug	17-Aug	16-Aug
	13-Aug	18-Aug	17-Aug	16-Aug	15-Aug	13-Aug	12-Aug	18-Aug	17-Aug
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	15-Aug	20-Aug	19-Aug	18-Aug	17-Aug	15-Aug	14-Aug	20-Aug	19-Aug
Week 15	16-Aug	21-Aug	20-Aug	19-Aug	18-Aug	16-Aug	15-Aug	21-Aug	20-Aug
	17-Aug	22-Aug	21-Aug	20-Aug	19-Aug	17-Aug	16-Aug	22-Aug	21-Aug
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	21-Aug	26-Aug	25-Aug	24-Aug	23-Aug	21-Aug	20-Aug	26-Aug	25-Aug
	22-Aug	27-Aug	26-Aug	25-Aug	24-Aug	22-Aug	21-Aug	27-Aug	26-Aug
Week 16	23-Aug	28-Aug	27-Aug	26-Aug	25-Aug	23-Aug	22-Aug	28-Aug	27-Aug
	24-Aug	29-Aug	28-Aug	27-Aug	26-Aug	24-Aug	23-Aug	29-Aug	28-Aug
	25-Aug	30-Aug	29-Aug	28-Aug	27-Aug	25-Aug	24-Aug	30-Aug	29-Aug
	26-Aug	31-Aug	30-Aug	29-Aug	28-Aug	26-Aug	25-Aug	31-Aug	30-Aug
	27-Aug	1-Sep	31-Aug	30-Aug	29-Aug	27-Aug	26-Aug	1-Sep	31-Aug
	28-Aug	2-Sep	1-Sep	31-Aug	30-Aug	28-Aug	27-Aug	2-Sep	1-Sep
	29-Aug	3-Sep	2-Sep	1-Sep	31-Aug	29-Aug	28-Aug	3-Sep	2-Sep
Week 17	30-Aug	4-Sep	3-Sep	2-Sep	1-Sep	30-Aug	29-Aug	4-Sep	3-Sep
	31-Aug	5-Sep	4-Sep	3-Sep	2-Sep	31-Aug	30-Aug	5-Sep	4-Sep
	1-Sep	6-Sep	5-Sep	4-Sep	3-Sep	1-Sep	31-Aug	6-Sep	5-Sep
	2-Sep	7-Sep	6-Sep	5-Sep	4-Sep	2-Sep	1-Sep	7-Sep	6-Sep
	3-Sep	8-Sep	7-Sep	6-Sep	5-Sep	3-Sep	2-Sep	8-Sep	7-Sep
	4-Sep	9-Sep	8-Sep	7-Sep	6-Sep	4-Sep	3-Sep	9-Sep	8-Sep
	5-Sep	10-Sep	9-Sep	8-Sep	7-Sep	5-Sep	4-Sep	10-Sep	9-Sep
Week 18	6-Sep	11-Sep	10-Sep	9-Sep	8-Sep	6-Sep	5-Sep	11-Sep	10-Sep
	7-Sep	12-Sep	11-Sep	10-Sep	9-Sep	7-Sep	6-Sep	12-Sep	11-Sep
	8-Sep	13-Sep	12-Sep	11-Sep	10-Sep	8-Sep	7-Sep	13-Sep	12-Sep
	9-Sep	14-Sep	13-Sep	12-Sep	11-Sep	9-Sep	8-Sep	14-Sep	13-Sep
	10-Sep	15-Sep	14-Sep	13-Sep	12-Sep	10-Sep	9-Sep	15-Sep	14-Sep
	11-Sep	16-Sep	15-Sep	14-Sep	13-Sep	11-Sep	10-Sep	16-Sep	15-Sep
	12-Sep	17-Sep	16-Sep	15-Sep	14-Sep	12-Sep	11-Sep	17-Sep	16-Sep

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WHAT THE CONGRESS OF MINNESOTA RESORTS IS ALL ABOUT

MARKETING

As a member, your resort is listed on our web site www.minnesota-resorts.com, and you have password protected access to your listing. This means you can make any changes to your listing anytime you want. It's easy and it gets results!

EDUCATION, EDUCATION, EDUCATION

This is something that the Congress of Minnesota Resorts is really good at! Every year we hold a one day Spring Workshop and a 2 1/2 day Fall Conference. We also sponsor the School of Resorting. These are all ways for resorters to get together, learn from one another about resorting issues and just plain have fun! We also sponsor the on line "chat room" that you've probably heard so much about.

LEGISLATIVE EFFORTS

The Congress of Minnesota Resorts assures you of having your voice heard as a resort at the state capitol. The Congress of Minnesota Resorts hires a lobbyist to represent resorts at the state level. Also, our legislative committee keeps members abreast of legislation affecting the resort industry.

GUEST APPROVED RESORT PROGRAM

Available to members, this program allows resorts to survey their guests anonymously. This is a great way to receive valuable feedback and can also be used as a marketing tool.

ALL THE OTHER STUFF

Every year we offer scholarships to member's children and grandchildren, and award our "Resorters of the Year Award" to a deserving resort member. We also get our members hooked up with low long distance phone rates and competitive Visa/Mastercard rates.

OUR 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.

OUR MISSION

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.

What are you waiting for? Join the Congress of Minnesota Resorts today!

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

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Owner/Manager _____ Years in resorting _____

Address _____

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Phone _____ No. of rental units _____ No. of bedrooms _____

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Amount of check enclosed _____ Please circle.....New.....Renewal

Send to: CMR, Vicky Krattenmaker, Office Manager, Willow Bay Resort, 5280 - 132nd Ave. NE Spicer, MN 56288

SKUNK ODOR REMOVER RECIPE

By Ann Moroz, Bear Paw Resort

- 1 cup water
- 1/2 cup baking soda
- 1 tsp liquid dishwasher soap

Mix well

When ready to use, mix in 1qt of 3 percent hydrogen peroxide. This solution is volatile and has no shelf life, so use it all or toss what you don't use. I would use it in a spray bottle for your application. It can also be used on the dog.

Just last week we found a large skunk living under one of our new cabin steps. He seemed to be comfortable there and the new family coming in didn't worry about him! Geno tried to trap him, but he didn't want anything to do with that. After a couple of days, he just wandered back into the woods!! Needless to say, Geno is still trying to trap him. A much smaller skunk was found by our dog a couple of days ago - we used a vinegar bath first, then the solution above and that's what got rid of the odor. One skunk hint we learned the first time our dog got sprayed was to not let her right in the house because she rubbed up against the furniture (it must burn their skin or something). So we picked her up this time and deposited her right in the bathtub.



ATTENTION ALL RESORTERS!!

We need your help keeping our Resort Owners data base current. Please let us know if you are selling, sold, moving, had an address change or notice that your Minnesota Resorter magazine address is incorrect. If you own a resort and are not receiving the Minnesota Resorter magazine and would like to become a member and/or receive our magazine, please contact us. If you know of other resorts that any of these things apply to please keep us in the know. Keeping track of Minnesota Resorts is a full time job!! Simply call or send an e-mail to Vicky Krattenmaker at 888-761-4245 or cmr@minnesota-resorts.com or Sue Paradeis at shingwako@brainerd.net with your information or questions.

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