

**DROUGHT
OF 2006**

Minnesota **Resorter**

Resorters Helping Resorters



Fall 2006 Vol. 22 No. 4

**LEGISLATIVE:
2006 Election**

**EDUCATION:
CMR Fall Conference
Oct. 22-24**

**MARKETING:
New Website
"Home"**

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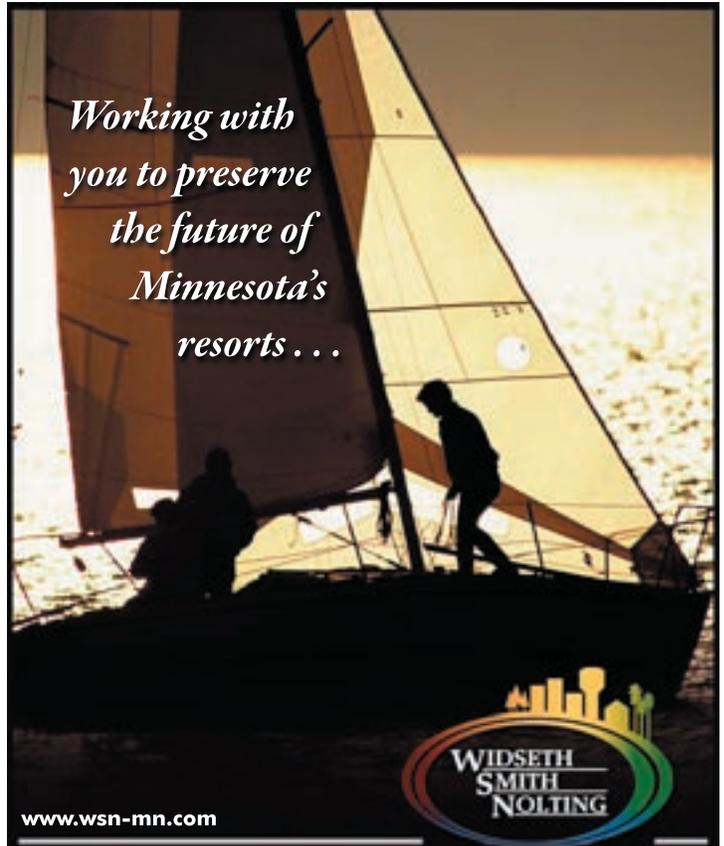


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Minnesota Resorter

Resorters Helping Resorters



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"The Secret Garden, the entrance, an arched footbridge graced with naturally growing grapevines, is your first magical step into an array of beautiful greenery and flowers, berries and birds. Below the bridge, cheery little cascades of water tumble into a storybook sized pond." Photo by Sue Paradeis, taken at Black Pine Beach Resort, owners Bob and Lynn Scharenbroich.

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*

One of my late August guests said to me this year, "My gosh! You and Bob really have to have some ... (long pause as he searches for the right word) ... stamina to do this job!" Well, I sure couldn't disagree with him! In fact, I really like that word. It makes me feel like a super hero!

I have found that everyone seems to define a "good" season in different ways. For some resorters a good season is one with more reservations and fewer cancellations than the year before; for others it might mean no major maintenance issues and costly repairs; and still for others it means a season filled with really nice guests who all left their cabins really clean! Whatever your method of measure, I hope you had a "good" season.

The drought this summer made things interesting for some resorters. We were lucky. With our lake level much lower than usual, we enjoyed the extra deep beach it provided. But some resorts were affected negatively by the drought. One fellow resort owner told me they watched their lake actually shrink this summer. It would drop from one dock post to another in a week. The public access was almost unusable and they lost half of their dock space for parking boats and had to abandon their lifts and use sea anchors. Just when you think you've seen it all! Thankfully autumn is here. The need for stamina is now past. We can relax a bit, and it sure feels good.

The Congress of Minnesota Resorts (CMR) continues to plow forward. I want to publicly thank Karen Kaehler from Pinedale Resort for all of her hard work on the recent remodeling of the CMR web site. Karen has served on the board for two years. Most recently she has used her talent of internet and web site knowledge to implement the plan for our update. She has been in charge of this BIG project from start to finish, while receiving input from the board, the web site committee and members at large. She has volunteered more hours than anyone can count! Karen, we appreciate all you have done for CMR members!

I have just one housekeeping note. As many of you may know, the CMR office tries to keep an updated database of all the resorts in our state. You can help by letting the CMR office manager, Vicky Krattenmaker, know if a resort in your area is closing or is no longer an operating resort. We need this information not only for our records, but also for the Explore Minnesota Tourism office.

I want to encourage everyone to go to the Fall Conference in Ely this year. This is a great time to gather with your "coworkers" to learn, share, socialize and have some good laughs. If you've never been to one, I guarantee you'll get hooked on this annual event. Be sure to review the write up about it in this issue and then send in your registration today! And don't be shy to invite and encourage your resort neighbors. The more the merrier!

At the Fall Conference, new board members will be elected. The CMR Board of Directors' nominating committee is currently seeking members who would be interested in serving a term on the CMR Board. This is a two year commitment. Please consider this valuable opportunity to grow, learn, put your personal skills to good use and get to be good friends with your fellow board members (this just automatically happens!). The nominating committee will be making personal phone calls of invitation, but if you are interested in serving or have some questions please contact me at 218-732-5434 or e-mail vacation@twinlets.com. We'd love to have you on board!



**Join us for the
Congress of Minnesota Resorts
Fall Conference at the
Grand Ely Lodge**

See page 8 for details.



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Watercraft Rental in Minnesota

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

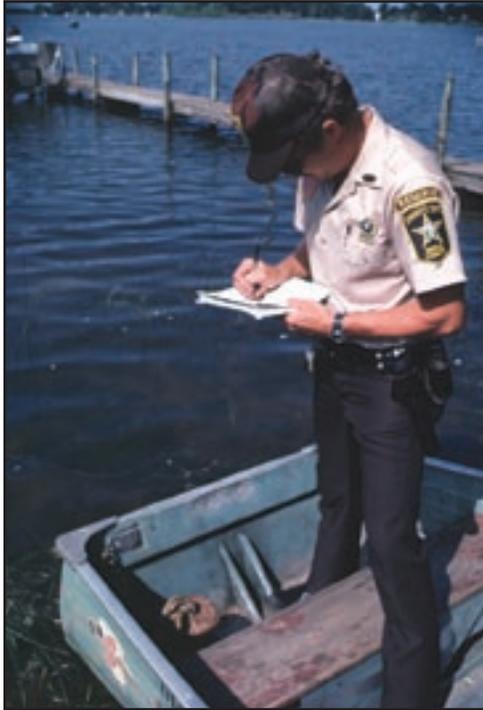
In some states they call a boat rental a “livery”. In my mind, that term conjures up images of buckboards, Matthew, Festus and Miss Kitty; but maybe that’s just me. No matter what you call your operation, when renting watercraft you need to keep several things in mind that are mandated by state law or just plain good risk management practice.

First, your equipment must be in good condition. That helps keep boats that are broken, rotted, leaky or otherwise hazardous out of the hands of rental customers. The law includes accessory equipment that may be supplied like oars and paddles, fire extinguishers, signaling horns, life jackets and such.

County sheriffs perform a yearly inspection of rental watercraft and one of the problems they often find is damaged life jackets and other personal flotation devices

(PFDs). PFDs can take a lot of punishment in a rental operation and they need to be looked at frequently to make sure they aren’t torn, the zippers and buckles work properly, the ties aren’t frayed or broken and that they don’t leak if they are of the older kapok style.

If the sheriff department hasn’t been to your place in awhile to look at your boats, give them a call and ask them to come out when they have a chance. They might be able to help spot a safety problem that you may have missed. They aren’t there to write tickets, but to help you have a safe rental operation for your guests.



Deputy sheriff inspects a rental boat. They don’t have to be new, just safe! (Photos by Tim Smalley)



The deputy applies a small sticker near the transom when your boat passes inspection.

When your boats pass inspection, the deputy applies a small sticker to show the boat has passed muster. They also can apply a yellow decal that lists some of the more important boating laws that your “nautically

inexperienced” guests might not know about.

PFD me ASAP

US Coast Guard approved wearable PFDs (life jackets) are required to be supplied with rental boats. Besides needing to be in “serviceable condition”, they also need to be the proper number, type and size for the people that will be on the boat. If you have three adults and one four year old going out, you need to be sure you have three properly sized adult PFDs plus one child sized one for the little boater.



Torn or frayed ties can make your PFDs unserviceable in the eyes of the law, and unsafe for your guests. If the vest is damaged, dump it!

Conversely, if you have a size 6XL boater, you need to have a life vest that will fit them if they are going out in your boat legally. Luckily, manufacturers are now making plus-sized universal life vests. If Baby Dumpling is going along, you need to supply them with an infant PFD and the little darling needs to wear it to comply with the new “kids under ten must wear a life vest” law.

If the boat is 16 feet or longer, you also need to have one US Coast Guard approved throwable device on the boat. This usually means a US Coast Guard approved boat cushion, but it may also be a life ring or horseshoe buoy as seen on many larger sailboats. This law has been in effect for ten years, but it’s surprising how many people don’t observe it!



Safe life jackets are a must.

Not just whistling Dixie

Besides life jackets, you also need to provide all the other safety equipment on the boat required by law. If it is 16 feet or longer, it needs to have a sound producing device on board. This could be a hand, mouth or power operated horn or whistle capable of producing a continuous sound for two seconds and audible for at least one-half

mile. Boats 26 feet and over have more signaling device requirements. Be sure to pick up (or download from the DNR website) a current Minnesota Boating Guide for more information on this and the other laws I have gone over. If you ever have a question, please feel free to drop me an email or call and I'll help you through the maze of Minnesota's watercraft laws.

License and registration, sir?

Normally, motorboats are required to carry the registration card on board when they are being operated. Rentals are given a little slack here (finally, right?). The registration card can be kept on the rental agency's premises and available for inspection by an officer as long as the boat rental or resort's name is printed on the rear half of both sides of the boat in 3" or larger block style letters. You can stencil them on or buy the fancy vinyl stick-on letters – as long as they are permanent and legible.



If you paint your resort or rental's name in 3 inch letters on both sides at the stern, the renter doesn't have to carry the boat's registration card.

I go on resort boat inspections with sheriff's deputies from time to time and often we find that the boat described on the registration card doesn't match the one to which the Minnesota validation sticker is applied. With a dozen or more boats to put the stickers on, be sure you are careful that the number on the sticker matches the MN number on the boat.

Light it up

The boat has to have working navigation lights if it is going to be out between sunset and sunrise. If it has its fuel tank in an enclosure, you need a fully charged fire extinguisher in good working order on board.

Clean up at dock #3!

Rental boats are required to be free of spilled gas and oil. Besides avoiding the obvious fire hazard, careful observance of this law can also prevent slip and fall accidents.

Whatever floats your boat

Boats have to meet flotation standards as set down in the Code of Federal Regulations, title 33. In English, that pretty much just means that if the boat came with flotation foam or air chambers installed from the manufacturer – it needs to still have the same flotation

capability. If not, you need to fix it.

Since 1978, outboard powered boats less than 20 feet have been required by the US Coast Guard to float upright and level, even when full of water and their rated capacity of passengers and motor. Modern boats seldom sink these days due to this law and it has saved many lives through the years. Be sure your rental boat's flotation is in good shape and hasn't been removed, melted away by spilled fuel, or chomped by hungry rodents.

He ain't heavy, he's my boater

No rental boat may be allowed to depart from where it was rented if it is loaded or powered beyond what the capacity plate says or powered by a greater horsepower. How do you know what that is? Boats have a carry capacity plate somewhere on the craft. You can't have any more people on the boat than the number marked on the plate – nor can you have more weight – it isn't an either/or thing. Just because the capacity plate says 500 lbs, you can't have one adult and five small children if the plate also lists four people as the maximum even though they are under the 500 pound total. The same goes for horsepower. If the plate says 25 HP as the maximum, that is the biggest motor that can be operated on the boat.

Now, I'm not a lawyer, and I don't even play one on TV, but I think that if I had an overloaded or overpowered boat I had rented that was involved in a serious accident I'd hate to have to sit in court and explain to the judge why my boat had a bigger motor or more people in it than what was listed as safe.

Just DON'T do it

With a major push to crackdown on drunken boaters the last few years, don't take a risk on renting to someone who is intoxicated. According to the law, no boat can be knowingly rented to anyone that is under the influence of alcohol or controlled substance. If you are in doubt about the sobriety of someone who wants to rent a boat, don't.

All of this may seem a little daunting, but if you look at it step by step, it shouldn't be too bad. As always, if you have any questions, please check the Minnesota Boating Guide, feel free to call or send me an email and I'll try to help walk you through them.

Have a safe and successful rest of the season...



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CMR Fall Conference

Conference Topics

- NEW CMR Website Introduction
- Storm Water Management
Assessing erosion issues and landscaping suggestions that can add beauty and interest to your resort.
- Resort Profit Centers
Beyond cabin rentals; merchandising of boat rentals, custom services, gifts, clothing, etc.
- Structuring Your Resort to Reduce Risks
What are the tax and financial implications of different structures.
- "Outside the Box" Marketing
An entertaining and informative approach to marketing your resort.
- CMR Legislative Forum
Learn which issues the CMR will be focusing on this year at our 2007 "Day on the Hill."
- Putting Ideas into Goals & Goals into Action
Be prepared for your next resort year.
- "Poacher's Caught!"
Author Tom Chapin will be the featured after-dinner speaker.

PLUS!

- CMR's Famous Cracker-barrels
- Drumming Circle
- Bonfire & Hospitality Hour
- Exhibitor's Expo - Prizes given away every 15 minutes.
- Silent Auction
- Dinner with Tina & Lena - Ya! You betcha, prepare to have fun & laugh
- Resorter of the Year Awarded
- Grand Prize Drawing

Join us this year and learn how much fun and educational "Resorters Helping Resorters" can be!

Register! Contact the CMR Office Manager at cmr@minnesota-resorts.com or 888-761-4245 by October 10th, 2006.

Cost of the conference is \$125 person for CMR members and \$200 for non-members and includes 5 meals plus breaks. You may join the CMR at any time to get member pricing!

NEW SPECIAL! If your resort has more than 3 participants, the 4th person receives 50% off the registration cost!

Reserve your room today at Grand Ely Lodge 218-365-6565. Rooms start at \$79.95.



Apply for a CMR 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. 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 or 1-888-761-4245.

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The Drought of 2006

*The lake is down and the grass is brown.
It's a good thing we saved those old sea anchors,
Our lifts bake in the sun like old metal tankers.
There are a few disputes over docking spaces,
Hey you with tilt & trim, move back a few places.
Half of our dock is useless I fear,
Where are we going to put it next year?
The bright side is it doesn't take long to mow,
Especially since the grass doesn't grow.
And it certainly isn't a hassle to build a sand castle.
The public access has become a troubling factor,
A neighbor is making extra income putting boats in with his tractor.
Oh, what I'd give to have to wear my raincoat,
To tie it to the dock, can you help me lift this paddleboat?
Never a good old-fashioned thunderstorm,
When picking up sticks is the norm.
Every day is a beach day,
No shopping or movie days, no reason to go away.
No rain to send us into our cabin,
The mosquitoes are even having a famine.
Let's sit by our campfire all night, pass another cold one, alright!
It's so beautiful out who cares,
The drought of 2006, a resorters' nightmare.*



Photos submitted by Lost Acres Resort, Blackduck & the Brainerd Lakes area.





Fall

General Season Tips

- Plant perennials. Fall installation gives plants time to develop a strong root system; most perennial plants flower in the spring, but if planted then, they may not bloom the first year.
- Split and replant bulbs that have become overgrown. Dig up the bulb after the foliage has died and allow bulbs to thoroughly dry. (After drying, the bulbs can be split and replanted.)
- Cut perennials to the ground after hard frost and use foliage for compost.
- Gather newly fallen leaves for mulch and compost use.
- Dig summer-blooming bulbs after the first killing frost and save for next planting season.

October

- Clean garden beds and work compost into soil for spring plantings.
- Remove dead annuals and add them to compost.
- Cover tender roses before temperatures dip below 25 degrees.
- Rake and recycle leaves for better air circulation and lawn-disease control.
- Mow lawn until frost stops growth – tall, matted grass encourages snow mold.
- Wrap young and thin barked trees to protect against sunscald and animal damage.
- Remove all garden debris after the first frost to help minimize soil diseases and insects.

November

- Sometime in early to mid-November, cover perennials with mulch to protect the crowns of the plants from the alternate freezing and thawing of the late fall and early spring seasons.
- Put down an inch of hay or straw mulch over shallow-rooted perennials to prevent frost heaving (plants being pushed out of soil by freezing temperatures.)
- Plant large shade trees.
- Adequately water all the trees, shrubs, and evergreens (especially new plantings) in your landscape just before the ground becomes frozen.



Fall & Winter are the time to shop for specials and to come up with new ideas for our cabins. Try some of these ideas in older cabins that may be just too much to renovate but adding a little something may bring up its value. Your guests will appreciate these small additions and they may only cost you pennies.

A well stocked cabin kitchen?

- | | |
|--|---|
| <input type="checkbox"/> Dishes & Silverware for 4 above the base #. | <input type="checkbox"/> Cheese grater |
| <input type="checkbox"/> Toaster | <input type="checkbox"/> Cheese slicer |
| <input type="checkbox"/> Coffee pot | <input type="checkbox"/> Scissor |
| <input type="checkbox"/> Microwave | <input type="checkbox"/> Pizza cutter |
| <input type="checkbox"/> Electric mixer | <input type="checkbox"/> Potato peeler |
| <input type="checkbox"/> Trivets | <input type="checkbox"/> Wooden Spoon |
| <input type="checkbox"/> Pot holders | <input type="checkbox"/> Whisk |
| <input type="checkbox"/> Dish soap | <input type="checkbox"/> Cork screw |
| <input type="checkbox"/> Salt & pepper | <input type="checkbox"/> Measuring cups & spoons |
| <input type="checkbox"/> Garbage bags | <input type="checkbox"/> Rubber scraper |
| <input type="checkbox"/> Napkin holder | <input type="checkbox"/> Plastic flippers, spoons (reg & slotted) |
| <input type="checkbox"/> Cutting board | <input type="checkbox"/> Bucket (that a foot can fit in) |
| <input type="checkbox"/> Steak, paring & butcher knives | <input type="checkbox"/> Dish drainer |
| <input type="checkbox"/> Coffee carafe | <input type="checkbox"/> Broiler pan |
| <input type="checkbox"/> Strainer | <input type="checkbox"/> Ice trays |
| <input type="checkbox"/> Pitcher | <input type="checkbox"/> Cake pan |
| <input type="checkbox"/> Bowls w/ lids | <input type="checkbox"/> Muffin pan |
| <input type="checkbox"/> Serving bowls | <input type="checkbox"/> Cookie sheets |
| <input type="checkbox"/> Can opener | <input type="checkbox"/> Pizza pan |
| <input type="checkbox"/> Ice cream scoop | <input type="checkbox"/> Large & small frying pans |
| <input type="checkbox"/> Tongs | <input type="checkbox"/> Large & small sauce pans |
| <input type="checkbox"/> Out door flipper & tongs | <input type="checkbox"/> Stock pot |
| | <input type="checkbox"/> 2 Garbage cans |

Other ideas:

- Mop & Vinegar
- Vacuum cleaner
- Broom & dust pan
- Fly swatters
- Phone book
- Welcome book
- Alarm clock
- Clock radio
- Toilet paper
- Clean shower spray
- New linens
- New mattresses

Your Hosts at Anchor Inn Resort, The Kitterman Family

By Rick Kitterman

My parents, Bud and Gin Kitterman, have been in the resort business at Anchor Inn Resort for over 22 years. They were not new to the resort business when they moved to the Northwoods, as Bud's parents, "Kitty and Naomi", operated Anchor Inn Resort from 1968 to their passing in the early 1980's. My parents moved to Minnesota from Indiana where they had operated a building contracting business.

In 2004, my wife Peg and I moved to Anchor Inn becoming "full-time resorters". We had spent many of our vacations helping out at Anchor Inn since the day my parents took over operations. In fact, our two sons assisted during many summers as dock boys. Before moving to the resort from Illinois, I was a probation officer and my wife a hairdresser. I enjoy the resort business because our clients are voluntary, unlike in my former career.

My brother Randy and two sisters, Cheryl and Carol, and their families also spend summer breaks helping at the resort. Future plans for those families include relocating to the beautiful Northwoods sometime in the future.

Anchor Inn Resort is located on the shores of the Bowstring River near Spring Lake and in the heart of the Chippewa National Forest.



Flowers from Naomi's Garden.



From left to right are Dan & Cheryl Gentry, Bud & Gin Kitterman, Peg & Rick Kitterman.

We offer our guests a variety of lodging choices including modern, clean and comfortable cottages, Bed and Breakfast rooms above the Lodge, and a campground set up for RV camping or tent camping. All earmarked by "Hoosier Hospitality" – courtesy, good service and friendliness reflective of my family's Midwestern roots.

We recently participated in a shoreline re-vegetation program with Itasca County Soil and Water District. Our wildflower garden is named Naomi's Garden, after my grandmother. We strive to maintain the natural beauty and natural habitat to promote good stewardship of the waters and protect the future of the lakes and our livelihood. We think it is important for resorters to serve as examples to the private landowners and the visiting public.

My family is proud of their four generations of ownership and operations. Many of Anchor Inn's repeat guests are very familiar with the Kitterman grandparents, parents, children and grandchildren and we consider many of our guests as family.

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

We Love the Kids!

By Susan Ferguson, Pine Terrace Resort

Just when we think we are having a bad day, along come the kids! They keep us amused, entertained, and glad that we are in the resort business. A five year old boy was at Pine Terrace for Memorial Day and again in July. He was so excited when he came in July. "Do you guys know you have new stuff on your playground?" We know he noticed the improvements.



Another little guy wanted to know if I was having a bad day. I was a little puzzled because I didn't think I was being cranky. He went on to tell me that they were having a bad day because Grandma was really crabby and Auntie said she was leaving. Sure enough, we heard a car door slam and Auntie sped away!

We opened up the office one night for some children that wanted to buy candy. After spending about \$3.00 on candy, the eight year old girl ran back into the office to give us a tip because we had opened the office for her.

I was watering flowers one day and a four year old told me his family would sure like to have a peek in my house. When I just mumbled some excuse, he said that I could have a peek in their cabin! Since I have a "peek" in their cabin several times a month, I declined his offer.

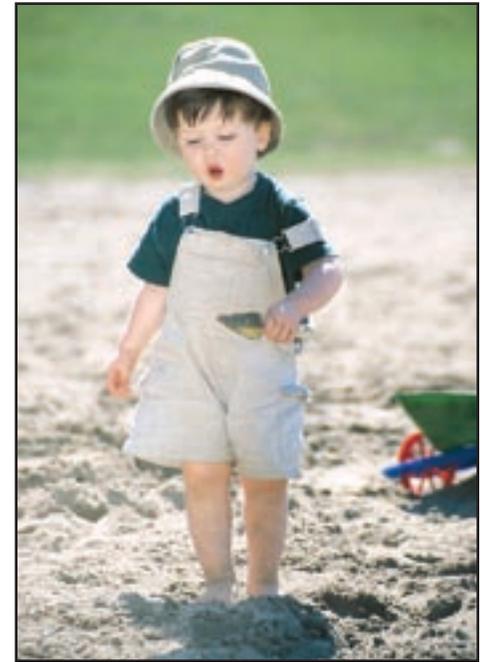
Sebastian, a golden retriever, is our resort dog. We had told some children that Sebastian's birthday was the week that they were here. On the night of his birthday, they brought handmade birthday cards to the office and sang "Happy Birthday" to Sebastian. He showed his appreciation by rolling over so they could scratch his tummy.

Sebastian sparked another conversation when I was walking him. Some young teenage boys were walking with us. One of the boys said he wished he could have a dog, but his mother wouldn't let him have a pet. Another boy commented that he was going to get a dog when he went to college. The third boy lamented that he probably wouldn't be able to have a dog until he retired. The fourth young man said that when he does get a dog, he will name him Darwin! My husband, Darwin, wasn't sure how to take that remark!

We've all seen the young teenage girls that are 13, going on 23. Two shy young guys were here the same week as a group of young girls and were tripping over themselves all week, admiring the young women. The young guys were here the following year, but not the

girls. After a couple of days, the guys came to the office, sat down, and trying to be as nonchalant as possible, asked "So, when are the women coming?"

This summer, a six year old girl proudly announced to us that this year she could remember us. She said she couldn't remember us last year because she was too little. Another young man was a little lost one afternoon. His older brother was canoeing, his other brother had to stay in the cabin because he had been naughty and his little sister was taking a nap. He started chatting, and all I did was nod, and by the time he left, I knew all about his brother's girlfriend, how much his dad earned per hour, and what size shoes he wore! I swear I didn't ask any leading questions.



Then there are the young teens, one from Iowa and one from Minnesota, who had an e-mail relationship going all year and couldn't wait to see each other. Well, they arrived on a Saturday and it was Thursday before they had the courage to speak to each other!

Kids? They love to fish. Two young children were so excited. They had caught a fish with their bare hands! They needed to have a photo taken! The fish turned out to be a bullhead, about 99%, dead, that had washed up on shore. I wasn't quite sure I wanted to use up film on that one.

We had a couple here this weekend for the first time. They would like to come back next summer, but it is so nice and quiet here, they wondered if we allowed kids!

RESORTER RASCALS

My 3 year old grandson, seeing activity in the fish cleaning house, marched right in to see what was going on. As he was at eye level and just inches away from one of the fish being cleaned, he looked it in the eye and asked, "Are you OK?"



JUST HAVE TO SHARE A TIDBIT
ABOUT YOUR "RASCAL"?

EMAIL VACATION@SHINGWAKO.COM



Explore Minnesota

By David Bergman, Travel and Tourism Representative

New County Leisure & Hospitality Sales Tax Information Available on Industry Website:

You can now view and print a table of 2004 Leisure and Hospitality Industry sales tax statistics for your county or tourism region. Go to www.industry.exploreminnesota.com and click "research" at the top of the page to find the new report.

This is the first presentation of this data in this format, featuring a separate snapshot of all available, relevant statistics for each county and tourism region. Statistics are provided for the Leisure and Hospitality industry in total, and for its primary component industries: Accommodations; Food Services and Drinking Places; and Arts, Entertainment, and Recreation. A contents page serves as a guide to the geographic area(s) of interest to you. The same data is broken out in different ways in other tables found on the industry website's research page. (Click on the "Sales Tax" category, on the left and bottom portions of the research page.)

(Not) Getting Away From it All:

While the point of a vacation may be to "get away from it all," travelers bring a surprising amount of technology with them in order to stay connected during their leisure trips, according to the latest Voice of the Traveler survey by the Travel Industry Association of America and Synovate. Not surprisingly, cell phones (86 percent) and digital cameras (67 percent) topped the list of most popular technologies Americans take with them on leisure trips. For full details, go to www.tia.org/pressmedia/pressrec.asp?Item=719.

Explore Minnesota Tourism and Clarity Coverdale Fury Team Up for New Minnesota Tourism Marketing Approach:

Explore Minnesota Tourism and the advertising agency of Clarity Coverdale Fury have teamed up for a new consumer marketing approach for Minnesota tourism. Explore Minnesota Tourism recently signed a comprehensive contract with the 27-year-old independently owned agency after a review of over 12 agencies vying for the highly regarded account.

Explore Minnesota Tourism officials stated that the decision was unanimous to award Clarity Coverdale Fury the \$4 million annual piece of business. The contract is for one year with potential renewal for up to four additional years.

"Clarity Coverdale Fury presented a new strategic approach for the Explore Minnesota brand that will generate some real consumer interaction and excitement," said John Edman, director of Explore Minnesota Tourism. "We will develop campaigns that will increase

emphasis on electronic marketing and partnerships while promoting what is unique about our state."

Officially, Explore Minnesota Tourism and Clarity Coverdale Fury began July 1 giving form to the fresh ideas and thinking that will shape the marketing for Explore Minnesota Tourism in 2007.

"We will be working with Clarity Coverdale Fury over the next six months to build on our past success, refine our strategies and lay the foundation for our new marketing approach," Edman said. "The new campaign will be introduced at the 2007 Explore Minnesota Tourism Conference and implemented for the 2007 spring/summer tourism season."



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www.realtysales.net

REMEMBER TO PATRONIZE OUR ADVERTISERS

Home Sweet Home

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

After several months of planning and building, the new website home of the Congress of Minnesota Resorts is finished and we have moved in. Our new home is every bit as warm, inviting and modern as we hoped it would be. It is functional and easy to use for both guests and resorters.

The Board of Directors had 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, we wanted the new site to offer expanded functions to deliver news, educational materials, and vendor specials to our members. Here are some of the features of our new home:

- Lots of content. What is a Resort Vacation, Activities and Attractions, and Travel Resources offer keyword-rich text for search engines and value-added travel information for guests.
- Lots of photos. All photos on the site were contributed by resorters. These rotating visuals paint a picture of the Minnesota Resort Vacation. And all member resorts can add a photo to their individual resort page.
- Several ways to search for resorts. A clickable map, keyword search, advanced search, and a navigation button visible from all content pages aid visitors to find the ideal Minnesota Resort for their vacation.
- Visitor-friendly options. Tell a Friend option lets guests forward a link to the site to their spouse or friends. My

Resorts offers an option to send an email inquiry or print a list of selected resorts. Weather Report adds value to the visitor experience. About Us is a new section to tell guests a little bit about the Congress of Minnesota Resorts.

- Member-friendly options. The new CMR Membership section includes back issues of the Resorter magazine and Resorter Reporter newsletter, a listing of our vendor Associate Members with links to their websites and a Forgot my Login option.
- Enhanced marketing. Faster Solutions, our website vendor, will continuously optimize the site for search engine visibility, provide marketing consultations to the Board, and provide a monthly statistical report for members.

Curb appeal, warm inviting spaces, and functional rooms for everyone - Welcome Home!



Many Hands Make Light Work - Thank You from Karen Kaehler, Pinedale Resort

I want to acknowledge the many people who assisted in planning, developing and producing the new website.

- For service on the website committee: Jim Ball, Ed Becker, Tom Masloski, Mark Novotny, Tom Pingel, Dana Pitt, and Preston Turner
- For photos: Pat & Steve Addler, Jennifer Bateman, Kim Bowen, Alan Burchell, Jack & Sherry Frost, Tam Mahaffey, Brian & Heather Sams, Heidi & Harlan Schauer, Preston Turner
- For content: Kim Bowen, Julie Engle, Vicky Krattemaker, Tam Mahaffey, Sue Paradeis and Mandee Stang
- And of course, Brandon Knowles and Faster Solutions.

THANK YOU SO MUCH!

Making the Most of the Moment

By Cindy Pitt, Bailey's Resort on Leech Lake

Vacations at a resort come in all shapes and sizes – but they all leave memories that last for years. These lasting impressions can be good or bad. Many families may take winter trips to “bigger” destinations, but the memories they seem to enjoy and treasure the most still come from the week at “their” cabin at the lake. And often it is the little things about their vacation that they remember most.

As a resorter, taking the opportunity to make the most of each of these little moments will leave guests with a great lasting impression of your resort. People remember the little extras we do. It is sometimes as simple as remembering they have a birthday or anniversary during their stay, or taking the time to set up a tee time for them at the golf course. Things like troubleshooting a boat problem or contacting the local marina for them to get their motor repaired, or even spending an hour inflating 20 plus tubes so they can all go out on the lake are memorable extras. How about the couple that forgot their fishing rods – we usually have a few on hand that we can loan out. Just spending time with them at the beach during the day or in the lodge at night goes a long way in making your guest feel welcome.

Kids are a big key in all this. If they have a memorable vacation, chances are the whole family will have positive feelings about their stay and want to return or tell their friends about it. Getting to know

the kids can be a blast (most of the time) – and they usually will share lots of “inside” info with you. Taking the time to play a game of pool, tetherball, or a quick basketball game with the kids makes them feel important and makes a connection that they won't forget. Even watching them ski or wakeboard and then recognizing the great job they did is priceless.

Sometimes we get caught up in the “list of things” to do each week and forget that our most important “job” is to simply hang out with our guests. Ideally, we try to get our “list” done in between dealing with our guests, rather than the other way around. Our guests won't even realize that we aren't on vacation too. When you become their friend by doing the little things and spending time with them, you'll have guests that can't wait to come back next year.



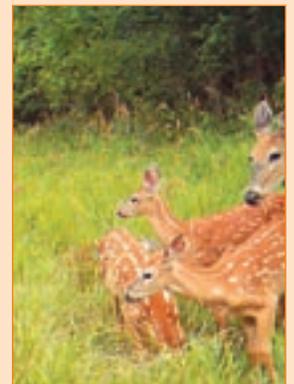
Welcome Our New CMR Members!

Diane & Mike Bovee, Ashby Resort, Ashby
Dan & Carol Koenig, North Star Lake Resort, Marcell
Rob & Kim Jacobson, Jacob's Cove, Pelican Rapids,
Mike & Pam Pfeifer, Wilderness Bay Resort, Park Rapids
Brian Johnson, Long Bridge Resort & Marina, Detroit Lakes
Rich & Ember Mowery, Hidden Haven Resort, Ottertail
Colson Family, Jakes Northwest Angle, Angle Inlet
Tom & Lori Bosiger, Edgewater 4 Season Resort, Spring Lake
Barry & Kristy Wilde, The Wilds Resort & Campground, Osage
Bud & Gin Kitterman, Rick & Peg Kitterman, Anchor Inn Resort, Spring Lake
Lisa & Mike Kinsella, Border View Lodge, Baudette
Denise Jordan, Resort Manager, Grand Ely Lodge, Ely
Alice T. Moe, Deer Trail Resort, Longville
Lee & Sue Hotaling, Wilderness Bay Lodge, Ely
Roger Reynolds, Rainbow Bay Resort, Lake Shore
Debbie & Larry Overcash, Kee Nee Moo Sha Resort, Hackensack
Jack & Pauline Plantin, Old Town Resort, Clitherall
Mavis McGuire, Whitewood Resort, Aitkin
Phillip & Ellen Hart, Sam & Joan Bernick, Pine Tree Cove Resort, Kabetogama

Associate Members

Faster Solutions, Inc, Brandon Knowles, Duluth

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





Resorter Recipes

By Pat Addler, Cedar Rapids Lodge

NEIMAN MARCUS BARS

1 box butter pecan cake mix
 1 stick butter, melted
 1 egg
 Mix together & press into jelly roll pan.
 Then:
 1 8oz. cream cheese
 1 stick butter, softened
 2 eggs
 3 1/2 cups powdered sugar
 Beat well & spread over crust.
 Sprinkle with 1 cup chopped pecans
 Bake at 350* for 35-45 minutes.
 Cut into bars & serve.

MEXICALI SOUP

24 oz. can Rotel tomatoes
 1 large can cream of mushroom soup
 1 large onion, chopped
 2 large cans cream of chicken soup
 1 lb. chicken, canned or fresh
 4 cans chicken broth
 1 1/2 tsp. chili seasoning
 6 flour tortilla shells, chopped

If using fresh chicken, cut it into bite-size pieces & sauté it with onions in some butter until onions are clear & chicken is not pink. Add all other ingredients except tortillas. Bring the mixture almost to a boil, stirring frequently. Add chopped tortillas; stir well into soup & reduce heat & cook for 20 minutes before serving. Quick & easy! Even easier if you use canned chicken.



RHUBARB CRISP

4 c. rhubarb, cut up
 1 cup sugar
 1 3oz. pkg. strawberry Jell-O (sugar-free works too)
 1 c. water
 Topping:
 1/2 c. melted butter
 1 yellow cake mix

Grease a 9 x 13 pan and put the rhubarb in the bottom; sprinkle the sugar & dry Jell-O over the rhubarb. Pour the water over all. Mix the melted butter & cake mix together & crumble over the top of the rhubarb mixture. Bake at 350* for 45-50 minutes. Cut & serve with whipped cream or ice cream.



CROCK POT CHEESEBURGERS

1 1/2 lbs. lean ground beef
 1/2 tsp. garlic salt
 1/2 tsp. black pepper
 8 oz. light velveeta cheese
 2 T. skim milk
 1 medium green pepper, chopped
 1 c. chopped onion
 2 cloves garlic, minced

Brown beef with garlic & pepper until cooked; drain. Combine cooked meat and remaining ingredients in a crockpot. Mix well and cook on low 6-7 hours. Spoon into sandwich buns.

ZIPLOC OMELETS

Use quart-sized freezer ziploc bags. Each person writes their name on the bag. While everyone is making their omelets, put a large pot of water on to boil. Each person cracks 2 eggs into their bag. Add any "omelet" ingredients to each person's taste: cheese, ham, onion, green pepper, mushrooms, cooked sausage, etc. Seal each bag and get all the air out of the bag. Each person "kneads" their bag to mix all the ingredients together. Drop the bags into the pot of boiling water for 13 minutes. Open each bag and the omelet will roll out easily. Great recipe to share in your cabin journals!!

Winter at a Minnesota Resort

By Tom Masloski, Weslake Resort

Many resorts wind down their summer months, get ready to close up for the long cold winter, and go south or hibernate over the cold season. There is the ritual of putting all the boats away, pulling in the docks, tying everything down for winter, winterizing the cabins and closing them up for a few months. Then it is time to relax and



enjoy the peaceful life that is the opposite of what the summer will again bring next year. But, this isn't true for all resorts.

As a matter of fact, there are a lot of resorts that are open year round and do their best to entertain guests in the winter just as they do in the summer. The winter is not necessarily harder than the summer, but it does offer different challenges to the resort owner.

Why would someone visit a resort in the winter? Many resorts offer winter activities from ice fishing to cross country skiing to snowmobiling to relaxing in front of a warm cozy fire with a book for a long weekend away from reality. Winter can be just as fun as summer and resorts work hard to make it that way.

We have offered a variety of winter activities that appeal to our guests. For instance, many times in the winter guys like to do weekend ice fishing trips. This is an excellent opportunity to cater to a certain group of people that are interested in coming to a resort as part of their trip. I know because I have gone on ice fishing trips. I have stayed overnight on the lake in an icehouse or I have stayed at a motel and commuted out to an area lake each day. Then I have stayed at a resort that is open for the winter. Guys can rent a cabin on the lake they want to ice fish for the weekend - this is by far the best way to go ice fishing. You get a hot shower, a warm bed and can still go ice fishing as much as you want.

Women's retreat weekends are a great opportunity to offer a unique setting to a group that is looking for some time to share with special friends. I have seen these groups come in and stay up until all hours of the morning sharing stories and enjoying the company of people they have not spent enough time with in the past year. This is really great if you also have an event going on in your area that they can attend during the day. Craft fairs or antique shows are two great things to promote which may help bring these groups to your door.

Another idea is to cater to couples that are looking for weekend get-aways. Winter is a great time for getting to a cabin and snuggling up in front of a fire with that special someone for a long relaxing weekend away from reality. Bring a good book and spend the days in your PJ's with absolutely nothing to do.

At our resort, we also do some organized winter activity weekends. We have a downhill skiing weekend where we will take whoever wants to go to the local ski hill for the day and the rest can stay back at the resort and relax. New Year's Eve is one of the busiest days of the year at our resort. Last year we had over 120 guests in to enjoy the celebration. We organize broomball games on the ice. We clear an ice rink and encourage people to bring their ice skates. We have a bonfire that is so big you can be out in the middle of winter without wearing a coat. We have played snow volleyball and snow football. This year we are hoping to add a sleigh ride afternoon, which we know will be a huge hit for everyone.

The winter resort life is a little more difficult because of the cold weather. The resort owner is worried about keeping heaters going for guests and making sure the snow is plowed so there is no problem getting people in and out of the resort. Equipment seems to work a little slower when it is colder outside and the work takes a little longer to get completed as you are trying to stay warm yourself. Then there is getting people to even want to come out and try a winter vacation. It really is up to the resort owner to make their stay enjoyable so they keep coming back.

Yes, there is not really a down time in resorts that are open year round, just a change of mindset to keep the guests coming. This is a great opportunity to keep Resort Life alive in the minds of customers all year long. Many times we offer our summer guests a discount if they come back in the winter, and once they come they want to come back every year. Resorting is not just for summer months anymore.

Got Mice?

Here are two great ideas for dealing with mice at a resort with lots of little people around.

At Woodlawn Trails Resort, Dawn Sullivan uses Fresh Cab. (The box is bright yellow and has a drawing of a mouse on it.) It's made of all natural ingredients and has been found at Mills Fleet Farm, Tractor Supply and Mac's Hardware. For more information about Fresh Cab, one website that describes the product is www.pioneerheritageshoppe.com/airfreshener.htm.

Kim Jamtgaard at Wildwood Resort reports that their exterminator told her to use 4" round PVC in the following way to take care of problem mice:

Cut the PVC into 12" lengths. Cap both ends and drill a 1" hole in each of the caps so the mice can get in. Put the poison inside the PVC pipe (use the kind they have to eat there - not something they can carry away) and then put the caps on. Place them under the cabins in the summer far enough so kids/pets can't get to them. Then fill them again in the fall/winter to bait the mice before they go into the cabins.



Good luck "mousing!"

Improving Public Water Access Sites

By Dave Thompson
 Fisherman's Village Resort

Some of you may have wondered what I have been doing with all my free time since I stepped down as your Legislative Committee Chairperson. Several years ago, I was lucky to have been asked to serve on the DNR Fisheries Citizen Oversight Committee for the Game and Fish Fund. Then 5 years ago the Trails and Waterways Director came to our committee and asked us to look into the funding problems with this Division.

I was able to do an in-depth study of the DNR's budget to ultimately find that the Water Access Account is funded in two ways. First, it is primarily funded by watercraft registration and titling fees. Second, in summer months, it gets a small portion of the gasoline tax, for off road use (winter months this portion goes to snowmobile trails). I found it very interesting that there had been no fee increase in watercraft registration for boats less than 19 feet since 1981, but there was an increase for 19 feet and longer in 1999. The 1999 increase was used to fund additional DNR Enforcement Officers and county grants for sheriff's boat & water safety programs. None of it went to the actual water access sites.

The public boat access system in Minnesota is becoming inadequate. The number of licensed boats has continued to rise at a pace of 1-1.5% per year. There were about 800,000 registrations in Minnesota at the end of 2004. Most boat accesses were designed and built for a 16 foot boat with a 25 hp motor pulled by a standard pickup. Parking lots were designed to accommodate the turning radius of these rigs. Today the average boat size is 18 feet requiring longer and wider trailers, many of which have dual axles and are pulled by extended or quad cab pickups. Therefore, turnarounds and parking spaces need to be longer and wider. Motors have increased from a 25 hp average to over 100 hp. These larger boat and trailer rigs were designed to be "power loaded" or driven on the trailer. With the "power loading" of these longer rigs, most ramps are getting giant holes dug out that are sometimes 8 feet deep. Many times now a long rig backs in to unload and the wheels drop off into the hole and the trailer is hung up sitting on the frame. To further the problem, DNR Field Staff do not have the deep-water equipment to repair the damage. There was no funding to upgrade the 1550+ DNR boat accesses.

In the 2005 Legislative Session, I wrote a bill to request more funding for the public boat access sites. Two other avid anglers, Dave Overland and Frank Schneider, helped get a House sponsor. The three of us had to fight very hard to maintain the bill language that 100% of the increased boat license fees would be dedicated to the Water Access Program. The bill passed both the House and Senate and became Law.

This year the Fisheries Oversight Committee asked for and received a full accounting of the new funds and a plan through 2009 on how the funds will be spent. Our committee has recommended to the DNR Commissioner that either a new COC or current COC be assigned

"The public boat access system in Minnesota is becoming inadequate...there were about 800,000 registrations in Minnesota at the end of 2004."

the T&W oversight now on an annual basis. This will ensure that your voice as a stakeholder (Stakeholders are game and fish license purchasers or boat owners purchasing licenses for their watercraft) will be heard and the funds will be spent on their intended use.

So now what is being done with all that new money you are spending for boat registrations? The preliminary estimated additional revenue is as follows:

FY 2006--\$2,492,000

FY 2007--\$2,826,000

FY 2008--\$2,892,000

FY 2009--\$2,979,000

Public Water Access Improvement and Maintenance

Purchase 90 new docks in 2006, 70 in 2007, and 30 docks annually starting in 2008.

Add 250 new toilets, 25% to be handicap accessible and a goal of 100% by 2010.

Complete 25 ramp rehab/blowhole repair projects in 2006, 55 in 2007.

Complete 5 canoe access projects per year.

Provide river level gauges and maps for river routes. 4 river gauges will be GPS equipped so river level data can be uploaded to DNR website for river user info.

Kiosks, 5 per year, placed at high visibility, well-used locations.

New full time employees and fleet equipment.

Provide specialized training in rehabilitation and improvement of access sites.

Purchase 4 cofferdams @\$30,000 to allow dry work area around access so concrete planks can be extended into water to prevent power loading damage.

How does Minnesota stack up to surrounding states for current 3-year registration fees?

Boat Type	Minnesota	Iowa	So. Dakota	Wisconsin
17' non-motorized Canoe	\$7	\$7.50	\$20	Not Required
Personal Watercraft	\$25	\$12	\$40	\$16.50
16 foot Fishing Boat	\$12	\$18	\$40	\$24
18 foot Runabout	\$18	\$27	\$40	\$24
26 foot Cruiser	\$45	\$42	\$40	\$45

* Registrar fees, invasive species surcharges etc. not included



Legislative News

2006 Election – 2007 Legislative Session Go Hand in Glove

By Joel Carlson, Lobbyist for the Congress of Minnesota Resorts

The heated 2006 Election on November 7th will set the table for the budget setting 2007 Legislative session. Minnesotans just finished the first year of Post-Labor Day school start time (one of many to come we all hope!!), and are now starting to get focused on the voting booth. Despite daily speculation during the summer and fall about the election's outcome, the final days of the campaign will determine a number of critical races.

Candidates and campaign committees all want to believe that all the hard work and effort of the long campaign will make the difference, but we really only need to look to the 2002 election to realize that the final days can swing voters in massive numbers. Prior to the plane crash that took the lives of Sen. Paul and Sheila Wellstone and five others, the election was comfortably looking good for the Democrats in Minnesota. Wellstone enjoyed decent poll numbers and their incumbent candidates were all feeling confident in victory. The crash and its aftermath lead to a Republican wave of victories just a few days later, including Wellstone's opponent, now Sen. Norm Coleman.

Clearly, the final days are critical and that is why voters are inundated with mail, phone calls and television ads in the final push before Election Day.

Several legislative and statewide races are still too close to predict an outcome. Factors beyond the control of state candidates - gas prices, the war in Iraq, natural disasters and even a good Twins run in October - can swing the mood of independent and undecided voters. These outside influences can well determine who is popping champagne and who is planning revenge on election night.

With the changing nature of elections firmly in mind – here's how some of the key races are shaping up.

The Governor

Governor Tim Pawlenty is working a tight race for reelection and has been leading his two main competitors in every pre-election poll. Pawlenty's job approval has been climbing since successfully completing the last legislative session, and he has proven to be a warm and personable public office holder. Few voters dislike Pawlenty as a person, even if they are not always enthusiastic about his policy positions.

Attorney General Mike Hatch won a bruising DFL endorsement battle and has waged a campaign geared towards a massive final push. At Labor Day, Hatch had yet to assemble a campaign staff, preferring to call the shots himself and save his campaign contributions for a late major media blitz.

Complicating Hatch's effort to win is the candidacies of the Green Party's Ken Pentel and the Independence Party's Peter Hutchinson. Both are well-spoken and thoughtful alternatives and are likely to draw between six and nine percent of the vote statewide. Hatch cannot afford to lose these votes, thus making it difficult for him to overcome Pawlenty's edge.

The Minnesota State Senate

Minnesota first began electing legislators by party affiliation in 1972; and since that time, the DFL Party has controlled the Minnesota State Senate. The DFL's unbroken hold on the Majority is not likely to change after the 2006 election. Despite some setbacks, and a mid-session change in leadership, there is little opportunity for the Minority Republicans to win the needed 34 seats. Some are predicting that the DFL will increase their numbers.

Sen. Carrie Ruud, R, Breezy Point, a solid advocate for resorters and chair of the CMR Resort Caucus, is locked in a very tight race for reelection. A good turnout will be needed for her to retain her seat. Two DFL Senators in the metropolitan area, Don Betzold and Leo Foley, are also believed to be vulnerable in the general election.

Look for a continued DFL Majority when the session begins, meaning that many of our issues will be again in front of Committee Chairs that have been willing to work on resort issues in the past.

The Minnesota House of Representatives

Once again, the battle for control of the Minnesota House is being waged by both parties. The Republicans, lead by Speaker Steve Sviggum, have controlled the House since the 1998 election and currently hold a razor thin 68-66 edge over the DFL. A number of Republican House members have retired, leaving some opening that could swing DFL.

Sviggum is boldly predicting a solid victory for his caucus, increasing their current numbers by 4 or 5 seats. While not measuring offices yet, DFLer's believe that they will overcome the Republican Majority, riding a wave of disappointment with President Bush and capitalizing on open seats, giving them control of the agenda for the first time in the new millennium.

My review of the competitive House races indicate to me that Sviggum's prediction of a large gain is unfounded and that the DFL has an opportunity to gain a couple seats but is far from assured a Majority. This is going to be close – and could flip either way by a few seats.

The U.S. Senate

The race to succeed retiring US Senator Mark Dayton was to be a national focus for control of the Senate and bellwether for the national elections. Wow – did that prediction turn out to be wrong. At one point, the Minnesota race was the best chance in the Country for the Republicans to take over a Senate seat currently held by a Democrat. By mid-July, most Washington pundits had panned Rep. Mark Kennedy’s chances to win the seat for the Republicans, and shortly thereafter the national attention was focused elsewhere. Hennepin County Attorney Amy Klobuchar is poised to become the first woman to represent Minnesota in the most exclusive club in America.

VOTE!!!!

Minnesota enjoys an extremely high level of public participation in our civil affairs, topping national averages each year for voter turnout. I have no doubt that the 2006 election will again produce high interest and a solid percentage of Minnesotans will indeed vote. Not only do CMR members need to be among the active voters, we can take the additional step of finding out about our local legislative races and meeting the candidates. Letting our local legislators know about the importance of tourism in general, family owned resort in particular, is an important part of the CMR legislative program. Make those calls to the local House and Senate candidates, and let them know of our concerns!!!

State Fair Fun!

By Joel Carlson, Lobbyist for the Congress of Minnesota Resorts

Lower participation by students at the Minnesota State Fair prompted an organized effort with the CMR, the Fair Board, Hospitality Minnesota and a host of others to pass legislation requiring Post – Labor Day school calendars.

In this first year since the new law took effect, I had the chance to spend the day at the Fair with Governor Tim Pawlenty. It was pretty cool!

The 4-H Building was packed - hundreds of kids wearing pink (yes, pink) Fleet Farm tee shirts that were really hard on the eyes. I can report that 4-H is alive and well, and our complaints about students being unable to participate were well founded.

My olfactory was completely assaulted in the Horse, Sheep, Cattle and Swine barns. However, without walking through the sawdust, smell, and fertilizer - I would never have had the opportunity to meet Corn Dog, a 1040 lb. boar that was the State Champion. Corn Dog just laid there like a teenager on a couch, I barely saw him move to breathe. This was one huge pig!

I ate several State Fair treats. These included Dog-Zilla, a three pound Pronto-Pup. It took most of a jar of mustard, but I got er’ down. I drank milk, something I haven’t done since high school, to wash down Sweet Martha’s Cookies (one entire tub). I devoured walleye on a stick, on a bun, and ate walleye fingers - which were really good but not appropriately named. They were more like walleye flippers.

In the Grandstand, I heard about a mop that really sucks, house siding that will not fade (much), a 72 in 1 shop tool that looked like a real pain to operate, and a massage chair that would fix arthritis. I passed on signing up for the 1 million window give-away, when I read the fine print that sounded like they’d give away one window a year, for a million years.

The Education Building was, Machinery Hill wasn’t, and I just about lost Dog-Zilla at the Miracle of Birth Center. T. M. I!!!

The Governor took it all in stride and with good humor – didn’t hardly eat much past Sweet Martha’s Cookies – and said he realized how important it is that Government does what it can to help promote and preserve the treasures we have in Minnesota, like the State Fair and family resorts.

A day well spent!



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!

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

Ed Becker
218-652-3536
vacation@inwegoresort.com

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!

Resort Name _____ Lake _____

Owner/Manager _____ Years in resorting _____

Address _____

City _____ State _____ Zip _____

Township _____ County _____

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

No. of Seasonal Campsites _____ No. of Transient Campsites _____

Resort E-mail Address _____ Resort Website Address _____

Membership investment is only \$12.75 per bedroom (minimum \$140, including 11 bedrooms or fewer, maximum \$675.) Membership rates good through Aug. 31, 2007.

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



Send to: Congress of Minnesota Resorts
PO Box 124,
Spicer, MN 56288

Questions regarding Membership?

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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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Have a safe and enjoyable fall!

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