

# Minnesota Resorter

*Resorters Helping Resorters*



"HELP  
WANTED"  
TALES FROM THE CAMPFIRE

Winter 2006 Vol. 22 No. 1

**LEGISLATIVE:**  
Plan Now to Attend  
2006 Day on the Hill



**EDUCATION:**  
Fall Conference Recap

**MARKETING:**  
Resorters of the Year, Steve and Bunny Fox

**A PUBLICATION OF THE CONGRESS OF MINNESOTA RESORTS**

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# Minnesota Resorter

*Resorters Helping Resorters*



A Congress of Minnesota Resorts Publication

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*This issue is dedicated in memory of Mike McGuire  
May 25, 1939 - May 27, 2005*

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*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 inquires to the committee contact. The Minnesota Resorter is printed by Arrow Printing.*

# From Your President's Pen



**President Jennifer Bateman**  
**Congress of Minnesota Resorts**

I love the month of October for several reasons. One of those reasons is that is when the Congress of Minnesota Resorts (CMR) holds their annual Fall Conference. We've owned our resort for nine years and haven't missed one yet! It just feels so good to be a part of the resorter community. I look forward to it every year as a real "pick-me-up," because I like to renew acquaintances, hear the stories, learn, laugh and plan.

The activities at the Fall Conference include the recruitment of new members for the CMR board and the election of officers. This year we welcomed Harlan and Heidi Schauer from Northern Lights Resort & Outfitting in Ray, Kim Bowen from Crow Wing Crest Lodge in Akeley, and Dana and Cindy Pitt from Bailey's Resort in Walker as new board members. We elected Mark Novotny as vice-president, and Tom and Brenda Masloski will continue as treasurer and secretary. Outgoing board members include Pat and Steve Addler, Ed and Joanne Fussy, Paul and Kris Kostelecky, David Moe, Corby and Sheila Niemeyer and Dawn Sullivan. They all deserve a big "thank you" for all their dedication and hard work during their board terms. We're all better off for their efforts.

I have the honor of serving as your president for the coming year. For those of you who don't know me, I'm Jennifer Bateman, and my husband, Bob, and I own and operate Two Inlets Resort in Park Rapids. I served as president back in 2001-2002 and am sincerely excited to be back. I am dedicated to this organization and its members.

I recently took a vacation to Southwest Florida where property values are continuing to skyrocket, similar to the market for lakeshore in Minnesota. A headline in the local newspaper regarding rising property taxes caught my eye. The owner of a 27-room hotel on Sanibel Island was concerned because his assessed property value jumped by more than \$1 million this year, increasing his taxes by \$50,000. With this increased cost he was worried that he won't be able to continue his dream business. He stated, "We want to survive and stay in business in this environment of growth, but we need some massive relief, otherwise, we are just going to have to bulldoze it down and build condominiums there." Sound at all familiar??

Thankfully, Minnesota resorts are now seeing some property tax relief due to the diligent efforts of the CMR and support from other industry associations. As resort owners, we have to understand that legislative victories can sometimes take years to attain. We might not like it, but that's just the way it works. Wasn't it fun to get your proposed property tax statement in November and actually see a decrease from last year!? This relief alone is well worth supporting the CMR through yearly membership dues. If you're not a member, please join. You can do it any time of the year, not just at the usual renewal time in August.

I would like to remind everyone to be sure to promote, promote, promote the fact that Minnesota schools will be starting after Labor Day this year. There are likely some Minnesota parents out there that are not aware that it is now a state law, so remind them to check with their school district before deciding on their family vacation dates. We all want to fill our resorts through August right up to Labor Day, but we have to be proactive in getting the word out!

This month I will be representing the CMR at the Explore Minnesota Tourism Conference. For the first time ever, the CMR will be presenting their annual "Resorters of the Year Award" at the awards banquet. We will join other statewide tourism associations in honoring our deserving members. Congratulations to this year's winners, Steve and Bunny Fox from Sugar Point Resort on Leech Lake.

Your newly elected board members have jumped right into the action and bring many talents with them. Combining this with the experience of the existing board, we continue to be hard at work on marketing your properties to potential guests, working with our lobbyist to make the resorters' concerns and needs known to our legislators, and creating educational opportunities so you can learn more about resorting.

I'm strongly encouraging this year's board to reach out to CMR members at large (that's you!) for input and assistance on their committees. The more people involved with planning and implementation, the broader our ideas and the more we can accomplish as a progressive organization. So if you get a call from a board member asking for your ideas, please take the time to offer your input. And if they call asking for your help, please say "Yes!" I'm excited by the prospect of all we can and will accomplish this year! Jump on board!



**Become a Member of the Congress of Minnesota Resorts Today for As Little As \$125.00**

**See Page 22 for details.**

***The Congress of Minnesota Resorts  
would like to dedicate this issue of the  
Minnesota Resorter magazine in  
Memory of Mike McGuire:  
May 25, 1938 – May 27, 2005.***



Mike McGuire  
May 25, 1938 - May 27, 2005

Mike and Mavis McGuire were married September 28, 1963. Prior to their resorting life, Mike owned and maintained a herd of 40 milking Holstein cattle. Mavis, worked as a home agent for the county. In the spring of 1972, they purchased Whitewood Resort on Spirit Lake in Aitkin. All the cabins were run down and there were no reservations on the books! There were seven cabins at that time and the cost of a week's stay was very low; the two bedroom cabins rented for \$35 a week and the three bedroom cabins \$55 a week! Mike reported that back in the 70's guests didn't bring everything from home, i.e.: TV, VCR, boats, electronic fishing gear, lots of food, etc. They shopped locally after they arrived. Fishing back then was the number one activity, where now it is perhaps 5th or 6th on the list and guests did not expect much from the resort owners. Over the years, they remodeled all of their cabins and built two more. Mike and Mavis raised their family on the resort and their children were a great help when they lived at home and still come home to help today. Their oldest, Todd, is a biologist at a water quality lab in Duluth and Wanda, having a Master's Degree in costume design and theater history, is a designer at Hanover College and a draper for Actors Theater in Louisville, KY.

For the 11 years between May 1991 and January 2002, Mike McGuire was the editor of this fine publication. He brought with him his experience working with the *Aitkin Independent Age* newspaper doing layout, design and editing using PageMaker. His goals were to publish a magazine that would be of great interest to resorters and contain information they could not get in other publications, send it out in a timely manner, and keep upgrading it so that anybody, not just resorters, would want to pick it up and read it. This magazine was first well known as the *Congressional Log* and changed to the *Minnesota Resorter* magazine during his watch. Other changes Mike implemented were adding spot color, color in the cover page, then full color, glossy paper and organizing it with a table of contents! He coordinated collecting all articles, typing up the print, editing, layout and coming up with filler when and where needed, and working with the printer on the overall production - he acted solely as Mr. *Minnesota Resorter*! The Congress of Minnesota Resorts was fortunate to have Mike McGuire working with them. His diligence and dedication in getting information out to 1700 recipients every quarter has benefited us all.

Mike had other interests and pursued them with an equal passion. Rock collecting was one and Mike started that at an early age while he was walking to grade school in the country. When doing fieldwork on his dairy farm, he took the opportunity to collect and learn about rocks. He and Mavis have a rock shop incorporated into their resort store. To call it a rock shop is an understatement. Officially, it is a working lapidary studio. Out of the rocks, he made table tops, lamps, jewelry, spheres and much more. Many of his works are displayed at their resort along with his collection of numerous identified rocks. During the winter, over a period of many years, he and Mavis collected rocks and attended rock shows in over 20 states and Canada.

Another passion of Mike's was calling square dances, which he did for 46 years. He called in Minnesota and several other states and in Canada. Mavis would sew and sell square dance outfits, and together they gave square dance lessons which would run from 15 – 24 weeks. His favorite dance music was country. Mike had some proud moments when he and his grandson, Brady, had the opportunity to call a couple of songs together.

Mike was also a school bus driver for the Aitkin School District for 19 years, a fire warden, a gun safety instructor, and the Farm Islanders 4-H leader for many years. He held many offices at the Wealthwood Rod and Gun Club and the Cuyuna Rock, Gem and Mineral Club. He also enjoyed traveling, trains, hunting and fishing.

With his family by his side, Mike McGuire lost his battle to kidney cancer on Friday, May 27, at the Riverwood Health Care Center in Aitkin. A great number of people whose lives he touched will miss him.



## Fall Conference 2005

By Tom Masloski, Weslake Resort

This year's conference was great! Over 200 resorters and associate members were in attendance. It was exciting to see familiar faces but even more exciting to see new people and others who had not attended a conference in a number of years. The participation level of everyone, new and old, was great as everyone wanted to contribute to the conversations. The speakers were excellent and the cracker-barrels were stimulating. Of course, I must also mention the great food, terrific entertainment, and excellent company.

### Day 1

Ed Becker, current president of the Congress of Minnesota Resorts opened the conference with a welcome to old and new members. All members introduced themselves and shared the number of years they have been in the resort business. This varied from being new to resorting to having as many as 31 years of experience.

#### "CMR Lobbyist Update" by Joel Carlson

Joel welcomed and thanked Senator Dallas Sams who was the chairperson behind the post Labor Day school start and is a huge advocate of tourism in Minnesota, especially the resort industry. Senator Sams recognizes the value of small resorts and readily promotes tourism-friendly legislation. He explained how the post Labor Day school bill was formed, how the bill was lost in the House, and ultimately passed. Senator Sams also touched on the tax issues that passed through the tax committee. The tourism industry in Minnesota owes a lot to Senator Sams for his efforts in supporting our state's tourism.

#### "Presenting a Plan to the County" by Brian Sams, Country View Resort and Dave Moe, Clamshell Beach Resort

Brian followed his uncle, Dallas Sams, with a discussion on how to present your business plan to your county board. Brian touched on how to start your plan and pointed out critical elements to include in your plan to ensure success. He also talked about positioning which is establishing a positive relationship between you and your neighbors, lake associations, and county and city board members. Dave Moe continued with an emphasis on research. He stressed that your business plan is interrelated with your land use plan and both must be considered simultaneously. Get a copy of all local ordinances and make sure you know the rules. Be aware and involved in your local organizations. Make sure your plan includes both short and long-term goals. Brian finished the presentation by reiterating the importance of positive relationships. Know the people you are dealing with. You are responsible for putting a positive spin on your situation. Read the board minutes and stay involved. He strongly suggested using the words *proposed* and *preliminary* in your plan description so the board will realize you are open to their expertise and input and will consider it their plan as well as yours.

#### "MN-DNR Comprehensive Wildlife Conservation Strategy (CWCS)" by Emmett Mullin

Mr. Mullin discussed the importance of wildlife in our industry. The CWCS's main priority is protecting species in the greatest need of preservation. Currently 292 species are identified as having the greatest conservation need. To promote this conservation effort, Minnesota resorts can collaborate with the DNR efforts in three ways: provide educational opportunities, be responsible land owners, and act as environmental stewards.

#### "First Cracker-barrel" by Mark Novotny, Hyde-Away Bay Resort

The CMR cracker-barrels always generated an abundance of excellent discussion and sharing of ideas among resorters. The topics discussed were:

- Cormorant hunt on Leech Lake
- What does the perfect brochure look like
- Experience with dealing with pelican population growth
- Should you allow renters to sell their RV with the RV site
- Asphalt shingles vs. metal roofs
- Cabin signage - names vs. numbers

#### "Quick Books" by Al Laitala of Larson, Allen, Weishair & Co

Mr. Laitala gave an excellent overview of QuickBooks. It included a presentation on how to set up your business information to perform accounting tasks faster and more efficiently.

#### "Websites" by Karen Kaehler, Pinedale Resort

Karen led an informative session on The How's and Why's of Websites. Then several Website options were presented:

- Buy versus Build: The Pros and Cons of DIY - Terry Holloway, Pine Ridge Resort and Bob Sherman, Midwest Captions
- 360° Virtual Tours - Brandon Knowles, Faster Solutions
- Streaming Video - Jeff Hare, UCiT Resorts.

#### "Second Cracker-barrel" by Jennifer Bateman, Two Inlets Resort

The topics discussed were:

- Creative ideas to accommodate pets
- Options on dealing with damage or stolen items
- What to do about dirty or unruly guests
- Storm damage
- How to get rid of Asian beetles
- What saved you money or made you the most residual money

#### CMR Annual Board Meeting by CMR President Ed Becker, In-We-Go Resort

The annual meeting was conducted with all members present.

***The Governor focused his speech on tourism in Minnesota - how Minnesota tourism has changed and developed since he took office.***

#### Reception and Dinner

After a reception held for Governor Tim Pawlenty, he was our honored guest speaker at dinner. The Governor focused his speech on tourism in Minnesota - how Minnesota tourism has changed and developed since he took office. Governor Pawlenty declared his support for tourism and recognized the importance of the small resorts throughout the state. At the end of the Governor's speech Dave Thompson of Fisherman's Village Resort, presented him with a CMR canoe paddle.



### Day 2

With the excitement of the first day of the conference still fresh in our minds, we started the second event-filled day. The day's agenda started with the election of the following CMR Board members:

- Kim Bowen, Crow Wing Crest Lodge
- Harlan & Heidi Schauer, Northern Lights Resort
- Jennifer Bateman, Two Inlets Resort
- Dana & Cindy Pitt, Bailey's Resort

#### "Explore Minnesota Tourism" by Dave Bergman, MN Office of Tourism

Dave enlightened us with information on Explore Minnesota Tourism. He said their main goal is to coordinate efforts to sell Minnesota as a vacation destination.

- Continued on page 7



He also talked about the new ads that are out promoting Minnesota in the winter - nice theme "Don't Hibernate - Explore Minnesota this winter." Explore Minnesota has a redesigned website at [www.exploreminnesota.com](http://www.exploreminnesota.com). They are also planning to find ways to help promote Minnesota tourism in late May and early summer.

**"Alternative Ownership" by Dave Moe, Clamshell Beach Resort**

Clearly the most discussed topic of the conference was alternative ownership options. Dave Moe began with an overview of the business models available to resorts. Chick Knight, Pinehurst Lodge, explained his method was selling each cabin with the 10 feet surrounding it. He described his approach to creating covenants - what worked and what did not for his particular situation. Roger Schweiters, Boyd Lodge, told of selling each cabin in a similar manner to hand-picked guests. He shared his experience of expanding his resort on 5 acres of previously undeveloped property 20 years ago, thus adding vitality to his existing resort. He also reflected on the economic advantages. Mark Ronnei, Grandview Lodge, shared his logic about the importance of diversified ownership, specifically to his business and to the industry in general. Preston Turner CLU, ChFC talked about the amount of net worth tied up in a resort and the importance of diversification. Lonny Thomas, Thomas and Associates, spoke about fluctuating land values that may not necessarily always increase. He emphasized the importance of studying alternative ownership, common interest structure, being sure to take into consideration the resort's zoning structure, lake classification, pre-existing layout problems, existing variances/conditional use permits, and adjacent properties. Alternative Ownership is an important option to all of us and this will not be the end of this discussion, the more we know the better off we will all be.

**Silent Auction**

A Silent Auction is held every year with items that CMR members donate. This year's Silent Auction came to a close with some great deals for everyone. Many were still bidding right down to the wire, but in the end, everyone got what they wanted. All the proceeds from the Silent Auction go towards the Congress of Minnesota Resorts legislative fund.

**Swingin' Sertomans**

We really did not know what to expect when this bunch of old guys in bib overalls took the stage as our entertainment following dinner. Right from the beginning, they had everyone laughing and singing along to their mixed up words to some old familiar songs. Audience participation was a must. By the end of the show, they had everyone up dancing the conga. The best part is that



all the time and energy the Swingin' Sertomans give to put on this fantastic show is donated and any money they raise goes to charity. They are a great group of people who really know how to entertain.

**Day 3 "Legislative Issues" by Joel Carlson and Dave Thompson**  
 Senator Carrie Rudd, Representative Dean Simpson and Representative Bud Nornes spoke to us about their support for the resort industry in Minnesota.

To acknowledge their exceptional dedication to legislate on our behalf, Dave Thompson presented plaques to them to show our appreciation. We all know that one of the main benefits of being a member of the CMR is having a very active legislative committee. Dave Thompson, Fisherman's Village, and Joel Carlson, our CMR Lobbyist, have put forth a terrific effort this year in getting some key issues passed that benefit all resorters. Dave presented the legislative plan and talked about some of the next issues we may want to focus on. Joel talked about the 2006 Legislative session and election outlook as well as the development and planning of legislative issues. Our hats go off to Dave and Joel. This writer wants to personally thank them for all their efforts that make being a resort owner a little easier. Thanks Dave and Joel!



**Day on the Hill**

The Congress of Minnesota Resorts Day on the Hill is scheduled for March 7 - 8, 2006. All resorters should plan to attend this event. If you have never attended this event in the past, the CMR provide All resorters should plan to attend this event. As we said in 2005, we do have a voice and we can be heard. The more resorters we have at the Capitol, the more support we can get from our legislators. Plan to attend the 2006 Day on the Hill.

**Shoreline Management by Dana Pitt, Bailey's Resort and Ed Fussy, Pimushe Resort**

Dana and Ed brought us all up to date on DNR Shoreline Management rules revisions and revision process. There is much going on here that will affect all of us. It is great to have them both leading the charge on this and we appreciate all they are doing for the resort industry. Thanks again, Dana and Ed.

**Closing**

Ed Becker closed the conference by handing over the bell to Jennifer Bateman. Ed Becker was presented with the CMR gavel by past president Dawn Sullivan. Thanks to Ed Becker for his leadership as CMR President over the last year. We are looking forward to an exciting year with Jennifer as the new President of the Congress of Minnesota Resorts. The Conference ended with the Grand Prize Drawing. Somehow, Ed Becker ended up as the winner of a 20" flat screen TV/DVD player. Everyone went away with renewed energy to further develop the resort industry in Minnesota.



## Tales from the Campfire



### Help Wanted

By Tom Pingel, Thunder Lake Lodge

2005 was a pretty good year from most perspectives, but a GREAT year for one in particular. 2005 was the first in our 8 years of resorting that we did NOT have to advertise for help. We actually had the opportunity to tell folks that we did not need their services “at this time”, and would call should any openings occur. Our help actually showed up or gave us advance notice when they wouldn’t be there!

We need about 10-12 cleaners who know which end of a broom to hold for a comfortable Saturday changeover. We could have as many as nineteen cabins to do. Difficulty in obtaining and retaining a dependable crew was one aspect of resorting that we did not anticipate. We thought there would always be an abundance of folks who wanted to work a few hours on Saturdays during the summer for a little extra money. Were we wrong! Our typical season found us placing ads in the spring to staff up and again in the summer to replace attrition.

I think it was 2001 that turned out to be the summer from Hell.

We started the 2001 season short on help. That’s normally OK because we have trouble keeping everybody busy early in the season. But as the prime season approached, we placed an ad for help in the local paper - for three straight weeks - and never received a single inquiry. We asked the staff if they knew of anybody who might be interested. Having no luck we started to panic. How would we get through those mid-summer Saturdays, when everything had to be turned over in 6 hours? There didn’t seem to be an obvious answer.

I don’t remember exactly when the light bulb went on, or what triggered it. But the idea surfaced - why don’t we ask our guests to clean their cabins before leaving?! We would give the guests that decided to take up the offer a late checkout and discount their lodging charge. It wasn’t met with a great deal of enthusiasm by the four of us (Jeanne, my brother, his wife and myself), but nothing else seemed to provide an alternative. So we grudgingly geared up for the first Saturday where we hired our guests.

We made a list of duties and expectations. We would have our guests strip the beds and adhere to Jeanne & Bertha’s toughest standard - no hair in the bathroom. We would make all of the beds and do the vacuuming throughout the cabin. That way we would be in each cabin to do a final inspection. We also did the outside work and assembled cleaning kits to be passed out to interested guests.

We had no idea what to expect. Would any of the guests even WANT to clean their cabins? After all, it was their vacation, and the work would probably fall to mom while dad supervised the kids at the beach. We would end up having to do all the work anyway. We drew up a little flyer to put in the guests cabins to read upon arrival – “Have we got an offer for you!!!” It explained how they needed to see us if they had any questions and to let us know if they’d like to make (or save) a few bucks.

By the middle of each week, we had a few inquiries and a few takers. We didn’t publish the allowance, but had a formula - \$25 for a basic 2 bedroom cabin and \$5 for each additional room/bathroom. On a couple of cabins we made a further adjustment. Over the course of the summer, about half our guests took the discount. Most of our guests, understanding our plight, were more than willing to help out. Thanks to them, we made it through the summer.

Did it work? For the most part yes! Did we continue the practice even when lack of staff was not an issue? No. Would we do it again? We hope not.

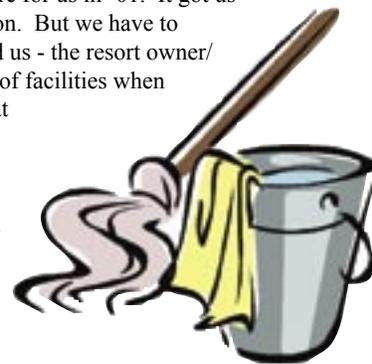
The first thing some of our returning guests asked the next year was whether they could get a discount again for cleaning their cabins. We had to tell them no, that although they did such a great job in THEIR cabin (wink, wink), not everybody was so helpful and that we ended up doing most of the cabins over again anyway.

That was mostly true. What we found was that the folks who signed up were usually the folks who took the ‘housekeeping’ in housekeeping cabins seriously anyway and would already leave their cabins in almost-ready-to-occupy condition. We really didn’t save that much time on those cabins. But we were smart enough when we offered them a late checkout to only extend the time by 2 hours, thereby giving us enough time to make up for any work we had to do over in some of the other cabins.

I don’t think anyone took advantage of us by taking the money and running. It’s just that people’s standards are different. It’s one thing to hire someone, sit them down, lay out your expectations and then hold them accountable. It’s another thing to impose your standards on someone who is your guest, and whose personal practices might not correspond to your own. And, of course you can’t offer them any constructive criticism or additional training, because they’re ‘outta here’ as soon as they’re done.

Hiring our guests was a stop-gap measure for us in ‘01. It got us through an otherwise impossible situation. But we have to remember that our incoming guests hold us - the resort owner/manager - responsible for the condition of facilities when they arrive. They don’t want to hear that the previous occupant just didn’t do a very good job preparing their cabin.

Here’s to a repeat of 2005 in 2006 when folks are beating down the doors to work with us on Saturdays. It surely makes an otherwise impossible situation, possible.



## Baby on Board – A Day in the Life

By Kim Jamtgaard, Wildwood Resort

I remember last summer when discussing the change from a family of three to a family of four. People would say to us, “Two kids are more than twice the work!” I had no idea what they were talking about. Let me tell you...I get it now. I considered myself mildly impaired after the birth of our first daughter. I’d forget where my car keys were or I’d look for my sunglasses forgetting they were on top of my head. I could joke back then about how I missed my mind - it was mildly amusing. Now after the birth of our beautiful and sweet Katie last October I can truly say I’ve moved from mildly impaired to flat-out brain dead. We aren’t talking about lost sunglasses here – we’re talking about serious lapses in mental function.

“Two kids are more than twice the work,” TRANSLATION: No rest from dawn to dusk. Never again sleep a full night as the odds have risen dramatically that someone will cry out and/or demand attention somewhere around 3 a.m. Never again will you stumble out of bed on the way to a crying child at 3 a.m. without causing serious injury to a baby toe by kicking it on one of the (literally) 1,000,000 toys and/or baby paraphernalia lying on the floor between your bed and theirs. Never again will you have a conversation with your spouse, period. He is the person to whom you forget to relay messages like “Cabin 6 has a plugged toilet,” or “Don’t drink the milk – I think it’s sour.” Never again will you have a second to yourself. Not in the shower. Not on the toilet. Not on the phone with a prospective guest. Not ever. Forget about it.

Most importantly, never again will your mind function well enough to complete a coherent thought. Your thoughts will be left dangling incomplete in the dark and foggy space between your ears. It doesn’t matter whether the thought was important or not. It will be gone like a mist – vaporizing even as you try desperately to grasp it. This phenomenon can be alarming especially when the thought evaporates *while you are speaking it*. That usually sparks one of two reactions from people. Either they kindly supply the everyday word you were trying to remember (usually something like “corn” or “lake”) OR they stare at you with a slightly puzzled look on their face not realizing that they were supposed to jump in with the exact word you forgot. Just this morning I waited on a guest as she shopped in our lodge for 20 minutes. The entire time I was struggling to come up with her name. Not only could I not remember her name – I wasn’t even sure that she was our guest. Logically I knew she *must* be a guest since she looked familiar so I chatted with her as I rang up her charges and was hugely grateful that she paid with credit card so I could at least call her by name once before she walked out the door. After she left, I tried to replay our conversation in my head to see if it was obvious that I hadn’t recognized her. Unfortunately, the entire conversation had already been deleted from my memory bank by the time I made it to the living room. She probably went back to her cabin and told her husband, “Kim is a nice person but she sure is flighty. I asked her the baby’s name and she couldn’t remember.”

Resorting adds a degree of difficulty to having a second child that just has to be experienced to be appreciated. Last summer our oldest daughter at 2+ years old was pretty easy to handle. She was pretty mobile and didn’t require a set schedule, so if you don’t count my pregnancy-induced whining the summer went by pretty easily. This year, however, is a horse of a different color. At 3+ years old Karlee is having nothing to do with sitting in the house waiting to give Katie a bottle. Nope – she must swim, swing, jump, run, spin, bounce, sing or scream incessantly. She is still and silent only when she is sound asleep. The baby, however, requires a pretty rigid schedule of bottle, nap, breakfast, bottle, nap, lunch, bottle, nap, supper, bath, bottle, bed...you get the picture. If it was just the four of us I guess that Jay could chase one and I could handle the other. BUT – add to the

mix paying guests who tend to require their toilets unplugged, their gas tanks filled, firewood delivered and the fish house cleaned and I can tell you without hesitation that the fabric of our sanity is fraying at the edges.

Even if there wasn’t a baby in the house these days just keeping up with Karlee is a constant challenge. We’ve started to give her some more freedom to play by herself as long as she stays within sight of the house. The problem with that is that when she is 25 yards away from us *we have no idea what she is saying to people*. This poses a serious problem. Last week while playing on the beach she noticed the protruding belly of a guest in a bikini. She immediately pointed out to the woman that her belly was “sticking out.” She followed that remark with, “Do you have a baby in your tummy?” When the woman said she did not in fact have a baby in her belly Karlee walked over and poked at the stretch marks fanning her abdomen and wanted to know “What’s that?!” I had the distinct pleasure of being present for this train-wreck conversation but I simply could not move fast enough to prevent it. It was mother’s intuition that warned me of what was about to transpire simply by the way Karlee fixated on the woman’s stomach prior launching the first question. I made my move toward her to clamp my hand over her offending mouth and transport her far, far away but it was as if I was running through oatmeal. I heard the conversation dimly over the deafening sound of the blood pounding in my ears but, alas, I was too late to stop the carnage. Instead, I arrived at the woman’s lounge chair after the worst was over and then had to face the horror of what had been said. In hindsight, I should have stayed where I was and pretended not to hear the conversation. I won’t make that rookie mistake again.

With all that said (and believe me – that ain’t ALL of it!) life is good. In spite of the challenge of the “summer of the second baby” we still love resorting and feel blessed to be at Wildwood. Our spirited daughters certainly bless us. Jay and I know that “these are the good old days” and try to remind each other of that fact. We can see that life will be a little easier when the girls are old enough to entertain each other without our direct supervision. Of course, by then we’ll be babbling idiots unable to string together two words but at least we’ll have our memories...whatever is left of them.

\* \* \*



## Natural Cleanin' Corner

By Kim Bowen, Crow Wing Crest Lodge

*For a healthy RESORT, and a healthy YOU!*

### Why natural products instead of store bought chemicals?

- 1) **HEALTH** (yours, your guest's, your planet's) and
- 2) they're **CHEAP, CHEAP, CHEAP!!!**

Yep, believe it or not, you can clean pretty much everything in your house and cabins with stuff like baking soda, salt, vinegar, club soda, olive oil, beeswax, cream of tartar, lemons, walnuts, etc. (Dang, dessert anyone?)

Here's the thing: just because a bunch of guys came up with cleaning chemicals than can melt your face off and burn your lungs, so what? Geez... that doesn't mean they're GOOD to use. It just means someone's getting rich selling 'em and someone's getting sick using 'em.

"Golly gee, Kim" (you might ask), "do natural cleaners REALLY work, or is this just a crock of hooley?" Well, I'm here to tell ya . . . . "YOU BETCHA they work!" And my cleaning staff is happier and healthier as a result. (Sometimes my cleaning ladies will fight over who gets to clean the showers because whoever wins gets to inhale mega doses of aromatherapy peppermint oil cleaner, which boosts the immune system, increases energy, aids weight loss ---yep! it's true--- and helps drain the sinuses. Those are just the side benefits, 'cause the real reason I put peppermint oil in my cleaning solution is because it's naturally anti-bacterial, anti-viral, anti-fungal and a fantastic deodorizer.) My repeat guests often give us feedback about how clean our cabins are these days and how wonderful the cabins smell when arriving. Because the solution is non-toxic, I now leave bottles of natural all-purpose cleaner and natural glass cleaner in each cabin. My cabins are left cleaner, because guests really do use it. I've been told by several guests that they sometimes just spritz the cleaner around the cabin because it smells so good. Plus I don't have to worry if a kid gets into it and gulps it down accidentally. (Well, okay . . . so the kid might have the runs for a few minutes, but hey! You don't hafta call the poison control center, or pump their stomachs, or make 'em upchuck. No big deal. They might smell like a candy cane and whine on the toilet for a few minutes, but in the time you can roast a marshmallow, they should be "good to go" and have learned their lesson.)

I started out playing with natural cleaning recipes from a book called "Clean & Green" by Annie Berthold-Bond. I have since gotten lazy and am just ordering non-toxic liquid concentrate from various sources (see next paragraph). However, I found that these home made recipes really did work!

### NATURAL ALL-PURPOSE CLEANER

1 gallon water (hot tap water initially to dissolve the minerals)  
1/8 cup borax  
1/8 cup vinegar

20 drops – 2 ounces aromatherapy essential oil (like peppermint, lemon, pine, tea tree, etc. You can get these at any health food store. Or I guess, me, if you're serious and want bigger portions, cheaper, since I'm an aromatherapy retailer. I have been asked by several resorters to maybe give a School of Resorting Class on this stuff, so maybe we'll schedule one soon if there's interest?)

If you want to make a strong grease cutter, add 1/8 washing soda to the mix and maybe 1 Tablespoon of vegetable based liquid soap (i.e. Dr. Bronner's Pure Castile Soap – which, by the way, is also a fantastic soap to wash your hands and floors of pine sap, icky-sticky-pool!).

Of course, to use this stuff, just pour some into an empty spray bottle and keep on hand. This whole mixture costs less than \$1 a quart spray bottle.

Since I've gotten lazy, I have started to buy non-toxic liquid concentrates and added my aromatherapy oils to them. For instance, BotanicGold ([www.nontoxicsoap.com](http://www.nontoxicsoap.com)) and Hy-Pro Spray Clean ([www.hy-pro.com](http://www.hy-pro.com)) are both products you can get by the gallon in concentrated liquid form. Diluted, the cost to make up some all-purpose cleaner is about \$3 - \$4 quart. My sister-in-law has recently turned me on to Basic H Concentrate from Shaklee ([www.shaklee.com](http://www.shaklee.com)) which I have been using effectively for set-in stains on sheets and as a fertilizer for our newly planted trees and herbs. It's supposed to be a fantastic all-purpose cleaner and since it only costs less than \$1 per diluted quart, I'm going to try this product out next season and let you know how it goes. Has anyone else tried this? If you're adding peppermint essential oil to your mix, add another \$.50 - \$5 per quart (depending on how much aromatherapy you wanna add. I use the expensive organic kind 'cause I'm making a stand on the idea of organic farming to encourage it. But I have access to the normal stuff of which maybe I can bring samples to the next School of Resorting class on Aromatherapy & Natural Cleaning Products.)

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**NEXT ISSUE'S TOPIC:** The two most dangerous cleaners under your sink you should throw away today: Spray disinfectant and oven cleaner (even the "fume free" stuff.) "I'll tell ya why you need to toss 'em and what you can use as an alternative."

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*(All opinions in this article are 100% subjective, but if you got issues with me, E-mail me at [relax@crowwing.com](mailto:relax@crowwing.com)  
Here's to your continued good health, campers!)*

\* \* \*

## An Incredible Loss

By Mike & Linda Schultz, Ten Mile Lake Resort, Inc.

Our resort is located about 12 miles from Fergus Falls and proudly owned by 4th generation family members. We will be celebrating 100 years in 2006. Although this should be a very happy occasion for us, we are very somber because we have suffered an indescribable loss. My husband's identical twin brother and co-owner of the resort, Pat Schultz, was killed suddenly and tragically in a bicycle accident on a bike trail in Park Rapids on August 20, 2005. Pat and his wife Lisa have three children: Ben, Jenna and Jared. Pat, although a busy resort owner, always had time to lend a helping hand. He helped relentlessly at his church, plowed snow or cut down trees for neighbors and family and always was willing to lend a helping hand to those in need. When Mike and I built our house, Pat volunteered to tile all of our floors. His friendly nature was well known and he always had a smile for everyone. He was dearly loved and will be missed by all of his family, friends, customers and employees.

Mike and Pat purchased the resort in 1991 from their father. Now my husband and I will run the operation ourselves. As fellow resort owners and everyone that has a partner in running their business can imagine, our sadness is overwhelming. We have 12 cabins, a steakhouse (open most of the year) and over 80 seasonal sites, so we are a large operation. Incidentally, we had a cabin destroyed four days prior to my brother-in-law's accident by a tornado that came through our resort on August 16, 2005. My husband is now in the process of building another cabin to replace it. Our employees, guests and friends have joined in to help us out and we can't even begin to express our gratefulness to all of them. Our resort is a huge part of our lives and we will go on because our guests are very important to us along with the tradition of providing a great vacation experience for all. We know that is what Pat would have wanted and he will always be a part of our resort memories.

\* \* \*

## JUMPSTART YOUR 2006 SEASON with the CMR Spring Conference!

By Kim Bowen, Crow Wing Crest Lodge

There's nothing quite like hanging out with fellow resorters to get you focused, empowered, and charged up. The conference will be held in Bemidji, March 20 at the Hampton Inn. (Okay, this is the point in the sentence where you walk over to your spanking new 2006 wall calender and MARK this date in red. \*hint, hint\* The Hampton Inn has set aside a block of rooms for the CMR and you may call now to reserve a room at Hampton Inn # 218-751-3600. Rooms are \$89 lakeside, \$79 non-lakeside. Drive up Sunday afternoon, March 19, stay the night and wake up refreshed for the day long Monday conference.)

Keep posted on the monthly CMR e-newsletter and via our yahoo groups chatline to learn about the schedule of speakers and topics which have yet to be decided. We've got some awesome topics already under advisement, but if you have a special topic you might want to teach about, or an idea for a crackerbarrel discussion, send your thoughts our way! Hop on-line and zip us your feedback and suggestions: [resorters@egroups.com](mailto:resorters@egroups.com)

Or contact us directly. Conference Committee Members include:

Tam Mahaffey, Lost Acres Resort, [lostacre@blackduck.net](mailto:lostacre@blackduck.net), 218-835-6414

Darvin Ferguson, Pine Terrace Resort, [pineterr@uslink.net](mailto:pineterr@uslink.net), 218-543-4606

Kerri Ball, Cass Lake Lodge, [clodge@paulbunyan.net](mailto:clodge@paulbunyan.net), 218-335-6658

Kim Bowen, Crow Wing Crest Lodge: [relax@crowwing.com](mailto:relax@crowwing.com) or 218-652-3111

\* \* \*

## Congress of Minnesota Resorts, School of Resorting The Cracker-Barrel Quilters

The Cracker-Barrel Quilters is one of the longest running School of Resorting classes ever. We meet about six times a year and have great times sewing, sharing resort experiences, shopping for fabric and helping each other with projects. There is no charge for the classes and lunch is included! A new project is introduced at each class with instructions on what to buy or bring, sent to you ahead of time. You can work on the new project or something of your own. New members, first time quilters or someone who would like to learn are welcome to join at anytime.

Some of the projects the group has worked on include coasters, table runners, wall hangings for cabins, lap quilts and bed quilts. Everyone is always willing to share their ideas, whether it be quilting or resorting. On Monday, Sept. 19 the class was held at Marge McEwen's home in Nevis, Monday, Oct. 17 we met at Monika's Quilt Shop in Park Rapids and Monday, Dec. 5 Pat Addler hosted the event at their resort, Cedar Rapids Lodge near Bemidji. Perfect attendance is not a requirement. Just come when you can. Carpooling is usually an option.

Watch the Congress of Minnesota Resorts yahoo egroups for more information or contact Pat Addler at [vacation@crlodge.com](mailto:vacation@crlodge.com) to join.





## Apply for a Scholarship Today!

The Congress of Minnesota Resorts (CMR) was established in 1984, with our theme of “Resorters Helping Resorters.” One of our goals is to provide scholastic achievement within the resorting community. Scholarship moneys became available from the previously pledged \$1000 to the Minnesota Office of Tourism, Endowed Chair and in March of 1996 the CMR Scholarship Program was set in motion. With the addition of the Carol Kirchner Memorial Scholarship in 1999, three \$500 scholarships are awarded each year. The scholarships are to be used for tuition and/or related fees by providing assistance to students in pursuit of their academic or vocational advancement.

The 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 a member 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.

**To obtain an information packet contact the Congress of Minnesota Resorts office at [cmr@minnesota-resorts.com](mailto:cmr@minnesota-resorts.com) or 1-888-761-4245.**

On a yearly basis, the CMR will award three scholarships. Deadline for applications is March 15. **NO EXCEPTIONS!** Recipients of the scholarships will be notified no later than May 1st. The CMR President or a representative chosen by the president will present the scholarships. The president of the CMR will notify the winners by mail and set up presentation times as soon as possible. Winners of the scholarships, along with photos and essays, will be published in the *Minnesota Resorter*.

Applications are to be mailed to the CMR office in a sealed envelope marked “Scholarship Application.” No one should see the submitted applications until after the committee meets to choose the winners. At that time the committee chairperson will open and present the applications anonymously. Selection of the recipients will be made by the scholarship committee (consisting of three members and one chairperson) designated by the CMR Board of Directors. The scholarship committee shall meet as soon as possible after the March 15th deadline. Considerations in selecting recipients shall be completion of application by announced deadline, letter of recommendation, academic achievement, and personal essay and comments.

Scholarships are to be paid by check to the school of the recipient’s choice after the student has completed the first grading period (quarter/semester/trimester). Scholarships may be applied to the second or third grading period of the current year, but their transcript must be submitted by June 15th of the school year the scholarship was awarded to utilize the scholarship money.

\* \* \*

## TELL YOUR RESORT STORY IN OUR MAGAZINE

CONTACT SUE PARADEIS AT:  
[VACATION@SHINGWAKO.COM](mailto:VACATION@SHINGWAKO.COM)  
OR  
218-232-0255



# Resorter Recipes

*By Pat Addler,  
Cedar Rapids Lodge*



## MINI CHEESECAKES

- 12 vanilla wafers
- 2 8oz. pkgs. cream cheese
- 2 eggs
- 1 cup sugar
- 1 tsp. vanilla

Line muffin tins with paper or foil liners. Place one vanilla wafer in each liner. Mix softened cream cheese, vanilla and sugar until well-blended. Add eggs; mix well. Spoon mixture over wafers, filling about 3/4 full. Bake at 325 degrees for 25 minutes. Let cool. Remove from pan and chill. Top with cherry pie filling, preserves, chocolate, or nuts. Recipe can be doubled easily. Cheesecakes freeze well. One recipe makes 12 cupcakes.

## FRUIT COCKTAIL CAKE

- 1 cup flour
- 1 cup sugar
- 1 egg
- 1 tsp. baking soda
- 1 tsp. vanilla
- 1 16oz. can fruit cocktail
- 1 cup brown sugar

Preheat oven to 350 degrees. Grease 9x9 pan. Combine the flour, white sugar, egg, baking soda, vanilla and undrained fruit cocktail. Mix until well blended. Pour batter into pan and sprinkle the top with the brown sugar. Bake for 40 minutes or until golden brown. Serve warm with whipped topping.

## WHITE CHILI

- 3 cans northern beans
- 6 cups chicken broth
- 4 cups chopped, cooked chicken breasts
- 2 chopped onions
- 1 1/2 tsp. oregano
- 2 cans chopped green chilies
- 2 cloves garlic
- 2 tsp. cumin
- 1 tsp. cayenne pepper
- chips, sour cream, shredded cheese, salsa

Put chicken, beans, broth, onion, and spices in large soup pot and cook until heated through, then put on low. When ready to serve, top each bowl of soup with crushed taco chips, sour cream, cheese, and salsa. Delicious!!

\* \* \*



**REMEMBER TO**

  
**PATRONIZE OUR ADVERTISERS**






## A New Look

The Congress of Minnesota Resorts has designed a new “rack card” for distribution to travelers throughout the state. It’s a very professionally done piece that provides prospective travelers with something they can take with them. More importantly, it’s something that promotes Minnesota vacations and directs them to CMR member resorts. This eye-catching 4”x 9” full color card displays the CMR logo, the Explore Minnesota logo and the CMR’s web site. A unique web address on the card will help us track which inquiries are coming from these cards. Cards are being displayed at the Explore Minnesota store in the Mall of America and in Travel Information Centers throughout the state. Cards also go in all new CMR member packets. Be sure to check them out!



## Resorters of the Year Award

By Dave Keller, Brookside Resort

(The following is the presentation speech read by Dave Keller at the CMR Fall Conference)



The CMR Resorters of the Year Award is given annually to deserving resorters who are nominated by a fellow resort operator, and best represent the high standards of the award. It is not given in a judgment of what may be the best resort, but is based upon the nominees CMR membership, the ability to maintain a successful and progressive resort,

the desire to help and mentor other resort operators and involvement in community activities. Winners of the award become members of a group of resorters that have demonstrated not only the ability to operate a successful resort business, but also to help others within the industry to be successful and serve the public while they enjoy our state's greatest natural resources.

This year's nominees are all very deserving of the award and the recognition of their accomplishments. The committee has no doubt that the resorters nominated this year will all be winners of the award in the near future. In our numerical rating system, used to interview the nominees, the top finishers were within 1 point of each other in a 200-point scale. We are very proud of our nominees. This award is dependent upon CMR members taking the time and trouble to nominate deserving recipients. We STRONGLY encourage you all to consider submitting nominations for next year's award.

This year's recipients, like so many other couples, decided that resorting would be a great idea, while they were visiting the area where they now live. Anxious to look at resorts, they actually had trouble finding a realtor that would take them seriously and show them resorts. They finally did, and they found the resort of their dream and attempted to make an offer. The agent, however, wouldn't return their calls or respond in any way. So this couple took matters into their own hands, got the necessary forms from a stationary store in town, and in no time had put together their own purchase agreement. Soon they were proud resort owners, having already overcome local obstacles. After they had bought, however, the realtor stopped by to visit them and offered to sell the resort for them, if they found it wasn't for them. They have successfully operated their resort for 25 years, and have yet to make that call.

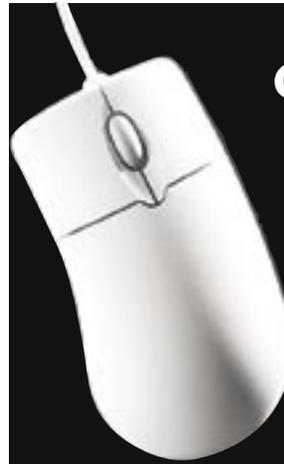
The early years proved to have excellent spring and fall business, and they enjoyed the activity. After 5 years, they began upgrading bathrooms and kitchens, to make their cabins more appealing. They began to go after that summer business they were missing. The addition of a swimming pool greatly helped to fill out their lean weeks and they added family activities to appeal to the summer vacationers. Over the years, they have learned valuable lessons working with

people, and have used these to their benefit: look for deals; be nice to people and learn from them; when you loose clientele in a bad economy, replace them from a solid market you can depend upon; and when a bunch of fishermen come up from Iowa bringing lots of beer, save all of their empties and take them back down to Iowa, to collect the 5 cent deposit.

This couple has been very active in the CMR and other tourism and local activities. They have been CMR members since the beginning, serving on the board, participating regularly in conferences, workshops and the legislative Day on the Hill. They never hesitate to participate in discussions or start one for that matter and they typically come early to CMR functions to help with the details and paperwork. Just don't try to bid against them on the silent auction items; it will usually cost you more money!

Our winners were instrumental in starting the Leech Lake Area Tourism Bureau and have served on its board. They have also been active on the Chamber Board, Cass County Tourism Board, Federal Dam Association, the Leech Lake Alliance and one served as a township supervisor.

Steve and Bunny Fox of Sugar Point are definitely a "go to" couple for other resorters, always working for the betterment of their resort, the Leech Lake area, and tourism in general. For their 25 years of active service and successful business, I am proud to award this years Resorters of the Year Award to Steve and Bunny Fox.



## Computer e-mail CHATLINE:

If you haven't signed up for the group chat line yet, rap your knuckles once with a ruler and then DO IT!

It's a fantastic resource of information. We talk about everything from the mundane (i.e. do you provide toilet tissue in your cabins and where do you get it?) to the big picture (i.e. what can we as MN resorters do about keeping us a viable industry?) and everything in between. If you are not computer literate, don't worry, we can help you set yourself up to chat in about 5 minutes. It's fun!

Contact Karen Kaehler for help at:

[pinedale@att.net](mailto:pinedale@att.net)

612-483-2328

## Welcome New CMR Members!

Marc & Kathy Gruenenwald, Barky's Resort, Battle Lake  
 Jim & Patti Watt, Waldheim Resort, Finlayson  
 Kim & Dave Osterhoudt, Pine Beach Resort & Campground, Side Lake  
 Wayne & Doris Maier, Hidden Paradise Resort, Brainerd  
 Dean & Kyla Haag, Dora Lake Lodge, Northome

### Associate Members

Jim Tousignant & Joelle Schmidt, Edward Jones, Brainerd  
 Rick Garland, Midwest Reflection, Richfield

### Retired Resorters

Pete & Marge McEwen, Nevis  
 Geno & Ann Moroz, Park Rapids  
 Denny & Connie Filley, Spicer

## Nominate a Congress of Minnesota Resorts Resorters of the Year

The Congress of Minnesota Resorts selects, through nomination by its members, one resort and resort owner that has shown a dedication to the improvement of the Minnesota Resort Industry by adopting and carrying out business policies and practices that reflect a personal pride in the industry as a whole. They also live up to the organization's motto of "Resorters Helping Resorters" by involvement in community activities and by displaying a willingness to help other resort owners to successfully operate Minnesota resorts.

To this end, any member of the Congress of Minnesota Resorts can submit a nomination for this prestigious award. Nominations must be received by June 1<sup>st</sup> each year. The nominating member is not required to verify the eligibility criteria. In the event none of the resorts nominated meet all the eligibility requirements, the awards committee will make a selection based on the resort most closely meeting the criteria and notify the winner. The winner will be asked to be present at the Annual Congress of Minnesota Resorts Fall Conference where the formal announcement and presentation will be made.

The following criteria are considered by the awards committee in making their selection:

- CMR member in good standing for the previous three consecutive years under the same ownership.
- Ability to maintain a successful and progressive resort.
- History of helping and mentoring other resort owners/operators.
- Involvement in community activities.
- At least five years between awards.
- Not a current member of the Awards Committee.

To obtain a nomination form contact:

**Vicky Krattenmaker**  
 888-761-4245  
 cmroffice@tds.net or  
 cmr@minnesota-resorts.com

If you have any questions or need help filling out the form, contact:

**Dave or Mary Jane Keller**  
 218-732-4093  
 kellersbrookside@yahoo.com



## ADDRESS CHANGE?

Please let us know if your address or resort status has changed.

Contact Vicky  
**1-888-761-4245**  
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Realty Sales enjoyed the opportunity to be a part of this years Congress of Minnesota Resorts Fall Convention. We've specialized in the sale of resorts and campgrounds since 1950. Give us a call if you're thinking of selling. We can answer your questions and provide a free confidential market analysis.

Have a happy and prosperous New Year!

\*\*\*LOOK FOR OUR 2006-2007 CALENDER IN THIS ISSUE\*\*\*

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**Lake George**  
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## 2005 FALL CONFERENCE SPONSORS

*These businesses generously donated to the 2005 Fall Conference to help the Congress of Minnesota Resorts continue to educate resorters and therefore strengthen the resort industry in Minnesota.*

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### **The Exhibitor's Expo Grand Prize was donated by UCiT Resorts.**

The prize, won by Linda Anderson, Northland Lodge in Walker was a \$2100 Visual Resort Tour Package.

### **Exhibitor's Expo Coordinated by Ann Moroz**

The second afternoon of the CMR's Fall Conference consisted of the vendor show. This year's show was everything it could be and more. Some resorters did all their spring shopping at the show while others came away with some great ideas for what they wanted to do next season. The vendors at this years show included:



#### **Al Bird Sales**

Al Bird

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*To each exhibitor, from the Congress of Minnesota Resorts.*

*We appreciate your support of our business and the tourism industry in Minnesota.*

# MARKETING

## Fall Resort Tour 2005

By Mark Novotny, Hyde-A-Way Bay Resort

As the fall came to a close at many of the resorts in Minnesota, the CMR had its fall resort tour in the Grand Rapids area visiting three resorts. It was held September 27 and we had gorgeous weather for the day. We were honored to tour Hidden Haven Resort, owners Mike & Judy Czeck, Pincherry Grove Resort, owners LeRoy & Carol Gruhlke and Wildwood Resort, owners Jay & Kim Jamtgaard. All three resorts are neighbors on Big Bass Lake, just northeast of Grand Rapids.

Our first stop was Hidden Haven Resort. Nestled among mature trees and 365' of beautiful sand beach, their eight cabins and a lodge sit with a tranquil view of Big Bass Lake. As you walk into Hidden Haven Lodge the name describes the feeling well. Their lodge is very comforting and welcoming. Mike and Judy gave tours, shared some of the history and described all the work they have been doing. Two of their cabins are new, built in 2002 and 2004, the rest have been re-sided with half log, and all are decorated in the Northwoods theme.



Our next stop was Pincherry Grove Resort. With twenty-nine years of experience, LeRoy and Carol showed us with great pride, all of the changes that have taken place at their resort. They welcomed us in their newly remodeled lodge that houses a large game room and counter where their guests and grandchildren can spend time playing games, visiting and satisfying their taste buds. They have nine cabins overlooking the lake with a beautiful grass covered shoreline. Several of their cabins have been remodeled and some house antique dressers and beds.



Our last stop was Wildwood Resort on the opposite side of Bass Lake. Jay and Kim have just built two new cabins with all the amenities that guests enjoy when they are on vacation. In total, they now have ten cabins. Jay and Kim shared with us their plans of removing some of their older cabins and building three new cabins. They are a very ambitious couple with a young family and a very progressive resort. Jay and Kim also explained in 2006/2007 that they would be working on a shoreline restoration project.



What a wonderful fall Tour of Resorts! Thanks to Sara Becker for lining up the tour and thank you to all the resorts for giving us a tour. All are beautiful, unique and progressive. If you have not been to a tour or missed this one, you need to make plans for 2006 fall tour. Watch for it in the newsletters!!



# Legislative News

By Dave Thompson,  
CMR Legislative Chairperson

## Congress of Minnesota Resorts Legislative Report

I am pleased to announce the 2006 CMR Day on the Hill, scheduled for March 7 - 8, 2006. Put this very important date on your calendar. If you have never attended this event in the past, the CMR provides tour bus transportation from out-state to the Capitol, breakfast and lunch on the second morning, a special Day on the Hill badge and neck lanyard, and a personalized legislative event packet for each attendee. Last year we scheduled over 70 legislator meetings and also one with Governor Pawlenty. As in the past we will work on an aggressive legislative agenda. During the CMR Fall Conference, attendees listed issues important to our industry:

1. New Shoreline Regulations
2. Make Resorts Permitted Use vs. Conditional Use
3. Tourism Loan Program Reinstatement
4. Sales Tax exemption on Capitol Improvements
5. State Unit Regulations, i.e. bedroom size requirements
6. Back Flow Preventor requirement for resorts with campgrounds facilities
7. Waste Water Management
8. Unemployment Tax reform for seasonal employees
9. Tourism areas to be included as Enterprise Zones
10. Private Lake home rental - licensing, inspections, taxation

In 2005 the CMR was instrumental in passing the Post Labor Day School Law. With the leadership in the Senate of Senator Dallas Sams and in the House, Rep. Dean Simpson, this bill passed after over 10 years of extensive lobby effort on our part. This law will be under pressure each session to be changed and it will always remain #1 on our watch list. We must always remind legislators that this is a critical law to Tourism Business success. CMR Lobbyist Joel Carlson and I will be scheduling an issue planning day in late January, date yet to be set.



Here is yet another example of how the CMR's constant Legislative work for all Minnesota Resorts. During the CMR fall Conference Governor Pawlenty joined us for dinner. Joel Carlson and I were privileged to be able to sit next to him and talk about issues effecting Minnesota Resorts. It had come to my attention during the conference that the Annual DNR Fishing Round Table held in January each year,

would again return to a St. Cloud hotel location in 2006. Last year the event had been held at Breezy Point Resort. DNR planning personnel said that DNR Commissioners said Minnesota Resorts could not be considered for State meetings because of how it looked to the public. Joel and I explained to Governor Pawlenty that the costs were over 20% less at the Resorts that submitted a bid over the hotel-convention center bids for the 2005 event, plus Resort Staff were much more helpful in bringing off a successful event. Yet DNR personnel could not choose a Minnesota Resort for its meeting events. Governor Pawlenty directed his staff at that time to send a memo to all commissioners that Minnesota Resorts will be included in all meeting event bidding. This kind of success is only possible because of the reputation of our Lobbyist and Legislative Committee.

On the subject of property taxes, you can briefly read about how the bill was passed on page 20 in the Fall issue of the Congress of Minnesota Resorts magazine, the *Minnesota Resorter*. In the article, you will read that our CMR lobbyist, Joel Carlson and I, testified 10 times in both the House and Senate Committees on our Small Resort Preservation bill.

The CMR led the way on property tax reform and was at the table testifying every time this issue came up in committee. The property tax legislation we moved through to law saved every resort in Minnesota thousands of dollars in property taxes. The first \$500,000 of market value is tier I, the next \$1,700,000 of market value is tier II, and any remaining market value is tier III. The class rates for class 1c are: tier I, 0.55 percent; tier II, 1.0 percent; and tier III, 1.25 percent. If a class 1c resort property any market value in tier III, the entire property must meet the requirements of subdivision 25, paragraph (d), clause (1), to qualify for class 1c treatment.

\* \* \*

## Remember

The 2006 CMR Day on the Hill is scheduled for **March 7 - 8, 2006.** Put this very important date on your calendar.

If you have never attended this event in the past, the CMR provides tour bus transportation from out-state to the Capitol, breakfast and lunch on the second morning, a special Day on the Hill badge and neck lanyard, and a personalized legislative event packet for each attendee.

Interested in attending?

### Contact

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## Building Our Legislative Fund

If you are not a resort owner or just don't want to join another resort association for whatever reason, you can still help our legislative committee specifically. Membership dollars alone do not cover the CMR's legislative budget. The 2006 Legislative Budget was submitted for over \$25,000. We are projecting a \$5000 short fall for this budget year. Please consider donating to the Congress of Minnesota Resorts legislative fund. If you are a member you can donate to the fund in addition to your dues, if you aren't a member but want to help support this "leg" of the Congress of Minnesota Resorts please send your donation to:

**Congress of Minnesota Resorts  
Legislative Fund  
PO Box 124  
Spicer MN 56288**

Any Donation amount regardless of size is greatly appreciated!

We gratefully acknowledge the following supporters who gave gifts above and beyond their membership dues.

- **Tom and Pat Ossell of Northern Lights Resort and Outfitting, Kabetogama**
- **Dave and Mary Jane Keller of Brookside Resort, Park Rapids**
- **LaVonne Thesing of Ruth Lake Resort, Emily**
- **Tom and Brenda Masloski of Weslake Resort, Underwood**

**For questions regarding donations, please contact:**

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# BECOME A MEMBER OF THE CMR

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 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Township \_\_\_\_\_ County \_\_\_\_\_

Phone \_\_\_\_\_ No. of rental units \_\_\_\_\_ No. of bedrooms \_\_\_\_\_

No. of Campsites \_\_\_\_\_

Resort E-mail Address \_\_\_\_\_ Resort Website Address \_\_\_\_\_

Membership investment is only \$12.00 per bedroom (min., 8 bedrooms or less, \$125, max. \$625.)

Amount of check enclosed \_\_\_\_\_ Please Circle.....New.....Renewal



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## WHAT IS THE CONGRESS OF MINNESOTA RESORTS ALL ABOUT

### MARKETING

As a member, your resort is listed on our website [www.minnesota-resorts.com](http://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 and just plain have fun! We also sponsor the online "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 Resorts' 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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