

Minnesota Resorter

Resorters Helping Resorters



SUMMER
SURVIVAL TIPS

Summer 2006 Vol. 22 No. 3

EDUCATION:
**Carbon Monoxide -
A Summertime Danger**

LEGISLATIVE:
**Gear up for the CMR
Silent Auction**

MARKETING:
**A New Look for
Our CMR Website**

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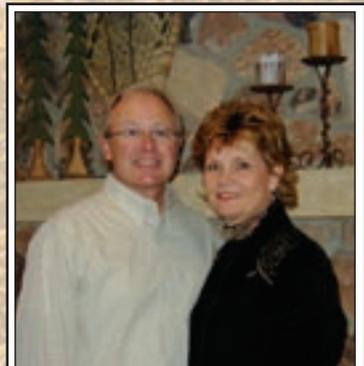
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Resorters Helping Resorters



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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. Cover photo by Mandee Stang, taken at Pine Terrace Resort.

From Your President's Pen



President Jennifer Bateman
Congress of Minnesota Resorts

The general public seems to think that resort owners are at their busiest during the months of June, July and August. Little do they know that once the cabins are full, a lot of work comes to a screeching halt. It sure seems that around our resort, April and May are awfully busy months as we finish winter projects (often weather dependent) and simply undergo all that is involved with opening the resort. Now that it is July, I'm sure I can speak for many of us that - thank goodness - spring is over and summer is here. The grunt work is done and a steadier, predictable routine is nice.

July and August are the membership drive months for the Congress of Minnesota Resorts (CMR). What does this mean? Current members are sent renewal notices and nonmembers are all notified and encouraged to join. If you are a member, you already know what a strong organization we are. If you are not a member but are considering membership, let me tell you a little bit more about the CMR.

It begins with our mission statement: "The CMR exists to help family owned and operated resorts in Minnesota to continue as a viable segment of the Minnesota tourism industry." It continues with our motto, which is "Resorters Helping Resorters." It is supported by our three-pronged approach:

*Marketing. Promoting our industry and member businesses primarily through our website. We print no directory but extensively promote our recognizable website address – www.Minnesota-Resorts.com. This website is getting an extensive remodeling this year. The new changes will appear in August.

*Legislative. Developing a legislative agenda for issues facing our industry. Issues this year included retaining the post Labor Day school start and attempting to receive sales tax exemption for capital improvements for resorts. The CMR's legislative team also provides real-time legislative updates during and between legislative sessions, and organizes and supports writing campaigns for our industry. The CMR is VERY good at involving resort owners in legislative action. We know that legislators listen best when they are listening to their constituents and the "real" people who are affected by their legislative decisions.

*Education. Educating our members through conferences, member-run classes, an internet chat group, a monthly newsletter and a quarterly magazine (you're reading it now! Did you notice how it's organized into these three topics?)

Our resort, and my husband and I, have been members of the CMR for ten years now. We started getting the most out of our membership when we became involved. First, we attended the spring workshop, and then we ventured to the fall conference. We attended some school of resorting classes and started to use the internet chat group. This involvement has developed into some great friendships with other resort owners and has provided us with THE BEST business support group we could ask for. What can I say? We're hooked on the CMR! So... if you've never been a member, there's no time like the present!

Planning for the CMR Fall Conference is well underway. I, for one, have never been to Ely, so I'm looking forward to the destination, as well as all, I know, I will learn about running an owner operated resort. Mark your calendars now for this very timely and informative conference. The dates are Sunday, October 22, through Tuesday, October 24. You won't want to miss it!

A word of advice - if I may - : If you lose any trees this season, whether it be from storms, construction, the power company cutting them down or if they just plain die, plant two trees for every one you lose. It just seems like the smart thing to do. People come to your resort to be at the lake, but they also come to be in the woods. And you can't be in the woods without trees!

If your month of June was a little slow, you still have time to make up for it in September. Market your resort heavily to your current guests as they check out. They are great prospects because they already love your place! Or try something else. The point here is, try something ...anything! Remember the old saying, "A horse never won a race that didn't enter."

Your board members are busy running their resorts, but are never too busy to listen to what CMR members need. If you have ideas or concerns, contact any member of the board (listed on the back page of this publication). We always want and encourage input from our members.



The Congress of Minnesota Resorts' new website is coming...
See page 13 for details.

Carbon Monoxide: A Summertime Danger!!

By Kelly Larson, Niemeyer's Rugged River Resort

One unusually warm May afternoon in 2000, my husband, Jim took our four children out in our ski boat for some outdoor fun. I am a Registered Nurse and was at work at the time. Our ski boat has an inboard motor with a ski platform on the back. The exhaust pipes exit right under the ski platform. Jim and I are avid water skiers and were quite comfortable taking our children out in the boat (life jackets always on, of course!). One thing the kids enjoyed doing was to hang on to the ski platform on their bellies with outstretched arms, and body surf with the boat idling forward at a very slow speed. My husband and I had water skied many years with a water ski show club and had witnessed others doing this "fun" form of surfing on many occasions.

My daughter Grace, age 7 at the time, and my son Daniel, 4 1/2, took their turns together. After a few short minutes, Jim decided their turn was over, stopped the boat, and asked the kids to get in. Grace hopped in the boat, but no response from Daniel. After a second verbal request for Dan to get in the boat went unanswered, Jim went to the back of the boat to find that Daniel had pulled himself onto the platform with his face down. He figured Dan was watching the bubbles pass under the platform, his face being right above the exhaust outlet under the platform. My husband soon realized something wasn't right when he picked Daniel up and found him limp and unconscious. Jim's first thought was that Daniel had aspirated some water into his lungs somehow and that was the cause of his problem. Jim actually did administer a few mouth to mouth breaths and immediately drove back to shore and called 911. By the time the ambulance arrived, Dan was responding. Assessment in the ER was puzzling. Even the ER doctors weren't sure what to think, Daniel was awake and vitals stable. Not until Jim suggested that possibly the exhaust fumes may have been a contributing factor, did the ER doctors perform a carbon monoxide (CO) level. It was quite elevated. By this time I had arrived from work to the ER. Daniel and I went on a helicopter ride to Hennepin County Medical Center. The treatment of choice was the hyperbaric chamber. This helps flush the CO out of the bloodstream. After two hours in the chamber, Daniel was discharged home! We are very thankful that Dan did not suffer any long term ill effects from this potentially deadly situation!

Carbon monoxide is an odorless, colorless and tasteless gas produced by incomplete combustion of fuels. When CO is in the bloodstream, it binds with hemoglobin, the substance in your blood that normally transports oxygen to your body tissues. When CO attaches instead of oxygen to the hemoglobin, body tissues and organs can begin to die from lack of oxygen. Carbon monoxide poisoning is tricky in that it could be mistaken for other common illnesses such as the flu. Presenting symptoms can include headache, nausea, vomiting and general fatigue. Who doesn't feel that way after a full afternoon of jet skiing or tubing on a hot day?

What does this experience mean for anybody else who enjoys outdoor recreation or who runs a business that promotes it?! Well, a few years after our incident, a reporter from Fox 9 news contacted us to interview us regarding Daniel's carbon monoxide poisoning. He had heard of other similar situations of people becoming overcome

by fumes while near motors on the water. In one instance a young woman was napping on the cushions over the motor of their inboard/outboard boat. The group she was with was watching fireworks and had the motor idling to power the stereo. When the fireworks were done, they were not able to awaken their friend. In the ER, she was told another 10 minutes and she probably would have been dead. In another situation, a jet skier passed out into the water from inhaling fumes after he had been riding double, facing the rear of the jet ski. In yet another incident a man was driving a small fishing boat with a small outboard motor. The day was hot and still. He had put a towel over his head to protect himself from the sun. The fumes gathered under the towel causing this man to pass out as well.

This reporter and an expert from the Regional Poison Center and an ER nurse from HCMC decided to gather some CO levels on watercraft on Lake Minnetonka using a sophisticated CO detector. Carbon monoxide emissions at levels of 100 parts per million (ppm) after many hours of exposure can cause headaches and nausea. Anything greater than 200 ppm after just a couple of hours can make you sick. The results of the nine watercraft checked were quite surprising. The least of emissions of the nine measured at 250 ppm, while four of the watercraft measured well over 1000 ppm. A little fishing boat with a small outboard motor had emissions of 385 ppm CO near the motor. A jet ski had 375 ppm; while a 2-cycle engine jet ski emitted greater than 1000 ppm. Another boat they checked while standing on the ski platform (the detector being 5-6 feet from the exhaust) showed emissions of > 400ppm, while right at water level it was >1000 ppm!! The U.S. Coast Guard did a study on tubing 20 feet behind an average type runabout boat going 7.5 mph; CO emissions at the tube registered 123-400 ppm. After an afternoon of exposure at this level, someone could certainly begin to feel ill.

The lesson here is never idle an engine with people sitting or swimming near the platform or stern of the boat!! The scope of this danger is unknown and could explain mysterious drownings, strange illnesses and boating accidents. I wonder how many times a person comes in complaining of feeling tired and "wore" out from "too much sun," could it rather be a case of too much exposure to carbon monoxide? This is definitely something to think about with our guests or ourselves. I would also be curious to find out how much carbon monoxide while riding snowmobiles is an issue as well? My hope is that by sharing this and spreading the word on how dangerous carbon monoxide can be even in broad daylight, open-air situations, that a crisis like ours can be avoided! If you have any further questions on this topic you can contact Minnesota Poison Control Center at 1-800-222-1222.



References:

1. Jeff Baillon- FOX 9 News Reporter; "Smoke on the Water"; June 2004.
2. Emergency: Carbon Monoxide Poisoning; American Journal of Nursing, March 2006.



Operating Ideas Potluck

Please Pass the (non fat) “Idea” Plate

By Tom Ossell, broker and resort operator since 1973

Based on the Congress of Minnesota Resort's motto “Resorters helping Resorters,” we are sharing the following ideas and practices we use at Northern Lights Resort. We would invite other resorters to submit an article and share their operating ideas that make or save money. Pass the “idea” plate.

Prioritize your spending and time to get the most out of your business and yourselves.

Consider dividing your business (bookkeeping wise) into revenue departments. When departmentalizing your income, it becomes clearer where to make improvements and how to spend your time. Every resort has at least three revenue departments.

1. Lodging rentals.

Record income per cabin or campground site and make notes each season if the rental is daily or weekly. As you are recording income by cabin, also note in your record keeping which guests are the best spenders. If there are ever two guests wanting the same cabin for the same week, the one who spends more should win the coin toss. As you keep individual records for each cabin, you observe which cabins are in greatest demand. As you raise rates, experiment with different rate increases based on demand. Set higher rate increases on the most popular cabins. Experiment with rate tolerances. For example, take a prime location cabin and fix it up extra special, give it a special name, make a special feature of it on your website and put a significantly higher rate on that cabin. It should be the “prestigious one” to stay in. Test the acceptance by your guests and if successful, continue the trend with other cabins.

Do you have a cabin that puzzles you as to why it just doesn't rent as well as others? Do you need a special survey card in that cabin on which your guests can comment? Should that cabin be a “pet friendly” cabin in which you allow pets? Pet owners pay \$20 to \$25 per day to leave their pet at a pet hotel or kennel, so why not charge \$18 to \$20 per day for the pet and do a thorough job of cleaning the cabin when a pet was present. Note on your website or brochure that you do make that extra effort in cleaning the cabin after it was occupied by a pet.

2. Equipment rentals - boat and motor combination packages, deluxe fishing boats, pontoons, canoes, kayaks, water bikes, hot tubs etc.

If you have decent cabin rates, pound for pound, equipment can give you the best yield (20 to 50%). I personally don't feel it makes sense to rent a boat or motor individually (only chiropractors are in favor of that rental arrangement). Your equipment should look respectable. With a small foam roller and the right paint (oil base), you can touch up or repaint your boats every year. If the boat decals are worn off, replace them or have your printer make a decal with your name and logo to put over Lund or Alumacraft (paint over them first). Put decent motors on your boats and swivel seats in the boats. If you want to test the potential of a rental such as a new deluxe fishing boat (16' Lund boat w/floor, pedestal seats, live well, flasher, maybe

electric trolling motor and 25 to 40 hp motor), take a picture off a manufacturer's or dealer's website and put it on your website in the fall and spend all winter sharing it with your guests as a potential rental and talk it up. If it isn't rented prior to opening, don't buy it. If it does rent, buy it just before the season starts. If you are financing it, your banker will be impressed you've rented it before you own it. You can do the same with a new or used pontoon or any other piece of equipment. At Northern Lights, we did that with portable hot tubs by renting them on the web before actually buying two. They rent for \$265 per week and paid for themselves in two seasons. The nice thing about this type of “extra” rental is you can give a guest something special like a boat, pontoon or hot tub rental rather than discount a cabin rate.

3. Store, dock, gas and bait sales.

Someone has to be around to help guests and answer the phone. You might as well sell something to help pay you or hired help. Anyone can go to the Umaga gift show or other buying shows to see what is selling. Moms and girls do the shopping so buy for them. You should be able to double or “keystone,” (the clothing industry term for doubling), all clothes, hats and costume jewelry is usually a multiple mark up. Most all resorters know that they need to change the colors and design of their clothes and hats every year just like the stores in town do. People are not going to buy the same garment or hat that they bought last year or a few years ago. Experiment with other items like lamps, mirrors, or artwork and leave them in the cabins with a price discreetly marked. They will decorate your cabin and may create a sale. When any of the extra items you bought do not sell, have a back up plan such as personal use, decoration or gifts for your relatives for Christmas or a birthday. A clothing gift also calms an upset guest or becomes a prize or gift for someone.

Gas; Ask your local distributor what the other resorts are charging. We have experimented with the amounts we mark up gas up and it doesn't make much difference in how much we sell. It is a great service and convenience.

We let most of our guests get their own bait on the honor system. When you compare your profit centers and their related expenses, it indicates where to spend your time. With unsupervised pop and bait sales, you may not loose as much to theft as you would due to labor costs for someone to clerk.

Consider determining how your guests learned about your resort. There are three ways they may become informed.

1. Advertising.

When taking a phone call, do you use a preprinted reservation form that reminds you to ask all the right questions especially how they heard about you? If the caller says “the internet,” do you dig deeper to learn how they got to your site? Do you measure the effectiveness of each type of advertising? If you spend xxx on advertising, what is the return in reservations?

2. Word of mouth.

Do you survey your guests weekly? Do you ask them to refer someone to you? Are you willing to reward them for referrals such as

a gift certificate (it needs to be something more than all the lake water they can drink for the week or free parking).

3. Repeat.

I can tell you from experience that resorts with a high percentage of repeat guests may tend to lag behind on rate increases. We should all give special treatment to our repeat guests to show our appreciation but that can be done in many ways other than subsidizing their vacations.

Consider experimenting with different marketing tools.

1. External Marketing.

Divide your season into the different types of vacationers. Early season could be birders or fishing enthusiasts. Plan your advertising specifically for those markets and for who you think the decision maker is. When school is out and you are marketing to families, most women make the decision. Fall is again different and can include the romance retreats. Market to the decision makers.

2. Internal Marketing.

Your marketing is external until the guest arrives and once they do, it becomes internal. All guests expect to spend so much on vacation and they might as well spend it with you rather than the store down the road. Market internally with coupons for discounts on equipment or for clothing. If any of your equipment is not pre-rented, you could include a coupon for a discount in their guest arrival package or hand it to them when they arrive. If the pontoon isn't renting, give a pontoon cruise for the ladies and show it off. It may prompt a rental later in the week.

With your business departmentalized, you can see where to spend money and your efforts. When we make capital improvements at Northern Lights, we plan a 20% yield. Yearly increase cabin rates the normal cost of living plus an increase to pay for any cabin improvements within 5 years. Decorating and cosmetic improvements can turn out so well that you could out perform that goal. Equipment we try to pre-rent as mentioned earlier or at least get a 3 year payback. During certain seasons, experiment with packaging lodging with equipment. If you discount lodging for shoulder seasons, it is nice to get the extra equipment rental. Know your priorities - store and the ancillary sales are important but won't produce profit margins like lodging and equipment rental do. If you serve meals, consider packaging lodging with meals during high demand times, stating we only rent during this time to those that also eat in the lodge. Then the bed and the dining room are both producing income, not just the cabin.

I hope some of this is helpful and that others will also share. Have a good year of resorting.



Have helpful hints or ideas that really impacted your resort's success?

Contact Tom to have your ideas in the next Operating Ideas Potluck.

Fall Events

CMR Fall Conference 2006

By Kim Bowen, Crow Wing Crest Lodge



Okay, resorters, it's time to skip, trot or crawl over to your calendar and flip to October! (That's right, uncurl your cramped fingers from that Windex bottle and back slowly away . . .) Grab a pen and mark out the dates of October 22 - 24 (Sunday - Tuesday) 'cause that's when we're all gonna meet for our educational, fun-filled Fall Conference! We guarantee your cranium'll be spinning from all the wonderful resorting ideas, resource information, and helpful advice and support! (Hmmm, we're taking it under advisement to have a massage therapist or a bottle of aspirin available at all times, hehe!) The conference committee will be meeting soon to iron out the schedule of speakers and topics. We have some fantastic stuff already lined up, but we always welcome suggestions!!!! (E-mail the conference chair, Tam Mahaffey at lostacre@blackduck.net with your suggestions and thanks in advance for your feedback!) This year's Fall Conference will be held in Ely, Minnesota at the Grand Ely Lodge. Room rates are \$79.99/night plus tax and \$89.99 plus tax for an upgraded room (jacuzzi etc.) There are a certain number of rooms blocked for us resorters, so just give 'em a "ringy" and mention you're with the CMR conference. Book your two night stay right now to take advantage of these special rates by calling them at (218) 365-6565. It looks like a fantastic facility (check out the website: www.grandelylodge.com) and hey! it's also a chance for us to play "guest" and paddle around in free kayaks, canoes and paddleboats on a beautiful lake. It's always more fun to use other people's stuff, yes? Bring your fishin' gear, your swim suit (they have an indoor pool), your pie irons and s'more sticks. Many of us will be booking a room starting Saturday night, October 21, to prep for the conference, have a resorter cracker-barrel meal together and possibly some other activity which we'll post in next month's newsletter. Please join us for that 3rd night! Or come up early on your own for some extra time to enjoy an end-of-season 'get-away' as the Ely area has lots to offer: shopping, Wolf Center, underground mine tours, Dorothy Molter Museum, Boundary Waters Canoe Area, etc. It's gonna be a great conference and we can't wait to see your smilin' face in October."



Congress of Minnesota Resorts 2006 Fall Tour of Resorts, Ottertail County

The Congress of Minnesota Resorts will proudly be sponsoring the Fall Tour of Resorts again this year. The "touring" will take place in the Ottertail Country area with four wonderful resorts already signed up. Lunch will be provided by Tom & Brenda Masloski, Weslake Resort. This year's resorts include: Sand Bay Resort, owners Wade and Hollie Mills, Northern Lights Resort, owners Mike and Cheryl Harris, Big McDonald Resort, owners Jerry and Robin Lowe and Weslake Resort, owners Tom and Brenda Masloski. Watch for more information in the Resorter Reporter and plan on attending in September! Please go out and show your support for these resorts who have volunteered to participate and open their doors to anyone who wants to come.



SAFETY FIRST

By Tam Mahaffey, Lost Acres Resort

A few years ago, I attended a workshop on the Disney idea of guest services. One of the ideas that stuck with me, and that really applies to our life in the resort world, is that safety should be a “given” for all our guests. At Disney, it is an expectation that the safety of the guests comes above all else, then they expect that their guests have fun. This lesson from the Disney experience is something that we as resorters could practice as well.

To help our fellow resorters, we are starting a column on Safety First. The first safety topic will review factors that determine what is needed for your resort’s first aid kit.

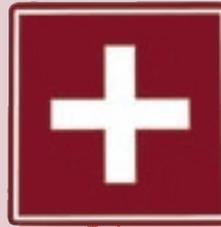
For your first aid kit, there are many options available so it is necessary to first consider the expertise of the user. If you are a resorter with EMT training or some type of medical background, you may want to get a kit that is more inclusive than a resorter who has had no training in first aid or emergency management.

Another consideration would be environmental concerns such as heat- or cold-related emergencies. If you are open in the winter, there are items you may need that resorts open only during the summer months would not need. A winter kit may include a dry insulating blanket and chemical heat packs. A summer kit may include ice packs and Benadryl for the anti-allergic effects.

If your resort is 5 miles from an emergency response team or clinic, you will not need an emergency kit that is as complete as a resort 20 miles from the nearest emergency response team. If your resort is a long distance from medical care and availability of medical help, you may need to consider CPR training or first aid training and your kit should probably include a CPR kit. If your resort is close to an emergency response team, then these skills and accessories to your kit would not be as important.

A resort that has 5 cabins, no camping, and no seasonal camping will not need as comprehensive a first aid kit as a resort that typically serves large numbers of cabins, campers, or seasonals. The more people you serve at your resort, the more important it is for you to have a well-stocked kit.

How many emergency kits to have and where to keep them is also a consideration. At our resort, our lodge is a quarter mile from our cabins and from the lake. So we choose to have a first aid kit in the lodge for minor emergencies and a larger, more complete kit and a CPR kit at our bait house on the lake. If your lodge is at lakeside, you may only need to have one comprehensive kit on hand.



First Aid Kit Checklist

First aid kits need to include the following items:

- ✓ Wound management items such as Band-Aids, dressings, antibiotic ointment and tape.
- ✓ Burn management items such as topical burn gel, non-stick dressings, and pain medications such as Tylenol.
- ✓ CPR items such as CPR masks and gloves
- ✓ Splints for broken bones, strains or sprains
- ✓ Medications such as Tylenol, Ibuprofen, Benadryl and antibiotic ointments.

There are several types of kits and varying prices of kits. They can range from an \$8 kit that has just basic first aid items to \$160 kits that include all of the items listed above. Again, which kit you purchase depends on your expertise in handling emergencies, how close you are to an emergency response team, whether or not you need to manage emergencies in winter and summer, and how many people you serve.

First aid kits can be purchased at local pharmacies and discount stores or the more complete kits can be ordered on-line. You can type first aid kits on Yahoo and a variety of organizations that sell the kits will come up. Two common sites for finding kits are www.readykor.com and www.firstaid-supply.com. I recommend the \$25 kit as it is fairly inclusive of wound management items, burn management items and has items for sprains, strains and fractures. I would also recommend a kit that is red in color. If you are asking someone to help you get your kit during an emergency, it is much easier for him or her to find a red kit than a white plastic box that looks like many other items we have in our facilities.

If you want additional information on first aid and how to respond to emergencies, there are several good and easy to use reference books. The American Red Cross First Aid and Safety Handbook, the Handbook for First Aid, and the First Aid Manual are all resources that would be helpful to resorters and can be found on www.Amazon.com.

The CMR School of Resorting is also planning to hold basic CPR certification and basic First Aid training for resorters in the future. If you are interested in attending a school of resorting class on CPR or First Aid, please contact Susan Ferguson at Pine Terrace Resort, 218-543-4606 or vacation@pineterrace.com.



TELL YOUR RESORT STORY IN OUR MAGAZINE



CONTACT SUE PARADEIS AT:
[VACATION@SHINGWAKO.COM](mailto:vacation@shingwako.com)
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2006 CMR Scholarship Recipients

The Congress of Minnesota Resorts is proud to announce this year's scholarship winners. Part of the scholarship application includes answering the question, "How has living and working at your family's resort shaped your present character and your future plans?" Here is what each recipient wrote:



Collin Novotny
Son of Mark & Beth Novotny
Hyde-A-Way Bay Resort
Recipient of the Carol Kirshner Scholarship

Living and working at my family's resort has given me three things. It has given me a better work ethic, improved my social interactions, and my teamwork.

I feel that I have acquired a strong work ethic from working on our resort. It has proved to me the importance of a quality job in a timely fashion. Because of this I have enhanced my work ethic in school, in my community, and jobs outside of the resort.

Living on a resort has also made me realize the importance of social interactions. Being social with your resort guests is a key part of business, and it has added to my experience in dealing with different personalities I will encounter in the future.

Teamwork has also been a big part of our family running the resort. I have seen the importance of working together to get a job done and improve our efficiency in making our guests comfortable.

My work ethic, social interactions, and teamwork are all things that I will take away with me from my family's resort. They will be very beneficial tools that I will be able to effectively use in many different experiences in my life.

• • •



Courtney A. Frost
Daughter of Jack & Sherry Frost
Joe's Lodge

I grew up in Minnetonka, Minnesota, a suburb of Minneapolis /St. Paul. My parents had hectic lives and in 1998 they both decided to move out of the city and up to Bemidji. We moved to a resort, neither of my parents had done any of this type of work before so it was a new experience for all of us. We bought the resort Joe's Lodge located in-between Cass-Lake and Bemidji.

Summers were a time for rest and relaxation, until we moved to our resort. Saturdays were now cleaning days, we didn't look forward to them, and we would clean from 9 am until around 3 pm. During the

week we would operate the store, checking in guests, and running the till. I was 11 years old and I knew more about running a credit card and getting fishing licenses than my mom did. Working at the resort has helped me to have a good work ethic. I don't think I would be the person that I am today if we hadn't moved up to Bemidji and bought a resort. I have learned many skills from the resort; I use many of them everyday. I am now excited to start higher education to earn a degree and get a professional job.

• • •



Emily Regier
Daughter of Arne & Penny Regier
Sunset Bay Resort on Baby Lake

Living on a resort has been a great opportunity for me as a person; I have learned so much about myself and people. Through working day to day with people, I've learned the importance of hospitality. I've learned how the little details really make an impact and can often times make or break your guests stay; be it sitting in the office talking with a guest's kids on a rainy day, or asking them how their year is going.

I have also learned how to deal with people in unfavorable circumstances in a respectful manner. Bad days are bound to happen, but I feel living on a resort has prepared me well for when they do.

I am going to be attending college to get my certification as a Veterinary Technician. Living on a resort has exposed me to many forms of nature and wildlife. I have a great respect for animals and look forward to being able to work with them; I have wanted to be a Veterinarian since I was very little. As a Veterinary Technician I will also be working with the owners of the animals as well as coworkers and I believe growing up on a resort has prepared me well for that task as well.

• • •

We would like to wish these three outstanding students the best as they proceed with their ambitions. It is very clear that growing up at a resort has helped shape these individuals and given them wonderful strengths to enter the working world. Best wishes from the Congress of Minnesota Resorts Board.



These scholarships are a Congress of Minnesota Resorts Member only Benefit!

Contact our CMR Office Manager, Vicky Krattenmaker for more information or an application today!



Setting up a Swimming Area for your Resort

By Tim Smalley – MN DNR Boat & Water Safety
tim.smalley@dnr.state.mn.us

One of the reasons people come to a resort is to relax around the water. And, of course, anyone with children wants a place where their kids can safely play that lessens the danger of their wandering into water that is too deep or too close to boat traffic.

One way to provide this for your guests is to set up a designated swimming area. There's a little more to it than throwing out a couple of plastic bleach bottles with cement-filled coffee can anchors, but it isn't too much more complex.

According to state law, public swimming areas (and this includes resort and campgrounds) must be marked using the standard "Uniform State Waterway System" buoy that indicates "Boats Keep Out". When this marker is legally in place, it is unlawful for any boat to pass through them (and this means even YOUR boat, so don't put them around your boat dock.)

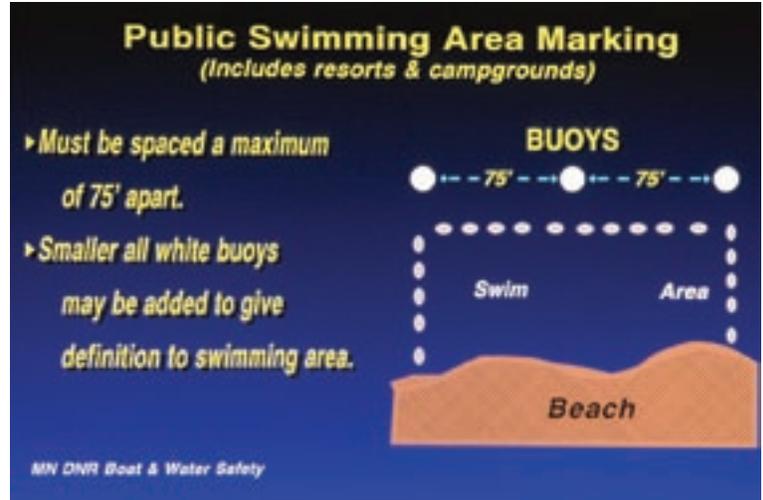
The official swim area buoy is white with orange bands at the top and bottom of the part that is out of the water and an orange diamond with a cross inside. The words "SWIM AREA" appear in black letters.



Swim buoy – An orange diamond with a cross on the standard "Uniform State Waterway System" marker buoy means "Boats Keep Out!" When this marker is legally in place, it is unlawful for any boat to pass through them. (Photos by Tim Smalley)

Swim area buoys must be a minimum of 9" in diameter, and extend no less than 36" out of the water. The markers can be no farther apart than 75 feet so if your swim area is larger than that, you may need several.

Some folks make their own swim area markers, and others purchase them from manufacturers. You can find several manufacturers by doing a Google search for "Swim Area Buoys." One thing to remember is that freight charges are a major factor for a large item like this, so it may be wise to buy from a nearby manufacturer to cut down on shipping fees. I should mention that some of these companies will sell the decals separately so you can refurbish old buoys or make your own buoys.



Swim area 1 - A simple way to mark off a swimming area. The small white markers are not mandatory, but will help keep swimmers from straying out of the designated area.

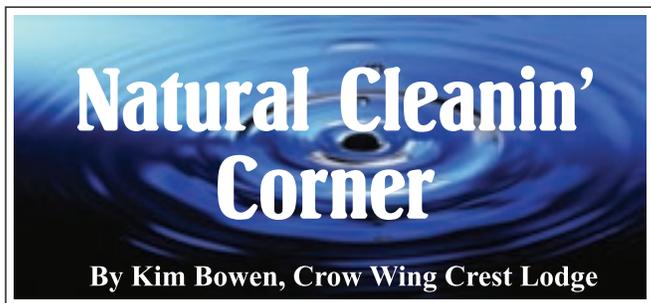
As an option, you may wish to use smaller white markers (well-cleaned bleach bottles are fine for this) to further define the swim area, or to indicate where the shallow area is for smaller children. Some resorts also place signs that state "No swimming outside designated area" at each border of the swim area on the beach. Once again, this is just an option.

A permit is required from the county sheriff to place buoys in the water that stay out over night, so don't forget to dot that particular "i". Just call the county sheriff's office and ask for the water patrol deputy. That officer will walk you through the permitting process for a swimming area. Be sure to keep in mind that although there is no specific size limitation on public swim areas, they may not obstruct navigation or unduly interfere with the public's use of the water.

The DNR has several water safety brochures (boating guide, coloring books, canoe safety etc.) available in quantity for you to distribute to your guests. Drop me an email at tim.smalley@dnr.state.mn.us and I'll let you know what's currently available.



Swim area 2 - Another option is using smaller white markers at the three foot level. They can help parents tell how deep it is for the safety of smaller children. Signs on the beach can let people know that they should swim in the designated area only.



By Kim Bowen, Crow Wing Crest Lodge

For a healthy RESORT, and a healthy YOU!

Wood Furniture Fix-its

Got some water stains, spots or cup rings on your end tables? Try:

- a fresh walnut (or other nut). Break it in half and rub the freshly broken edge of nut meat on the furniture.
- OR, get some wood ashes and mix with a tablespoon of vegetable oil to make a paste. Rub it gently onto the affected area.
- OR, try rubbing some white toothpaste onto the spot.

I used to LOVE using Old English Scratch Remover on scuffed chair legs and wood trim, doors, etc. But whew! Stinkipoo! It was sadly expensive (\$6 a bottle, what a rip!) and toxic (gave me a bit of an achy head).

You know what works just as well?

Vinegar and iodine. To make up a batch, simply pour some vinegar in small bottle and dump some iodine in. Presto, instant scratch remover! Apply with a cloth and rub into the wood. Use lots and lots of iodine in a batch for dark woods, and less for lighter woods. (You could also use vodka or whiskey instead of vinegar. This may be too much of a temptation to gain a headache in an entirely different manner, but you could have a heckuva fun afternoon polishing furniture.)

(Note: Crayola crayons that match your wood color also make wonderful boo-boo fixers. Color your scratches away! OR, even better: instead of yellin' at the kids and grandkids for coloring your walls, you can sic 'em on your cabin furniture with the appropriate crayons. They'll prob'ly even work for cookies. Train 'em early, right? They get to do the work while you go fishin'. Ahhhhhhh, life is good, life is great.)

Original recipes came from the book: Clean & Green by Annie Berthold-Bond which I highly recommend.

If you have a natural cleaning technique, product or solution to a common resort issue, zip me an e-mail so that we can write it up and add it to our Natural Cleanin' Corner column: relax@crowwing.com

Cindy Pitt from Bailey's Resort sends the following tip:

I have been using just vinegar and water to clean my floors for a few years now. I just recently began adding peppermint essential oil for a scent. I recommend the book, Clean House, Clean Planet by Karen Logan where I found some great ideas. Here are a few from the book that I really like!

- Use club soda to wash windows. (I also use this on carpet spots in the home.)
- All-Purpose Household Cleaner, "Alice's Wonder Spray™"
Mix 2 tbsp. of vinegar with 1 tsp. borax. Fill the rest of a 16 oz. trigger spray bottle with very hot water (because minerals in the water inhibit cleaning you should use purified or distilled water). Shake until the borax is dissolved. Add 1/4 cup liquid castile soap or 1/8 cup liquid detergent last. To scent, add 10 to 15 drops of an essential oil (lavender, lemon or peppermint) or scented castile soap.

Make sure the borax is dissolved in the hot water so it won't clog the spray nozzle, also don't mix the soap and vinegar directly together, because the soap will clump up.

To help remove or prevent mold and mildew, use 1 tbsp borax instead of 1 tsp. – again, using very hot water to make sure the borax dissolves.

Note: Borax is harmless to washing machines, plumbing and septic tanks, contains no phosphates or chlorine BUT it is toxic to ingest, so label the bottle and keep out of reach of children.

A tip from another resorter:

Use just 2 cups of vinegar to a tank of water when shampooing carpets. I was impressed with the results! The vinegar water pulled out all kinds of suds from previous shampooing, left no sticky residue and cleaned even better than the expensive chemical recommended at the rental company. Another thing to keep in mind when using a carpet shampooer is to make slow overlapping passes across the carpet.

NEXT ISSUE: Kim's too dern busy this season to figure out what we're talkin' about next issue. But by golly it'll be a good one! If ya want ta come up and man a spray bottle (non-toxic of course) let me know, we'll put ya to work!



ADDRESS CHANGE?

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



Contact Vicky
1-888-761-4245
cmroffice@tds.net
cmr@minnesota-resorts.com

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Building a New Website Home for the CMR

Karen Kaehler, Pinedale Resort and Vice-Chair, Internet Resources

We've all been there. The house is too small. Or maybe it's too big. Or maybe we just decide to pick up everything and move. One way or another, it's time for a new home. If you've ever built a house from scratch, you know the work involved. The right builder is of primary importance. And a good plan, that meets your needs for today and tomorrow, is essential. Choosing the right materials, colors and style is also important, because the home is an extension of you. You want curb appeal, warm inviting spaces, and functional rooms for everyone. The Congress of Minnesota Resorts is there right now. The Board of Directors is making a major investment in a new website - the most obvious "home" we have as an organization.

In March, the Board approved a project to revitalize our website at www.minnesota-resorts.com and formed a committee to solicit bids and oversee the project. The current website is one of the most valuable member benefits; but, it is starting to look a little dated, and it could be more user-friendly - definitely time for a change. The committee considered proposals from three skilled developers, and we debated long and hard before reaching a consensus decision to award the contract to Faster Solutions of Duluth. They have already begun design work on our new home and will be building it all summer. The current site will remain fully functional until we move into the new site in early August. All information from individual member pages will automatically be moved to the new site.

The Board has three objectives for our new website home: 1) increase consumer traffic to the site, 2) hold visitors' attention and move them easily around the site, and 3) increase the number of referrals to members as measured by visits to individual member pages. In addition, the new site will combine the current resorters.org site and will use expanded functions to deliver news, educational materials, and vendor specials to our members.

This new website home for the CMR will be modern, warm and inviting. It will be functional and easy to use for both guests and resorters. I can hardly wait for moving day.



Photo submitted by Tim Smalley.

New CMR Member!

By Susan Williams,
West Crooked Lake Resort



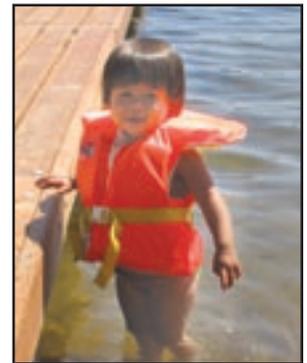
West Crooked Lake and the surrounding area is nature at its best. As you look around, you will see tall pines, wild flowers, abundant wildlife and a home to a family of loons. West Crooked Lake Resort



Nathan enjoying the canoe.

was originally known as Timberlost Resort & Campground and was owned by the Jerrold and Doris Skadberg family for over 20 years. The Skadberg family had been coming from North Dakota to the Park Rapids area for their family vacations for decades and they came to love the trees, lakes and wildlife. In 1979, they decided to purchase Timberlost and to make Minnesota their permanent home. Several of their nine children, including their daughter

Susan, were involved over the years in helping Jerrold and Doris operate the resort. Timberlost Resort is currently still owned and operated by Doris Skadberg as a campground with permanent campsites.



Tomiko wading at the dock.

In 2003, Susan (Skadberg) Williams and her husband, David Williams, purchased a portion of Timberlost Resort and established West Crooked Lake Resort. They constructed a new cabin and remodeled existing cabins with a northern decor to welcome all. Susan became familiar with the resort business through the years of helping her family with Timberlost Resort and decided to continue the resort tradition that her parents had started. Prior to purchasing the resort, Susan was an owner of a software development company. When she is not busy with the resort, she provides software consultation and development. David is a civil engineer in San Diego. The Williams enjoy getting away from their San Diego, California residence to relax at their Up North resort with their two children, Nathan and Tomiko.

The Williams children play on the beach, catch sunfish, take a ride on the pontoon & watch the sky for the perfect rainbow to appear. Adults may choose to relax on the beach or to read a book in the shade. A morning nature walk in the pines is relaxing for the entire family. For the fisherman, West Crooked Lake hosts a large variety of fish including Walleye, Northern, Bass, Perch, Crappie & Sunfish. The area offers many attractions including shopping, dining, a winery, Itasca State Park & a Heartland trail.

West Crooked Lake Resort is located in the beautiful lakes area of northern Minnesota approximately 7 miles from Nevis & 15 miles from Park Rapids in the Paul Bunyan State Forest. All cabins are fully equipped for basic housekeeping. Each cabin has a large deck overlooking West Crooked Lake & is furnished with a gas grill, picnic table & lawn chairs.





2007 Explore Minnesota State Travel Guide

By David Bergman, Travel and Tourism Representative

The Travel Guide is undergoing a makeover. Next Communications has been selected to complete a re-design of the primary response piece for Explore Minnesota Tourism's advertising program. The re-design will feature three major changes. First, the state will be organized into four regions instead of the seven it currently contains. Focus group research found that the existing regional breakdown was not as intuitive for readers as a geographical breakdown would be. Second, the new Travel Guide will feature a grid/listing section that includes all the Minnesota lodging businesses that have current information in the Explore Minnesota database. This will be a free listing and is designed to be a comprehensive guide to lodging in Minnesota. Finally, ad purchasers will have the ability to participate in an on-line lead share program designed to provide direct connections between advertisers and potential inquiries.

Ad sales for the 2007 Travel Guide will have a space reservation deadline of August 18, 2006. Due to the size of the new lodging section, there will be a cap on the space allocated for display ads, so it will be important to act soon to reserve your space. For more information, contact:

Tim Campbell at 888-876-6784; tim.campbell@state.mn.us

David Bergman at 888-563-7777; david.bergman@state.mn.us

Explore Minnesota Tourism Extranet Tips - Confirming Your Updates to the Extranet:

When updating your listing in the Explore Minnesota database utilizing the extranet, please be sure to always go to the very last screen and click the "Confirm" button. If you make changes and confirm them, and then go back into the listing for any reason, you need to click the "Confirm" button again. By confirming your changes you are letting us know that your listing is ready for approval. This database is the information source for the *Journey* travel planning service and for www.exploreminnesota.com. If you have any questions, please contact Kim.Fitzgerald@state.mn.us.

Regional Associations to Hold Summer Meetings

The following regional association meetings are scheduled to take place this summer. Please R.S.V.P. your attendance to the appropriate contact.

Minnesota Arrowhead Association Meeting

Date: July 13

Location: Iron Range Resources, Eveleth

Who Should Attend: North Central Minnesota tourism professionals, business owners and operators, and anyone interested in tourism in northeast Minnesota.

Contact: Tim Campbell; 888-876-6784; tim.campbell@state.mn.us

Southern Minnesota Tourism Association Meeting & Educational Workshop: Explore Minnesota Tourism Partnership Grants – How to Properly Prepare and Submit Forms

Date: July 20

Location: Benson

Who Should Attend: Southern Minnesota tourism industry or any other interested parties

Contact: Dave Vogel; 507-389-2683 / 888-975-6766; dave.vogel@state.mn.us

Minnesota Heartland Tourism Association Meeting and Educational Workshop: Picture Your Community

Date: August 10

Location: Little Falls

Who Should Attend: North central/West Minnesota tourism industry or any other interested parties

Contact: Carol Altepeter; 218-828-2334 / 888-629-6466; carol.altepeter@state.mn.us



Photo submitted by Brian & Heather Sams, Country View Resort

Welcome Our New CMR Members!

Steve & Kathy Vitcak, Dancing Bear Resort, Pinewood
Todd & Deb Youngberg, Kokomo Resort, Marcell
Steve Jones, Arcadia Lodge, Bigfork
Donna Sindt, Pike Lake Resort & Campground, Waubun

Please see pages 22 & 23
for information on the
CMR and how you can
become a member.



Summer Survival Tips

By Susan Ferguson, Pine Terrace Resort

Memorial Day to Labor Day, everyone flocks to the lakes of Minnesota! As resorters, we provide the great escape and greet our guests once again. Summer is the best of times, but also, it often proves stressful and tiring to the resorter. We all can use a little help surviving the summer.

Planning ahead is the best tip of all. Man should not have to survive on pizza and ice cream bars! Become best friends with your crock pot. Put a meal in the crock pot early in the morning and you will have dinner ready at night. Add a can of whole cranberry sauce and 1/4 c. honey to a pork roast, along with a dash of nutmeg and cloves, cook on low heat for several hours. Fix some fast cooking brown rice, add a vegetable, and you have a meal. Having cut up raw vegetables in the refrigerator means you can always have vegetables with your meals. Drink plenty of water. Eating well will help you through the summer.

Set aside quiet time, it can be done! At Pine Terrace Resort, we close our office from noon until 2:00 pm. (Our guests are better at observing our hours than we are!) We always let guests know that we are available if there is an emergency. Have someone come in and watch the office while you go out for dinner. You need some quiet time with your spouse and family. It's easy to tell ourselves that we cannot get away, but with planning, you can enjoy a dinner out. Sue and Marty, at Shing Wako Resort, head out on Sundays for a bike ride or some other activity. Go for a pontoon ride.

Have a stack of summer reading by the bed. Summer is not the time to read heavy, meaningful volumes that attempt to solve the "world problems." A few minutes of easy reading is a great way to relax. Enjoy an early morning walk. Listen to your favorite songs while you are mowing. Tune out the world for a while.

If there is a problem of some kind, deal with it as soon as possible. Putting it off will keep you awake at night. Need help with a solution? Get on e-groups and there will be someone to give you some possible ways of resolving the issue.

Keep your sense of humor! Enjoy your guests, laugh at yourself. Stock up on some joke books. The Pine Terrace welcome book has a few pages of Norwegian jokes and Minnesota jokes. Guests love the jokes and ask for copies. Being Norwegian can be a good thing! Check e-groups often and share your concerns with others, and share the funny things that happen, too. Remember, there are less than 100 days between Memorial Day and Labor Day!



Photo submitted by Sue Paradeis, Shing Wako Resort

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The 411 on 411 Scams

By Karen Kaehler, Pinedale Resort and Vice-Chair, Internet Resources

411 (fôr'wŭn'wŭn') noun, Slang.

1. Information or knowledge, especially when acquired by word of mouth. [From 411, a telephone number for telephone directory information.]
2. A type of fraud; responsible for bilking honest individuals all over the world out of millions of dollars. These scams are also known as Advance Fee Fraud or Nigerian 411 or 419 scams.

Recently, there was a conversation on the Resorters Yahoo Group concerning suspicious email rental inquiries. A similar conversation occurred last fall. Several resorts received the same or slightly different email messages about rentals – one from a Bishop Paul Mensah in China requesting a telephone call back to China, one from a Morris Paton requesting the resort cash a traveler's check and one from Brown Smith offering payment by cashier's check. In all cases, the resorters were being targeted by scam artists. Luckily, no one fell for the scam.

Several government agencies track this type of scam, including the Federal Trade Commission (FTC) and the United States Secret Service. According to the FTC, there are many versions of this scam. The most famous version is the Nigerian 419, where a message arrives in your email box from a civil servant or son of a rich man who is trying to recover millions of dollars from a contractor or bank and is seeking an honest individual into whose account he can deposit funds ranging from \$10-\$60 million, in exchange for a huge reward. That "honest individual" is the victim, who is encouraged to pay thousands of dollars in "advance fees" to smooth the transaction. Most of us recognize and immediately delete these obviously fake solicitations. But, the variants of this scam are as numerous as the thieves.

This time, the scam was a little more subtle. It is a thief (or thieves) contacting resorts in Minnesota. Don't be fooled, the scam is almost exactly the same as one being run on sellers of cars and other expensive merchandise on eBay and in newspapers. In all versions, the "buyer" is anxious to make the purchase, and offers to send a cashier's check, personal check, corporate check or money order to pay for the item – whether a car or a night's lodging. At some point in the transaction, the "buyer" comes up with a reason for writing the check for more than the purchase price, and asks you to wire back the difference after you deposit the check. You deposit the check and wire the extra funds back to the "buyer." The "buyer" never shows up to pick up the car or stay at your resort. Later, the check bounces, and you are out the cash you wired to the thief, out the night's lodging, and



out the bounced check fee from your bank. You may even be on the hook for the entire value of the bounced check. Another version of the scam you may have seen in your email box is an announcement that you have won a

lottery, often in a foreign country. In order to collect the winnings you are asked to pay taxes or fees. Of course, the "winnings" never arrive, and you are out the money you paid.

Many people believe money orders, traveler's checks or cashier's checks are safe and guaranteed funds, but they are not. They can be counterfeit or forged just like personal checks. Most times, these forgeries are good enough to fool unsuspecting bank tellers. Many banks also allow the writer to put a "stop payment" on a cashier's check, so you can never collect.

“Several resorts received the same or slightly different email messages about rentals... the resorters were being targeted by scam artists.”



How can you avoid a check overpayment scam? Here are some simple steps, taken from the FTC web site:

1. Know with whom you are dealing. Confirm the guest's name, street address, and telephone number. Real customers are anxious to ask you about your resort and share details of their own lives; be suspicious of a rental from someone who won't give you an address or telephone number to call them

back, or asks you to call an overseas telephone number.

2. Don't accept a check for more than the rental amount, no matter how believable the story. Ask the guest to write the check for the correct amount. If the guest sends a check for an incorrect amount, send it back.
3. If you accept payment by check and are a little suspicious, call the bank on which it is drawn and ask if the check is valid. Get the bank's phone number from directory assistance, not from the person who gave you the check.
4. If the buyer insists that you wire back funds, end the transaction immediately. Legitimate guests don't pressure you to send money by Western Union or a similar company. If you send the money, it's as good as gone.
5. Use common sense. If it seems too good to be true, it is. If it feels like it might be a scam, it probably is.

Information for this article was obtained from the FTC (www.ftc.gov) and Wikipedia (www.wikipedia.org).

If you think you've been targeted by a check overpayment scam, file a complaint with the Federal Trade Commission at www.ftc.gov or by calling 1-877-FTC-HELP (1-877-382-4357).





Resorter Recipes

ROLLS

Jack & Sherry Frost, Joe's Lodge

- 2 loaf package of frozen bread dough
- 1/2 c melted butter
- 1 c brown sugar
- 1 - 3 oz. package cook & serve vanilla pudding
- 2 Tbsp milk
- 1/2 tsp cinnamon

Cut 1 loaf of the thawed bread dough into small pieces in a greased 13x9 pan. Mix rest of ingredients and pour over the bread dough pieces. Cut second bread dough loaf and place over mixture. Rise 2-1/2 hours or refrigerate overnight. Bake 375 degrees for 30 minutes. Cool 5 minutes and turn over onto dish.

TEXAS CAVIAR

Jack & Sherry Frost, Joe's Lodge

- 1 can black eyed peas
- 1 can black beans (rinsed)
- 1 can white niblet corn
- 1 can pinto beans
- 1 large (or 2 small) jar chopped pimentos
- 3 or 4 chopped green onions (can use 1/2 c finely chopped regular onions)
- Chopped cilantro
- 1 small can of chopped peppers or a fresh jalapeno pepper

Dressing:

- 1/2 c cider vinegar (white vinegar is good too)
- 1/2 c sugar
- 1/2 c olive oil
- 3 or 4 dashes of Tabasco sauce
- 1/2 tsp salt (or more to taste)

Mix beans w/dressing and serve with Doritos scoops. Easy and can be made a few days ahead.

BURRITOS

Pat Addler, Cedar Rapids Lodge

- 1/2 lb. chicken breast tenders
- 1 c. diced green or red peppers
- 1/2 c. salsa, divided
- 1 c. canned fat-free refried beans
- 4-8 inch fat-free flour tortillas

Coat nonstick skillet with Pam. Cook chicken & pepper over medium high heat 3 minutes. Add 1/4 c. salsa & cook until chicken is done. Mix rest of salsa & beans together. Microwave until hot. Spread bean mixture down center of tortillas; top with chicken mixture. Heat 45 seconds in microwave. Roll up and serve with salsa. Makes 4 servings, 4 points each (if you're a Weight Watcher).

SWEET AND SOUR COLESLAW

Vicky Krattenmaker, CMR Office Manager

Ingredients:

- 1 large head shredded cabbage (I use the coleslaw mix)
- 2 large onions, chopped
- 1 green pepper, diced
- 1 cup sugar
- 1 T. sugar
- 1 T. salt
- 1 t. dry mustard
- 1/2 cup water
- 1/2 cup vinegar
- 3/4 cup vegetable oil

Directions:

Combine first 4 ingredients in a large bowl. Combine remaining ingredients in pan and bring to a boil. While still hot, pour over cabbage mixture. Cool and then refrigerate. Keep at least 3 weeks in the refrigerator.



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Flag Etiquette

By Judy Sandgren, Beards Resort, daughter of a proud WWII Veteran.

I know that many resorts have a flag pole, or somehow display the American flag at their resort. With that in mind, I decided to share this information. I compiled the following from www.ushistory.org, and publications from the Veterans of Foreign Wars, local post and the Office of Minnesota Secretary of State dated 2001.

- The fundamental rule of flag etiquette is: treat all flags with respect and common sense.
- The Stars and Stripes takes precedence over all other flags when flown within the United States. It should not be flown lower than another flag nor should it be smaller than another flag flown with it. The flag of the United States should be at the center and at the highest point of the group when a number of flags of States or localities are grouped and displayed from staffs.
- When displayed from a staff in a church or public auditorium, the point of honor is on the extreme left from the standpoint of the observer (right of speaker). The order from left to right of flags flown together is: the Stars and Stripes, other national flags in alphabetical order, state flags, county & city flags, organizational flags and personal flag.
- If displayed flat on a speaker's platform, the flag should be displayed above and behind the speaker.
- When displayed either horizontally or vertically against a wall,

The Meaning Behind The Colors:

RED: Represents Hardiness and Valor
WHITE: Signifies Purity and Innocence
BLUE: Is the color of Vigilance, Perseverance, and Justice

the union should be uppermost and to the observer's left. The flag is displayed with the union down only as a signal of dire distress.

- It is the universal custom to display the flag from sunrise to sunset on buildings and on stationary flagstaves in the open. The flag may be displayed 24 hours a day if properly illuminated during the hours of darkness.
- The flag should never touch anything beneath it, such as the ground, the floor, water, or merchandise.
- The flag should never be used as wearing apparel, bedding, or drapery.
- The flag should not be displayed on a float in a parade except from a staff.
- When the flag is displayed on a motorcar, the staff shall be fixed firmly to the chassis or clamped to the right fender. The flag should never be draped over the hood, top, sides, or back of a vehicle or of a railroad train, or boat.
- A salute (hand over heart for those not in uniforms) should be rendered when the flag is raised, lowered, or carried by on parade; when the Pledge of Allegiance is recited; and when the national anthem is played (unless the flag is not present).
- The flag should be displayed at half-staff until noon on Memorial Day then raised to the top of the staff.
- It is not illegal or improper to fly any flag (state, organization, etc) alone, but it is always preferable to display the Stars and Stripes at the same time.
- When a flag is no longer of dignified appearance and cannot be repaired, take it to a Veterans group organization for disposal. If no group is available, it should be destroyed in a dignified way (burned or sealed in a bag or box before being put in the trash).



Goals and Benefits of Shoreland Landscaping

From the U of M Extension Service and Water Resources Center, Shoreland Landscaping Series

How design, native vegetation, and bio-techniques can be used to address shoreland concerns.

Minimize water run-off – Angled paths, diffused/diverted drainage, rainwater gardens, reduction of impervious surfaces, and bio-engineering structures and materials slow water flow and allow greater water infiltration into the soil.

Minimize soil erosion – Deep, dense roots of plant material hold soil particles in place and provide structure to the soil. Above-ground vegetation slows water flow and traps sediments.

Minimize nutrient run-off – Vegetation absorbs nutrients that would otherwise enter the water column. Proper use of fertilizer and disposal of lawn and pet wastes in the upland areas can minimize nutrient run-off.

Maintain critical habitat for wildlife and fisheries – Multiple plant layers and many plant species in water and on land promote critter diversity. Both living and dead woody material are important to critters for portions of their life. Critter friendly plants can be used to attract certain wildlife.

Goodbye Geese! – A wall of vegetation along a shoreline discourages geese and other water fowl from trespassing.

Aesthetic – Showy native plants add color and interest in high visibility areas. Plants can be used as a visual screen to block the view of an unsightly area.

Privacy – Plants can be used for visual, sound, and traffic barriers.

Maintenance cost and time – Maintenance of native vegetation decreases over time. An established native plant area does not require mowing, watering, fertilizers, pesticides, or herbicides.



Shoreland Vegetation Projects

By Dave Thompson, Fisherman's Village Resort

The DNR is presently accepting applications for shoreland vegetation projects. They are making more than \$300,000 available for grant proposals for restoring native shoreline vegetation across the state.

I am presently in this program. Our project was started in September of 2004 when we tore out 200 feet of retaining walls and hauled away 17 dump truck loads of debris. We resloped the bank and planted 200 plants, 20 trees, and 50 shrubs. Our project was a grant for \$28,000. The project requires that the recipient funds 25% of the total cost which can be a combination of cash and in kind labor. Our actual out of pocket expense was only about \$1500. We had a huge wind storm last summer and now record high water levels. We have retained several feet of shoreline that all my neighboring lots have lost from wind, water and ice. We now have birds, butterflies and dragonflies, which by the way eat lots of mosquitoes. It looks very nice! We have many new wildflowers blooming all summer. The DNR only can do about 10 major and 10 minor projects per year so not everyone that



applies gets the grant, but you can apply each year. I think it's a great program and has had a positive impact on our customers, plus it will help you with building and zoning approvals.

The following is information from the DNR website:

Applications for grants are available on the Minnesota DNR Web site at www.dnr.state.mn.us or by calling the DNR at (651) 296-6157 or toll free 1-888-MINNDNR (646-6367). Applications are due Sept. 18. Successful applicants will be notified in January. Funds will be made available to successful applicants after July 1, 2007.

The grants are funded from state lottery proceeds deposited in the heritage enhancement account. Grants, administered through the DNR Division of Fisheries and Wildlife, are designed with guidance from local DNR fisheries managers.



Congress of Minnesota Resorts' Silent Auction

By Elaine Grove, Twin Springs Resort

It's that time of year to start thinking about the Congress of Minnesota Resorts' eighth annual Silent Auction. It will be held in conjunction with the CMR's 2006 Fall Conference at the Grand Ely Lodge in Ely, MN. The conference will be Sunday, October 22, starting at 12 pm through Tuesday, October 24, to 12 pm. The Silent Auction will be open for bidding all day Sunday and Monday with the wrap-up after dinner on Monday, the 23rd.

Here is how the Silent Auction works. All CMR members are asked to donate one or more new items. They can be a craft that you made or something you bought. Simply bring your items to the fall conference, mail them in or contact me for other possible arrangements. You need not be present to donate. Resorters in attendance can and are encouraged to bid on the donated merchandise. At the end of the auction, the highest bidder on each item wins the item for the bid price. In 2005, the Silent Auction raised \$2040.25.



We greatly appreciate all of the past years' donations. This is "Resorters Helping Resorters" at its best. Here is just a brief list of things that have been donated in the past: handmade furniture, wall decorations, wildlife prints, jewelry, stationary, gift baskets, fishing items, quilts, gift cards (Home Depot, Menards, Fleet Farm), and the always popular money jar! Let your imagination be your only limitation in coming up with this year's donated items. This year you might just be the lucky person taking this beautiful tree quilt home (pictured above), made by Pat Addler & Susan Ferguson.

As always, this year's proceeds will go directly towards our lobbyist fund. After reading the Minnesota Resorter magazine, the Resorter Reporter newsletter, and the many e-groups entries regarding the CMR's efforts in the legislative field, you can easily see how effective the CMR has been in steering our state government in the right direction, benefiting all Minnesota resorts and resorters. None of our accomplishments could be realized without the help of our lobbyist, Joel Carlson, the CMR's legislative team and you! All resorts in the state will benefit from the CMR lobbyist's efforts whether they are a member of the CMR or not. So don't be shy, ask your neighboring resort to donate an item or two.

Donations can be mailed, if you won't be able to attend the fall conference, to: Elaine Grove, 3837 N. Pleasant Lake Dr. NW, Hackensack, MN 56452. You can also donate a monetary gift by mailing a check to the CMR office, earmarked lobbyist fund. If you have any questions, please call me at 218-675-6630 or email me at vacation@hackensackmn.com.

Your donation does matter. With everyone's participation, this fundraiser will help to assure that the essential work of our lobbyist Joel Carlson will be supported for another year. Let's challenge ourselves to top last year's proceeds!





Legislative News

By Ed Becker, In-We-Go Resort
CMR Legislative Chair

2006 Legislative session ends with not much to talk about.

Many legislators wanted only to complete the session on time and not repeat last year's extended session that shut down our Minnesota government state offices. Many items were discussed which ranged from withholding legislator's pay if they failed to meet the session's deadline to Twins, Viking and Gopher stadiums. Several topics that affect Minnesota resorts were reviewed. They included Governor Pawlenty's proposal to give resorts a sales tax exemption for capital improvements, a bill to increase the Fire Marshal's budget so resorts can again be inspected to protect our customers, and a bill to allow rebuilding of boathouse structures that are within the setbacks of the lake. A summary of the results follows:

Resort Sales Tax Exemption for Capital Improvements.

The House Majority never passed a tax bill off the House Floor, so Governor Pawlenty's proposal to give resort owners a sales tax rebate of up to \$10,000 for capital improvements was not considered. The Senate and House heard the proposal from the Governor's Department of Revenue but never acted upon the request.

Fire Marshal's Office. (HF2916)

Legislation to fund the Fire Marshal's office passed on the last day of the session. It slightly increases the insurance premium tax from .50% to .75%. It also establishes an advisory committee for the Fire Marshal's Office which should promote a more responsive agency.

Boathouse Repairs.

Legislation allowing the rebuilding of certain boathouse structures was approved and signed by the Governor.

Clean Water Legacy. (SF762)

The Legislature approved legislation and funding to clean impaired waters around the state. This bill creates a Clean Water Council, establishes a framework for local governments to obtain grants for clean water projects, restricts phosphorus releases, and provides a process to establish total daily maximum loading (TMDL's) for various waters.

DNR Camper Cabins.

This bill passed and allowed \$2 million in funding for the DNR to upgrade existing facilities and expand in several state parks by adding more camper cabins. These units have very basic amenities, no running water, and some with electricity. We felt that these units would fill a void in the tourism industry since most resorts do not provide this type of accommodation.

DNR Alternative Shoreland Rules.

As many of you know, representatives of the Congress of Minnesota Resorts have spent many, many hours sitting on a DNR advisory committee including many different interest groups using Minnesota waters. The final draft of the alternative rules was approved in

December 2005 and put out to the 5 county area pilot projects for optional adoption. While some of the counties are cooperating with their area resorts to help them survive, it is believed that as county boards change personnel so may their view of supporting resorts. Therefore, a statewide set of regulations is needed to ensure that resort preservation remains a priority at the county level. This year we introduced this idea to many legislators. In 2007 when we visit the legislators, a primary goal will be to have statewide standards established for shoreline planning and zoning of our Minnesota resorts.



Fire

By Dave Thompson, Fisherman's Village Resort

I have been waiting for the worst to happen and unfortunately it did. There has been a fire at a Minnesota resort. The Fire destroyed the bar and restaurant at Sha~Sha Resort on Rainy Lake in the early morning, Wednesday, May 24. This is where, only a few days earlier the Governor had stayed for the fishing opener. The most important thing is that no one was injured or killed. This resort was last inspected by the State Fire Marshal's Office April 23, 2002. It would have been due again this spring so it was out of date for inspections. I have contacted the Fire Marshal's Office to get a cause report when it's completed. I have also asked Joel Carlson, our CMR lobbyist, to pass the news article, from the Daily Journal of International Falls dated Thursday, May 25, 2006 by Laurel Beager, along to the Governor so he can see it was a resort he had just stayed at. I will be using this as an example of what risk the public has been placed in by the Fire Marshal and the State's Attorney General when they deleted resorts from the inspection list for lodging. It is important to note that even with inspections and compliance on our part, there is still a possibility of fire. In my opinion, one of the most important features of an inspection is that an expert certified our resort's compliance, so if there is a fire we have the ability to show insurance companies and the legal system that we did everything we could to protect our guests and property. The most important feature would be that we can assure ourselves that we did everything we should to protect our guests.



How Big is Your Dock?

By Dave Thompson, Fisherman's Village Resort

I received the following email from DNR Cyber news and thought it important to pass along. Docks have been a major discussion point in the CMR's participation on the DNR shoreline rules committee. This is just another very important reason to keep this a Number One topic of our legislative efforts this year. This subject is a huge reason the resorts are not the same as residential property owners and why the CMR has taken the position that there needs to be statewide min-max shoreline rules for resort property. Local Units of Government can easily create local ordinances to restrict our dock and marina needs.

DNR CYBERNEWS RELEASE:

Reprinted by permission from the Minnesota Department of Natural Resources

How big is your boat dock? It may be bigger than state rules allow. Just as the average size of a new house has more than doubled in 50 years, it seems that docks have been getting bigger, too. The Minnesota Department of Natural Resources (DNR) has also seen increasing attempts to use docks as decks and efforts by some dock owners to restrict the use of water by neighbors, boaters, anglers and other lake users.

The DNR regulates the types of structures that can be placed within public waters.

Lakeshore owners have a right to access the lake, but according to Larry Kramka, regional hydrologist in Bemidji, "That does not trump the public's right to use the full surface of the lake.

"Most people know that docks are regulated, but many do not know what those rules are," said Kramka.

Docks are meant to provide for access to navigable water depths. The law details what kind of dock can be placed in the lake and whether a permit is required.

Under the law, one may not have a dock more than eight feet wide without a DNR permit. Typically, the DNR would not issue a permit for a dock wider than eight feet for the average residential lot. In addition, docks cannot be roofed or walled or turned into decks or gazebos.

"The purpose of the dock rules is to access to the lake while providing for public safety and protecting natural resources," Kramka said. Local units of government may have additional dock rules.

Ownership of shoreland and a dock does not entitle the owner to keep the public from using the surface water near shore. Dock owners are occupying a public space.

Conflicts sometimes occur when lakeshore owners try to discourage anglers in boats from fishing near their docks.

Many citizens are concerned about the impact of lake home and shoreland development on fish and wildlife habitat and of the visual impact of large docks. Of course, most lake homeowners do not intend to harm fish and wildlife habitat with their docks or piers, but the negative impacts of these structures are well documented.



Photo by Mande Stang

DO I NEED A PERMIT FOR MY DOCK?

No permit is needed to install, construct or reconstruct a dock if it meets the following conditions:

- the structure is not a hazard to navigation, health or safety
- the structure will allow the free flow of water beneath it
- the structure is not used or intended as a marina
- the structure is consistent with the guidelines of the local unit of government
- the dock is no longer than needed to achieve its intended use, including reaching navigable depth
- the structure is not more than 8 feet wide, and is not combined with other similar structures so as to create a larger structure
- docks placed on rock-filled cribs are located only on waters where the bed is predominantly bedrock

RESTRICTIONS ON DOCKS AND OTHER STRUCTURES

People may not place a dock or other structure in public waters if the structure:

- obstructs navigation or creates a hazard
- is detrimental to fish or wildlife habitat
- is placed in a posted fish spawning area
- is intended to be used for human habitation
- is designed or intended to include walls, a roof or sewage facilities
- will take threatened or endangered species



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WHAT IS THE CONGRESS OF MINNESOTA RESORTS ALL ABOUT

MARKETING

A major benefit to our members is a listing on the CMR web site at www.minnesota-resorts.com. Members are able to easily edit and customize their listing. Our web site is promoted through print advertising, "rack cards" at Travel Information Centers and the Explore MN Tourism store, and through internet advertising such as links, banners and search engine placements. As potential guests click from the CMR site to yours, the results pay big dividends to you.

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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