

Minnesota Resorter

Resorters Helping Resorters



Winter 2005 Vol. 21 No. 1

**EDUCATION:
YOUR LODGE**

**MARKETING:
FALL CONFERENCE RECAP**

**LEGISLATIVE:
LEGISLATIVE UPDATE**



**RESORTERS OF THE YEAR
DAVID AND LISA MOE**

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A Congress of Minnesota Resorts Publication

Winter 2005

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The Minnesota RETORTER 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 RETORTER is printed by Demco Printing.

FROM YOUR PRESIDENT'S PEN



Ed Becker
CMR President

I would like to begin saying that it is an honor to be elected as president of the Congress of Minnesota Resorts. My wife, Sara and I have been members since we bought the resort. This was a very strong recommendation from my wife's parents. We purchased the resort from them in March of 2003. After they have owned the resort for 15 years, they were ready to slow the pace down. This has always been a lifestyle

that we wanted for our family, and were grateful for the opportunity to be a part of CMR Family. We have 2 children, Katie age 9 and Gavin age 7. They too are enjoying all that the resort brings to them.

The CMR Fall Convention was uplifting, informational, and as usual a wonderful highlight for the resorting year. We have a tremendously diverse group in our organization from members that have been there for many changes in the operation, to those who are just beginning and have as many questions, as well as many refreshing ideas to share. The Convention was held at Sugar Lake Lodge in Grand Rapids where we all shown superb hospitality, and a warm welcoming environment. There were a wide variety of topics covered such as Word of Mouth Advertising, Goal Setting, Selling your Resort, and Insurance. Russ Schultz also visited us from the DNR, as well as John Edman, Director of the office of the Minnesota Office of Tourism, Senator Carrie Ruud, and our great lobbyist, Joel Carlson. The award for the RETORTER of the year went to David and Lisa Moe the owners of Clamshell Beach Resort, on the Whitefish Chain of Lakes, a well deserved award, congratulations! We would like to extend a thank you to the planning committee for all of the excellent work organizing this super Fall Convention! Beautiful location, with wonderful friends to share it with.

I, on behalf of the CMR would like to thank the out-going board members for their commitment they have given unselfishly to us over the years they are; Bob and Vicky Krattenmaker, Marty and Sue Paradeis, Tom and Jeanne Pingle, and Dave and Bev Thompson, thank you, thank you! We have a very large diversified Board of Directors for the 2004-2005 year! I am anxious, and excited to begin work on

all of the new topics for this upcoming year and continue the work that was done with the previous CMR Board.

The upcoming year will be full of exciting issues. We will be re-enlisting the experience Vicky Krattenmaker as the CMR office manager, and Dave Thompson as the Legislative Chair, their dedication to the CMR is outstanding, and we truly appreciate all they do for the CMR. Dana Pitt and Ed Fussy will be representing the CMR on the new DNR Shoreland Management Committee. They will help protect the interests of the resort industry as the new regulations are being considered. Explore Minnesota Office of Tourism Council is in the beginning stages, and Dawn Sullivan will continue to keep us up to date on the progress. The Shoreland Management Committee and the Explore Minnesota Office of Tourism Council will both be critical topics for the resorting industry. Other Legislative issues that we still will continue to work on will be school start dates, property tax valuation, and continue with old issues that are a constant need for resorting. We will all need to continue to keep a watch for anything new that will effect the operation of the resorting industry.

I would like to extend an invitation to all resorts to the Day on the Hill event! This year the dates will be February 8th and 9th. We had a wonderful turnout last year and had great feed back from our Legislatures as well as those who attended. Great job! I will repeat a phrase that is so true, "none of us is as smart as all of us".

As we recharge for another exciting year in resorting, we invite you to inform the CMR Board of any issues that you feel should be addressed. Remember that the Ya Hoo groups are a great way to continue resorters helping resorters, and watch for the upcoming school of resorting events.

I hope everyone had a wonderful Holiday Season. Enjoy the quiet times, as the winter seems to pass much faster than those 10 weeks of summer! Enjoy, relax, and take care of yourselves!

2005 RESORTERS OF THE YEAR

*By Ed Fussy
Pimushe Resort*

David and Lisa Moe owners of Clamshell Beach Resort, on the Whitefish Chain of Lakes in the Brainerd Lakes area were named the 2005 Resorters of the Year by the Congress of Minnesota Resorts. David and Lisa, along with their children Andrew, Grant and William have owned their resort for eight years and have made a number of improvements to their resort and contributed to the resort industry on many different levels.

David grew up on a resort in the Park Rapids area and clearly remembers telling his dad, "I can't wait till I grow up and don't have to do this anymore." He got a bachelors degree in mechanical engineering from Michigan Technological University and a Master's degree at Stanford University. He designed space communication satellites in California for seven years before marrying Lisa and returning to the Midwest where he designed supercomputers for Cray Research. Lisa worked in outside sales for General Electric in California and had various sales positions in the Midwest before becoming a full time mom.

When the entrepreneurial bug caught David and Lisa, they researched many business opportunities and decided that the resort business and being around people on vacation sounded great. "People on vacation are generally the happiest people in the world and they are great to be around!" remarks Lisa. "I decided that maybe my Mom and Dad were pretty smart after all," remembers David.

During their eight years at the resort, the Moe's have made a number of significant improvements to the resort. When they bought the resort there were twenty two units. Eleven of them were 1960s vintage mobile homes, and the other ten were cabins plus an owner's home. The ages of the cabins were 34-59 years old. Six of those ten cabins were located inside the Shoreland Impact Zone and their average size was just 608 square feet.

Today, all the mobile homes have been removed and the resort consists of 15

cabins, 6 of which have been built since 1999. "We actually have less bedrooms on the property today than when we bought the resort," said David. "We have been able to stay in business by gradually improving the resort. We are removing the cabins in the Shoreland Impact Zone and replacing them with new cottages that have amenities that the public has come to expect on their vacation," he adds.

A new lodge with a snack bar and game room was added in 2004, and their new reunion cottages have been especially popular for families. "We have tried to create a vacation that we would like to take with our own family, and we are pretty tough critics," remarks Lisa.

David has served on the Minnesota office of Tourism Advisory Board representing the resort industry and he currently represents the resort industry on the Advisory Board for the University of Minnesota Tourism Center. They have served on the Congress of MN resorts board for the past three years, as well as the Whitefish Area Lodging Association, and the Pequot Lakes Chamber of Commerce. David has also testified in front of the state legislation representing the resort industry.

This couple has taken a risk to create a unique and very progressive resort in the eight years they have owned it. They are great representatives of what resorters are now and will be in the future. Congratulations David and Lisa!



Lisa and Dave Moe proudly display their 2005 RETORTER of the Year plaque.

RETORTER RECIPES

*By Pat Adler
Cedar Rapids Lodge*

BAKED SPINACH & ARTICHOKE DIP

- 1 box Green Giant frozen creamed spinach
- 8 oz. cream cheese
- 1 can artichoke hearts, chopped small
- 1/2 cup grated parmesan cheese
- 1/4 tsp. garlic powder
- 1/2 tsp. cayenne pepper

Thaw frozen spinach. Combine all ingredients in flat baking dish. Bake at 350 degrees until heated through and cheese is melted. Serve with tortilla chips or pita chips.



PUPPY CHOW

- 12 oz. box crispix cereal
- 12 oz. bag milk chocolate chips
- 1 cup peanut butter
- 1 stick margarine
- powdered sugar

Melt together the margarine, choc. chips and peanut butter and pour over the cereal in large bowl. Stir to coat cereal. Put 2 cups powdered sugar in brown paper bag; add cereal and shake until cereal is coated. Yummy snack for humans!

CHERRY DUMP DESSERT

- 1 can cherry pie filling
- 1 12oz. carton cool whip
- 1 can pineapple(optional)
- 1 can sweetened condensed milk

Dump all ingredients in bowl and stir together. Scrumptious!!

8 CAN SOUP

- 1 can whole corn
- 1 can sliced white potatoes
- 1 can green beans
- 1 can diced tomatoes
- 1 can Veg-All(mixed vegetables)
- 1 can Hormel chili with beans
- 1 can Hormel chili without beans
- 1 can vegetable soup

Use 11-15oz cans. Open all the cans; do not drain. Empty into dutch oven and heat to simmering. Great hearty soup!

FUDGE COOKIES BOILED

- 2 cups sugar
- 1 stick margarine
- 1/2 cup cocoa
- 1/2 cup milk
- 1/2 cup peanut butter
- 3 cups quick oatmeal
- 1 tsp. vanilla

Mix together sugar, margarine, cocoa and milk. Bring to a boil and boil hard for 1 minute. Remove from heat and add peanut butter and oatmeal; stir well. Add vanilla. Drop by teaspoonful onto waxed paper and let cool.

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CMR SCHOOL OF RESORTING

QUILTED TABLE RUNNERS

*By Ann Moroz
Bear Paw Resort*

The latest School of Resorting class was a last minute make and take quilting class put together by Pat Addler and Ann Moroz and advertised only via the Resorters E-Group.

The class was held at Bear Paw Resort on Dec. 1 with 8 women attending. Pat Addler put together kits for the scrappy table runner that each person made. She not only had the squares, binding, backing and batting cut, but the squares were stacked in the order that they were to be sewn! And there were lots of different kits to choose from. What an organizer! Ann and Pat demonstrated a quick woven coaster so everyone could make coasters to match.

It was a fun day of comraderie, sewing and chatter. By lunchtime everyone was more than half finished with their project and the day ended about 4:30 with each project complete.

If you can think of anything you would like to learn or do in a group setting, don't be afraid to think of it in terms of a School of Resorting class. We encourage every resort owner to try it once. If you don't want to coordinate one, then attend one. For this class, everyone brought something to share for lunch and snacks, the Moroz house had been set up with 2 8' tables, a cutting table, irons and ironing boards, Pat made kits ahead of time and a viola! We had a class. It couldn't have been easier or more fun.

This group has even set up its own CMR Quilters e-group and is planning an overnight quilt retreat at Pine Terrace Resort. If you're interested in being a part of the quilters e-group, or the retreat, or getting together on a regular basis call or e-mail Ann at 218 732-9594
vacation@bearpawresort.com.



*In the picture of us standing - holding completes projects - left to right are:
Pat Addler, Cedar Rapids Lodge, Tenstrike;
Susan Ferguson, Pine Terrace Resort, Crosslake;
Elaine Grove, Twin Springs Resort, Hackensack;
Sue Paradeis, Shing Wako Resort, Merrifield;
Dawn Sullivan, Woodland Trails Resort, Ogema;
Marge McEwen, formerly Whaley's Resort, Ponsford;
Penny Turner, Big Timber Lodge, Park Rapids;
Behind the camera - Ann Moroz, Bear Paw Resort, Park Rapids*

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Log into Yahoo e-groups to find out when more Congress of Minnesota Resorts' School of Resorting classes are offered!

A LODGE - WHAT IS IT WORTH ANYWAY?

By David Moe
Clamshell Beach Resort

Our resort has undergone a number of changes over the eight years we have owned it. We have always looked at what our anticipated return on investment is and we have also tried to look at industry standards to see what people expect and we have also tried to see what our guests want. Sometimes the amenity that people expect and want does not provide the best return on investment. This was our dilemma when we were deciding whether to build a lodge and what type of lodge to build.

Before we built a lodge, we had a store connected to our house where we did the check-in, checkout, candy sales, etc. This space was about 250 square feet. We also had a 600 square foot game room which was basically a converted garage. After a couple years of trying to put our young kids to bed while other kids were buying candy at the same time, we decided to remodel our house to get rid of the store. At the same time, we decided to remodel the game room to have both the store and the game room in the

same space.

This worked out pretty well for five years and it was great to have our own space, but we still felt like the garage game room and store wasn't doing enough for our business. So, we took the plunge and decided to build a lodge.

Everyone has their own ideas about what a lodge is and what should be in it. Some people think of lodge rooms where you can stay. Some people think of a bar where you can serve beer and short order food. Some people think of a giant fireplace where you sit around in big comfy chairs and read.

Our resort never had a lodge, so we spent a summer surveying our guests asking them what they would like. We also spent a lot of time asking other resorters with lodges what worked out best for them. We finally settled on a plan for the lodge and we basically decided that we wanted:

Everyone has their own ideas about what a lodge is and what should be in it.

1. A good first impression
2. A flexible space that helps develop a feeling of community (and repeat business) and gives us the space to market to merging niches.
3. An expanded selection of the things we already offered in our store with the ability to add more things as customer desires change.

The picture on the next page shows you the lodge we built. It is located about 800 feet from the lake and is about 1250 square feet on each of two levels. It has a nice deck and cement patio in front surrounded by trees, but has no view of the lake. The first floor has two bathrooms, an office, a small grocery selection, clothing, and a big bar where people can enjoy the vacation snacks we offer. We also have DSL service and our check-in area. The second floor has games, TVs (with DVD/VCR and surround sound), lots of kid toys, comfy chairs and books to read. The building has central air conditioning and is heated for year round use.

After living with the lodge for the summer, our basic critique is as follows:

The lodge is great for a couple of other reasons, they may seem pretty obvious, but I think their importance can't be overstated:

1. It is a MUCH better first impression than our old garage store and game room. It is really fun to get a "wow" out of people when they check in, it makes them anticipate the

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great things on the resort even more. For those who drive in and check out the resort (but can't get into a cabin because it is inhabited) they assume that everything at the resort must be as nice as the lodge.

2. It is a tangible investment that everyone can enjoy and it makes everyone feel good when they see we are investing in the resort. This has been really important this year since we no longer have a water trampoline.

3. Rainy days this year have not seemed to get everyone down as much as they did in the past. Maybe this is my imagination, but people have mentally told themselves - "good, someplace for the kids to come if it rains" - even if they don't, it seems to put them at ease.

4. We have central air conditioning in the lodge and people really like that. We have enough space so everyone can play and chat inside and outside. We have A/C in a few other cabins, but not too many, so some people really like the "escape".



The lodge is about 800 feet from the lake and is about 1250 square feet on each of two levels. Full of amenities, it is a retreat for all the guests of Clamshell Beach Resort.

The lodge is lousy for a couple of reasons:

1. The hours and money spent hiring help is more than I would like. With our old garage store, we could shut the store down and leave the game room open. This way we could shut down the store during slow hours, but still have the game room available all the time. We can't do this now unfortunately, and it kills me to have someone in the lodge with nothing to do other than read a magazine (we are getting better at inventing jobs however).

2. While we are selling more stuff - especially clothing - we have written the place off as a business expense/resort amenity. While we can generate a return by raising rates on multiple cabins over multiple weeks, I don't think we could raise our rates enough to make it as good of an investment as a new cabin. My only hope is that it will increase our occupancy during the shoulder seasons, and the jury is out on that right now.

3. Our clientele never had a lodge before, so while the kids "get it" (ie - "a fun place to play and buy stuff") it's value is still "fuzzy" to those old time guests (ie - "sure, this place is nice, but what was wrong with the old garage?")

The jury is still out on a couple of things we planned the lodge for:

1. It is not the community building place we wanted it to be. I guess we will have to work on our events near the

lodge.

2. While it is a nice destination place, it is not nearly as popular as the lake. While I know it will never replace #1 status of the lake, it would be nicer if it were a closer #2. We wanted to make an off-lake attraction to help spread people out on the resort on all types of days. One of the fun things we will be working on will be adding attractions to the lodge to accomplish this.

Thanks again to everyone who helped us envision what a lodge would do for us! I hope this article gets you thinking about what amenities make sense to you and your guests so you can build your business.

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2004 FALL CONFERENCE RE-CAP

*By Sheila Neimeyer
Rugged River Resort*

"Resorters Helping Resorters - How Sweet it is" The CMR annual Fall Conference was held October 24-26th at Ruttger's Sugar Lake Lodge in Grand Rapids. Staying at Sugar Lake Lodge and meeting old and new friends was wonderful way to end our busy resorting season. Our first day was spent eyeing up the silent auction items, and learning about the importance of word of mouth advertising, from former RETORTER Cal Moe. We had a valuable Goal Setting Session with Brian Sams of Country View Resort, a great cracker-barrel session and a wonderful dinner.

Day two was filled with more food, fun and information. We heard from Terry Duhn, Ken Priebe, and Steve Frank on the topic of selling your resort. There was a Lakeshore Restoration presentation given by Russ Shultz of the DNR as well as an update on the Minnesota office of tourism by Director John Edman. The weather was great and so was the Exhibitor Expo, we had a record number of exhibitors this year and some really generous sponsors! Our annual meeting was held and we elected several new members to our Board of Directors. It's nice to see so many people interested in making the most of our Minnesota Resorts. The day wrapped up with dinner and a very entertaining magician. If you weren't at the conference, you missed a lot of laughs! What a great way to end a great day!

We started day three with Joel Carlson our CMR lobbyist and Dave Thompson leading a Legislative session. They

covered several topics, such as election news, post labor day school starts, & Day on the Hill. David Moe spoke about The Shoreline Management Act and we heard from area legislators including, Senator Carrie Ruud, Representative Saxhaug and Representative Solberg. We continued the day as Blois Olson of the New School Communications talked about "Getting the Message Out" and how we as resorters can work with the media to get our message heard. Dan Borseth of Security State Agency of Aitkin touch on a variety of topics and helped open our eyes to some insurance issues we face as resorters.

Lunch and the Grand Prize drawing finished out our conference. We each ventured home with new ideas, new acquaintances and a new zeal for the life we live. Conferences are the Best! If you missed this one, be sure to attend next years conference at Craguns Resort & Conference Center in Brainerd, Minnesota. The dates are Oct. 24-26 so mark your calendars now as this will be the 20th anniversary of the CMR and is sure to be one of the best conferences ever!



The registration table, pictured are Vicky Krattenmaker, Office Manager and Corby and Shelia Neimeyer.



2004 Congress of Minnesota Resorts President Dawn Sullivan is ready to call this meeting to order.

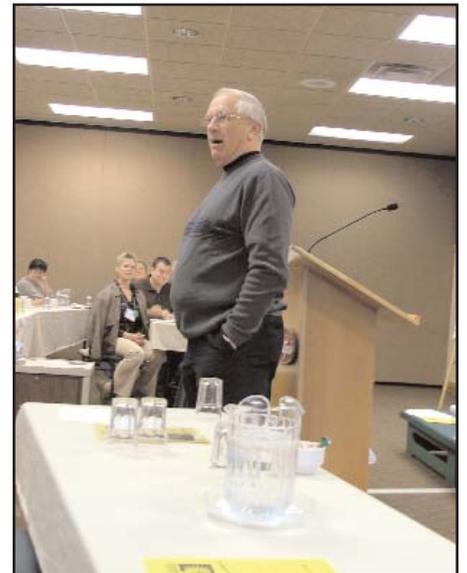
**Mark your calenders for the
CMR Spring Workshop
Tuesday March 29 in Detroit Lakes!**



One of this year's features included a CMR School of Resorting table.



??????



Some speakers at the conference included (left to right) Cal Moe, ????, ?????



Once again the Silent Auction was a huge success.



Resorters gather at the 2004 Exhibitors Expo

STARTING A NATIVE FISH AQUARIUM

Reprinted from Congressional Log Spring 1995

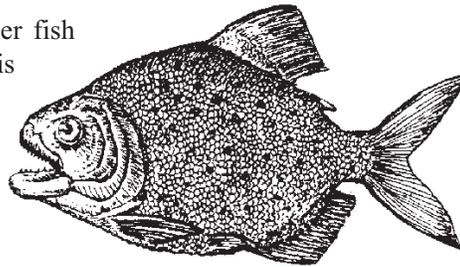
Here's a list of what you will need to set up a home aquarium for keeping native game fish. For more detailed advice please talk to your local pet store owner.

Tank: a 30 gallon aquarium is adequate for smaller fish such as bullheads and bluegills. A 55 gallon tank is better, especially if you want to keep larger fish. When selecting the size of the tank remember that native fish can grow fast, depending on how much and often you feed them. Use gravel rocks and driftwood to create a habitat for your fish.

Water: Your set-up should include a bubbler to circulate oxygen. Since native fish prefer cooler water, your tank shouldn't need a heater. Native fish are messy eaters and you

may need a filtering system. City water needs to be treated with chemicals to neutralize chlorine compounds. Native fish can tolerate a wide range of acidity and mineral content.

Fish: Walleyes, muskies, northern pike, large mouth bass and different varieties of sunfish make the best aquarium pets.



Food: Night crawlers, minnows and leeches are standard fare for most Minnesota game fish. Some species will eat pellets or freeze dried food. Remember, the more you feed your fish the bigger they will grow. Keep this in mind so they will not outgrow your aquarium.



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SIGNS FOR YOUR CABINS

*By Pat Adler
Cedar Rapids Lodge*

I stole a verse from Diane Guinn from Edgewood Resort(with her permission) and fine-tuned for our purpose. I also made a no smoking sign to put on the refrigerators. Each sign ended up 4 x 5 inches, so I could print 4 on one sheet--made them with Microsoft Publisher program and cut them apart--laminated them and put a magnet on the back for the refrigerator and tacked the bathroom sign right above the toilet. Got lots of comments--good ones--on both signs. Below are the contents of each.

*PLEASE BE SENSIBLE AND REMEMBER THIS,
CEDAR RAPIDS LODGE HAS A SEPTIC TANK,
SO BEFORE YOU FLUSH--TO AVOID A BLUSH--
FROM STEVE COMING HERE IN A RUSH...
THINK BEFORE YOU YANK...
ABOUT CLOGGING THE TANK,
AND MAKE SURE YOU ONLY SINK,
THE THINGS YOU EAT OR DRINK!!
THANK YOU, THE PLUMBER*

*We ask that our guests who smoke
please do so outside the cabin.
There are sand buckets at each
cabin. We want to provide a clean
and healthy environment for all our
guests. We thank you for your
effort and your consideration.
Have a great vacation !!*

SOMETHING TO POST IN YOUR LODGE

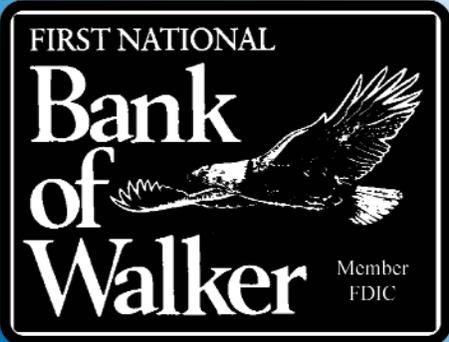
*By Jennifer Bateman
Two Inlets Resort*

This is posted in our lodge and gets a lot of comments. I thought I would pass it on to anyone who might want it.

CONVERSATION BETWEEN TWO FISHERMEN

- "Hiyamack"
- "Lobuddy"
- "Binearlong?"
- "Cuplours"
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The Congress of Minnesota Resorts (CMR) was established in 1984, with their 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.
3. Recipients cannot be considered two years in a row. Please feel free to reapply after this time.

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

How are applications obtained?

1. Contact the Office Manager 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 recipient's choice after the student has completed the first quarter.

GUEST APPROVED RESORT PROGRAM

*By Beth Madsen
Otter Tail Beach Resort*

What do your guests say about your resort?

Now is the time of year to think about having your guests surveyed. The CMR sponsors a program called "Guest Approved Resort" which allows a resort to have it's guests surveyed and respond anonymously to questions about your resort. These questions include truth in advertising, cleanliness and maintenance, treatment by staff, and whether or not they would recommend your resort to a friend or relative. There is also a space for suggestions. This feedback can be very valuable to a new RETORTER who is wondering where to begin..."Do I fix the dock, build a dumpster enclosure, or repair the screens?" Often a survey will disclose a single item that many guests would like to see remedied. This makes prioritizing repairs much easier. Having your guests surveyed is also a good idea for an experienced RETORTER. Many good ideas for improvement come from the people who actually sleep in the beds, shower in the bathrooms, and cook with the pots & pans provided to them.

How the program works: A resort sends two complete guest lists from the most recent season to the surveyor. The surveyor mails a letter to each guest requesting the guest complete the postage-paid survey card anonymously and return to the surveyor. The fee for the survey is \$295.00 and includes a second mailing to non-responders. The resort receives all returned survey cards. The second part of the program is the guest approved part...if a resort chooses to have their scores tabulated, and a 90% approval rating is obtained in each of the 4 survey areas, the resort is deemed "Guest Approved." Guest Approved resorts are entitled to use the "Guest Approved Resort" icon in individual advertising. An additional \$150.00 fee is due for this tabulation. This is a risk free feature. If you choose to have the tabulation done, and 90% is not achieved...the \$150.00 check is returned to you. This is completely confidential. Should the resort meet the 90% approval rating, the check is then forwarded to the CMR office, and these monies are used exclusively for marketing efforts.

The Guest Approved Resort program is a great way to find out what your guests are saying about your resort. Choose just the survey, or shoot for the Guest Approved Resort Designation. To find out more information about the program, email Beth at otbeach@arvig.net or write to CMR

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These businesses generously donated to the 2004 Fall Convention to help the Congress of Minnesota Resorts continue to educate resorters and therefore strengthen the resort industry in Minnesota. Thank you for your support!

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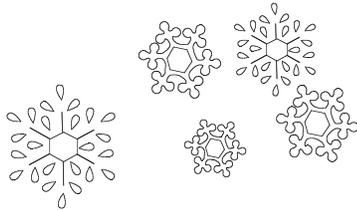
Thank you to each exhibitor from every resort in the state of Minnesota. We appreciate your support of our business and the tourism industry in Minnesota.

2004 FALL CONVENTION LEGISLATIVE REVIEW

*By Dave Thompson
CMR Legislative Chairperson*

This year's Fall Convention, legislative session was again packed with great speakers and lots of information for Resorters to absorb and interact. This year we had 3 legislators attend and speak and listen to Resorters on all of our key issues. Sen. Carrie Ruud, Sen. Tom Saxhaug, and Rep. Loren Solberg graciously attended and addressed many issues and answered our questions. Key topics covered were Post Labor Day School Start, and the new DNR Shoreline Rules.

To begin our session, David Moe, Clamshell Beach Resort, highlighted the problems with local planning amendments and the Shoreline Management act. Joel Carlson, CMR Lobbyist and Government Affairs, reported on the election results and how this will affect future session voting and committees. Sen. Carrie Ruud, our Resort Caucus Senate Leader, updated Resorters on how resort area legislators are helping keep our issues up front in each committee. Sen. Tom Saxhaug explained to Resorters why many of his colleges don't support a post labor day school start. Blois Olson, New School Communications, had a great session on the best way to get our message out to legislators and the media and how to build coalitions for our key issues. DNR Waters Director, Kent Lockesmoe, DNR Waters Assistant Director Russ Schultz, presented an in-depth explanation of the present research and public input on the new shoreline rules the DNR is reviewing. DNR has offered and we have presented a RETORTER to participate



in the rules review process to represent all Minnesota resorts. That task has been graciously accepted by Dana Pitt, Bailey's Resort.

As usual the legislative session is never long enough to accomplish everything we resorters need to be kept abreast of, but we are now much better informed and ready for the upcoming 2005 Legislative Session to begin. The CMR Legislative Committee has set a date for the 2005 Day on the Hill two day event. February 8th and 9th, so plan now to block out those two days to come to the capitol and help inform legislators on our issues. It is more important and every before to participate and take part in the process that greatly effects the cost and ability for us to stay in business and remain profitable. The theme for the Day on the Hill event is "Help Preserve Minnesota Resorts".

We have a special promotion in mind to bring the need for resort preservation legislation to the legislators and the media, so we need lots of Resorters to represent their area of the State. We will have more updates and information on the Day on the Hill in the RETORTER Reporter and on CMR Egroups. See you all in St. Paul!

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DAY ON THE HILL

Now is the time to make your final plans to attend The 2005 Congress of Minnesota Resorts Day on the Hill!!

The dates are Feb 8 & 9, 2005. As in the past the CMR is providing many things to attendees to make it as easy as possible for resorters to take our issues to the Capitol.

MAKE YOUR DAY ON THE HILL BUS AND ATTENDEE RESERVATIONS WITH DAVE THOMPSON, CMR LEGISLATIVE CHAIRPERSON. MY PHONE NUMBER IS 218-495-3326 AND MY EMAIL IS fisrvilg@prtcl.com

Free Tour Bus transportation to and from St Paul. Our starting point this year is at 8 am (Bus Departs) February 8th in Branierd-(Baxter) at the Wal-Mart parking lot. The second and last pick-up point is St. Cloud, Wal-Mart Parking Lot, departure time is 10:30 am.

We have a BIG legislative agenda this session. There are many resort issues this year that will have a huge impact on our industry. This year our Day on the Hill will again be packed with meetings with the Minnesota Government. We have meetings planned with the Governor, House and Senate Leadership, and with all Resort Area Legislators. During our 2004 Fall Convention at Rutgers Sugar Lake Lodge, there was a very large interest and commitment to make the 2005 Day on the Hill the biggest RETORTER presents the capitol has seen to date.

Your Legislative Committee and your CMR Board of Directors have been working hard to plan this year's event.

We have a very nice 47 passenger motorcoach reserved to pick up at the designated pickup points and transport you to the Hotel and then to the Capitol each day and then back to your original pickup point. This service is FREE. (Former Resort Owner Terry Duhn will be our bus driver again this year, and is donating his time for this, bus riders should consider a tip for Terry expert services and time).

We will provide

FREE-Special Attendee laminated name badge and neck lanyard. **ONLY DAY ON THE HILL ATTENDEES CAN GET ONE!**

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- FREE a box lunch for each attendee at noon

on Day #2.

- FREE a hospitality suite, soft drinks and chips in the evening of Day #1.
- FREE attendee packets for each attendee and for each legislator we meet with. This will include the CMR legislative agenda, tourism business impact information, Day on the Hill agenda, etc.
- FREE attendee training session on the evening of February 24th. We will help you with what to say and do with your legislators during your meetings.

Now what do you provide:

- Your own transportation to the designated pickup points.
- You will be responsible for you own meals on February 8th. (in past year's we have all gone to a restaurant and eaten as a group. You can do what ever your comfortable with)
- You will be responsible for the evening meal on the return trip from St. Paul.

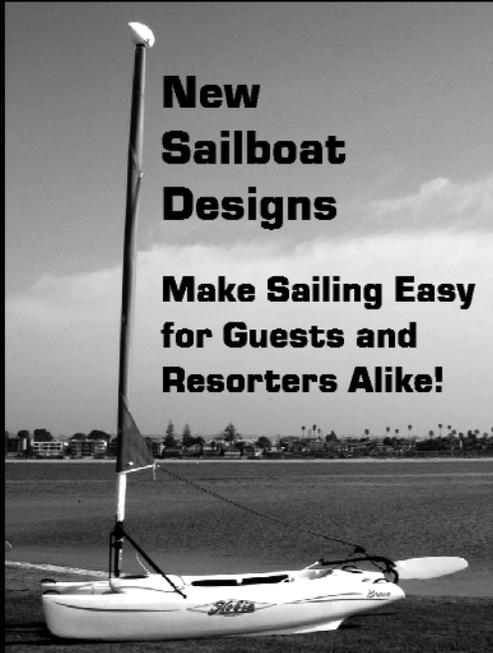
This year we have had lots of interest in attending the Day on the Hill. We may have to rent a Motor Coach and if so we need to make a rather large commitment to the Coach Company. I know this is several weeks away but we need your transportation reservation early. In order to plan the best transportation possible.

Non-CMR members are very welcome to join us in attendance. The attendance Fee for Non-CMR members is \$50 for Day on the Hill attendance and \$35 for bus transportation. **HOWEVER**, if you choose to become a member of the Congress of Minnesota Resorts this fee will go be applied towards your membership dues if paid in full before February 8th 2005.

Remember our theme this year is "thanks for your help saving Minnesota Resorts". Your attendance adds an incredible amount of power to the message and as usual we want to stress that while we hope some of the resorters are comfortable speaking up, no one will be forced into that role - we just need to have as many of you as possible there.

Legislative Committee Members all have provided much time and help on this year's event.

- Connie Filley Cedar Point Resort
- Mark Novatny Hide-A-Way-Bay
- Ed Becker In-We-Go



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HARMFUL EXOTIC AQUATIC PLANTS

WHAT EVERY WATER GARDENER AND SHORELINE RESTORER SHOULD KNOW

Reprinted from the Minnesota DNR Website

Exotic species are plants and animals that are not native to an area. While most exotic plant species are not a problem, a few, such as purple loosestrife, flowering rush, and Eurasian watermilfoil, harm ecosystems and impede water recreation. Purple loosestrife, once sold and used because of its beautiful flowers, has invaded thousands of Minnesota wetlands, displacing native plants and reducing food and habitat for native species. Other exotic plants, such as yellow iris and pink water lilies, have spread in a few Minnesota waters and appear to have invasive characteristics. Once introduced, harmful exotics can spread to new areas and can rarely be eliminated. Once established, the costs to reduce their harmful impacts can be considerable.

How to avoid harmful exotics:

- Don't use illegal species

Minnesota Prohibited Exotic Species are likely to cause problems and should be avoided.

Prohibited Exotics may not be legally sold, purchased, or possessed in Minnesota (see list below).

- Use all other exotic species cautiously

Most aquatic plants available for sale are exotic. These exotic aquatic plants can be possessed, but must be kept out of public waters, which include most lakes, wetlands, and streams (see diagram below).

- Plant clean material

Wash off loose pieces of vegetation and debris in a bucket of tap water before planting. In some cases, a fragment of a harmful exotic will cling to the rootstock of another desirable plant. Make sure you don't plant any "hitchhikers."

- Use native plants

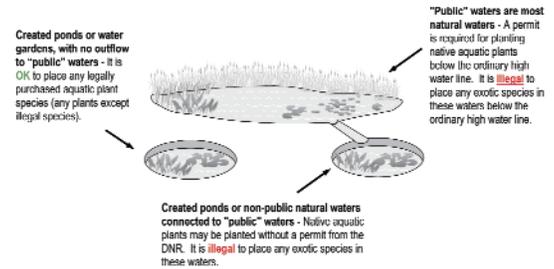
Native plants are adapted to an area and to each other. Ask your local plant seller or contact the Minnesota Department of Natural Resources (DNR) to find out the best native plants to use in your area.

- If you want to plant in a natural water body, contact your local DNR office.

Native species may be planted in natural waters, but a permit is needed to plant below the ordinary high water line in "public" waters (see diagram below). If you wish to plant in a natural water, please contact your DNR Area or Regional Fisheries Office or the DNR Info Center (toll-free 1-888-646-6367) to find out if the water body is public, to find out if your plants are natives, and to obtain a permit, if needed.

In Minnesota, all exotic aquatic plants available for sale are regulated in some way. Even exotic species that are legal to buy and possess may not be placed in public waters, nor in

Where you can use aquatic plants



ponds connected to public waters (see diagram above). The following are examples of some commonly sold exotic species.

- Banded nardoo, water clover (*Marsilea mutica*)
- Fanwort (*Cabomba Caroliniana*)
- Hybrid hardy water lilies (*Nymphaea* sp.) note: native water lilies are *Nymphaea odorata* subs. *odorata* and *N. odorata* subs. *tuberosa*
- Papyrus (*Cyperus papyrus*)
- Parrot feather (*Myriophyllum aquaticum*)
- Water hyacinth (*Eichhornia crassipes*)
- Water lettuce (*Pistia stratiotes*)
- Water poppy (*Hydrocleys nymphoides*)
- Yellow iris (*Iris pseudacorus*)
- Yellow floating heart (*Nymphoides peltata*)

Minnesota Prohibited Exotic Species may not be sold, purchased or possessed in Minnesota. Nevertheless, some of these species are available for sale through catalog and Internet sales. The following is a short list of some of these species known to be sold for water gardening.

- Ambulia (*Limnophila sessiliflora*)
- Flowering rush (*Butomus umbellatus*)
- European frogbit (*Hydrocharis morsus-ranae*)
- Indian swampweed (*Hygrophila polysperma*)
- Purple loosestrife (*Lythrum salicaria*, *Lythrum virgatum* and all cultivars)
- Watermoss, Giant salvinia, caterpillars (*Salvinia molesta*, *Salvinia auriculata*)
- Water Velvet (*Azolla pinnata*)

If you see any Minnesota Prohibited Exotic Species for sale in Minnesota, please report it to the DNR.

* The full list of Minnesota Prohibited Exotics can be found on the DNR Web site: http://www.dnr.state.mn.us/ecological_services/exotics/laws.html

WHAT IS 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, competitive Visa/Mastercard rates and a free subscription to the DNR's Volunteer magazine..

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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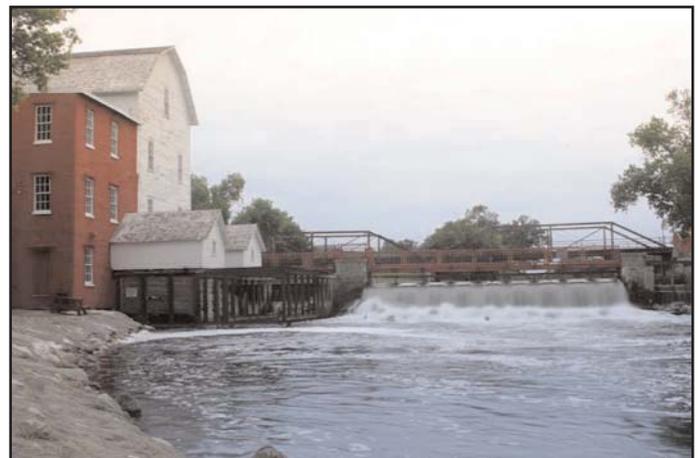
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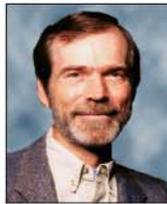
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