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# Breezy Pointer

VOLUME 2 ISSUE 2 NEWSLETTER • BREEZY POINT, MN • 4 PAGES • PUBLISHED SINCE 1934

## The Evolution of the Breezy Point Resort, Part 3



The orchestra at "Captain Billy" Fawcett's Breezy Point Lodge in the 1920's.  
"A Sterling Troupe of Mirthful Troubadours, Dinner  
Dancing Every Evening".

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Editor  
George A. Rasmusson

**Whitebirch, Inc**  
at Breezy Point

#### MISSION STATEMENT

To build together the most preferred resort with the best people providing superior service to our guests in an enjoyable, safe, efficient and profitable manner.

(Parts 1 & 2 of this series covered the period from "Captain Billy" Fawcett's 1921 purchase of the property through the summer of 1965.)

The high-flying days of Don Eastvold and Ginny Simms came crashing down in September 1965. Their explosive growth of Breezy Point had pushed money out the door faster than it was coming in.

Creditors were continually assured that everything was fine with the business and then watched helplessly when the bill payments suddenly stopped. Payroll checks were issued but could only be cashed at the resort because the resort's bank accounts had been closed. Like many troubled businesses, Breezy Point Estates' financial woes were well hidden from the employees, guests and prospective land customers.

Although residential lot sales continued, they occurred at a much slower pace than in earlier months. Denny Gustafson, then a manager working for Eastvold, recalled an irate customer storming into his office on a Sunday morning, complaining that someone was clearing trees on a residential lot he had recently purchased. Denny accompanied him to the site and discovered that a salesman had sold the same attractive lot to two different buyers. It behooved buyers to immediately register their titles with the county to document their purchase.

A U. S. Post Office was established and operated by the resort. The then postmaster tells of Eastvold's \$10,000 purchase of the land surrounding Cree Bay on the north end of Pelican

Lake. Eastvold instructed the postmaster to prepare postal money orders for payment. Since the maximum value of each money order was only \$100, two secretaries set to work typing 100 money orders. No record can be found how, or if, the postal service recouped their loss. One can only imagine the reaction of the seller who had to endorse and cash all 100 money orders.

An article in the September 21, 1965, Brainerd Dispatch reported that Breezy Point Estates was negotiating the sale of the marina, supper club and administration building. Jerry Lenz, an Eastvold partner, was quoted that Breezy Point "has not and is not selling out." In an attempt to calm nerves, he said the developers expected to spend the next 5 to 7 years developing the approximately 3,000 acres which comprised Breezy Point Estates.

If the creditors breathed a sigh of relief, it was a short one. The next day, an auction notice posted at the Crow Wing County Courthouse announced a sheriff's chattel mortgage foreclosure auction of the resort's furnishings to be held on October 1. Powers Dry Goods, a Minneapolis furniture store that had lavishly furnished the resort, brought the foreclosure. The sale notice stated the resort owed Powers \$155,752.16.

The partners weren't immune to the foreclosures. A second notice for auction called for the sale of a 1965 Chevrolet owned by Jerry Lenz to satisfy a judgment against Breezy Point Estates.

One of Eastvold's employees recalled that loans personally

guaranteed by Simms and Eastvold were foreclosed upon, forcing their surrender of jewelry, automobiles and other personal property.

Local residents were astounded. They wondered how it was possible for such an enterprise run out of money. Weren't Eastvold and Simms rich beyond anyone's imagination? I didn't take long for that answer to surface.

The importance of the resort to the lakes area was evident in a lengthy September 25 Dispatch article that delved into the financial condition. Countering the bad news, the article went on to report the amazing building campaign and Eastvold's plan for recovery.

Rumors at the time, and probably embellished since, told of Simms and Eastvold leaving the area in the dark-of-night with "piles of cash". At the other extreme, Brownee Cote, who held a chattel mortgage on resort fixtures, reportedly loaned \$300 to Eastvold and Simms for their exit from the area.

The auction would not be without its own twists and turns. By law, the property to be sold had to be in the sheriff's possession at least 3 days before the sale. When the sheriff went to the resort on September 28, he found all buildings locked and said for all practical purposes, Breezy Point was deserted. Failing to secure the property, the sheriff cancelled the auction.

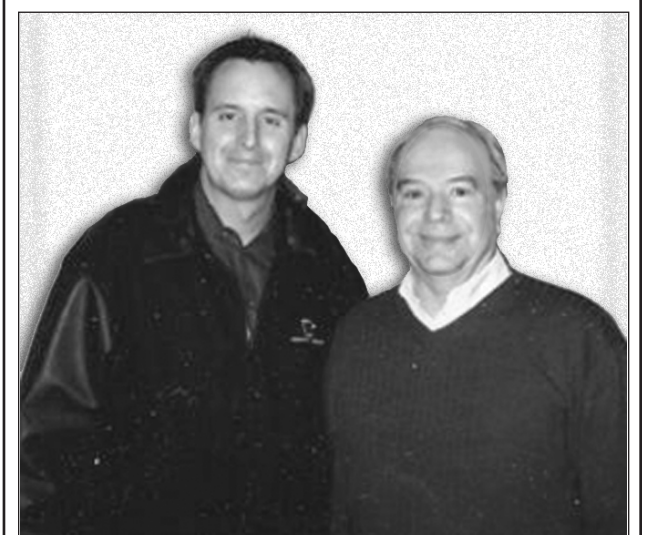
Complicating matters, the sheriff discovered burglars had broken into 12 condominium units and stolen 12 TVs and 12 bedspreads.

Although the Breezy Point Estates business has closed, several independent businesses at and near the resort remained open. Owners of the Marina Sport Shop and Grocery Store vowed to stay open as long as there were customers. Three condominium buildings were open and available for rental. Winter reservations were being taken. The gas station at the airport, and the golf course also remained open.

The Fawcett House, the 10-bedroom lodge built by "Captain Billy" in the early 20s, was available for rental. The Fawcett family had reserved it for a family reunion in December and January.

The Brainerd-Pelican Lake Development Corporation raised another glimmer of hope on November 5, 1965 when the Dispatch reported a possible purchase of the resort. The owners of the Hopkins House Motel

## Breezy Point Resort to Host the 2008 Governor's Fishing Opener



Minnesota Governor Tim Pawlenty and Bob Spizzo

By George Rasmusson, Editor

The Minnesota Governor's Fishing Opener was held May 12 on Leech Lake. It has been announced that the 2008 Opener will be headquartered at Breezy Point Resort on Pelican Lake.

The Governor's Fishing Opener has been a Minnesota tradition since 1948. The first Opener was a cooperative promotion between the state's resort industry, media, and public officials. It was designed to bolster Minnesota's economy through the development and promotion of the state's recreational opportunities, especially fishing.

Breezy Point has been the host to previous openers, 1970 - Governor Harold LeVander, 1989 - Governor Rudy Perpich and in 2001 - Governor Jesse Ventura.

Today, the emphasis is even wider. It celebrates the kick-off

of the summer tourism season. The special partnership continues today with a promotional focus on the host community as well as recreational opportunities statewide. Fishing is not forgotten, and is clearly still the main promotion of the event.

Explore Minnesota Tourism and the host community extends invitations to media representatives to boost publicity for the area, fishing and other recreational opportunities. In the past, Minnesota, Midwest and international media have attended the Opener.

Bob Spizzo, Breezy Point Resort president, said, "This is a stellar opportunity for the Resort and our community to showcase all we have to offer. The Opener's festivities will be focused in our new Marina Restaurant, providing a statewide public glimpse of the first class facilities and attractions of the Resort and our area. We couldn't be happier!"

and Restaurant in Hopkins, MN had organized Brainerd-Pelican to negotiate the deal. A myriad of liens and mortgages complicated matters and became the central issues in the negotiations.

The earlier cancelled sheriff's auction was finally held at a Brainerd warehouse on November 5. A crowd estimated at 1,000 turned out for the sale. Among them was an Internal Revenue agent who served a \$20,000 tax levy for Breezy Point Estates' unpaid withholding, social security and excise taxes. Although the auction was over two days long, it only netted \$30,000 for Powers Dry Goods.

The closing days of December saw a sheriff's auction for various items, including 2 ski lifts, at the Breezy Point Ski Hill.

At the end of 1965, no further word was heard about a possible sale of the resort. News was made on December 20, however, when 3 creditors sought to force Breezy Point Estates into involuntary bankruptcy.

As is often the case in the legal process, the wheels moved slowly. Not until May 3, 1966, did Breezy Point Estates be declared bankrupt. With that simple declaration, the ownership by Simms, Eastvold and their part-

continued on page 2

# Elvis Returns

Chris Olson's life seems so inevitable. The hair, the eyes, the sneer, the stride, and the voice - "THAT VOICE". It's obvious that he was born to play Elvis. Though Chris nursed his dreams of being a rock and roll star, he was somewhat unfamiliar with Elvis Presley, the American icon. Chris, just 10 years old at the time of Elvis' passing, couldn't quite figure out what all the commotion was about during the radio and TV coverage of the funeral.



Chris is from White Bear Lake, Minnesota. Born in 1967, he always had a love for music. He was in a rock band with some high school buddies. While courting his girlfriend Mary Ann, she recalls Chris asking her "Is that all you listen to, Elvis?" Mary Ann answered, "That's it. There's nothing else to listen to!"

Mary Ann, being a strong-willed Elvis fan and had seen Elvis Presley live three times, is now Chris' wife and booking agent. It was Mary Ann who recognized Chris' singing talent. As she tells it, Chris was singing along with her continuous Elvis music, sounding more like Elvis everyday. She knew the potential Chris had as an Elvis performer.

So, it's now 1993. Chris and Mary Ann are married. She got right to work fashioning Chris

into the King's image, though this took some convincing on her part. Chris was hesitant on growing the large Elvis-like chops, and she remembers Chris saying, "An Elvis performer? I don't know. Who will come to hear me sing? Much less, pay me to sing like Elvis? Naah, I'll pass!"

Time went on, and Mary Ann was starting to give up on the idea. Then, one day when she came home from shopping, she heard the song "Are You Lonesome Tonight?" As she entered the basement, Chris turned around with the microphone in his hand. Mary Ann asked, "Is that you singing?" Chris answered, "Yeah, it's me." She said, "I thought it was an Elvis CD!" Immediately Mary Ann said, "That's it! You're going

to be an Elvis performer!" Being the big Elvis fan that she is, Mary Ann, knew she had to share this chilling talent with the public. Chris grumbled, "OK, but do I have to grow those big chops?" She answered, "Yep!"

### That was the start of his MEMORIES OF ELVIS SHOW!

*(Editor's note: Chris Olson will be returning to Breezy Point Resort for his 14th season of the "Memories of Elvis Show". He will perform at 8:30 PM on Saturday, May 26 and every Saturday from July 7 through September 1.)*

## SPRING SPECIALS



## GOLF SPECIALS

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**TRADITIONAL \$109.00**  
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Expires Oct 2007

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Expires Oct 2007

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Whitebirch, Inc  
at Breezy Point



WHITEBIRCH  
RV & Camping Resort



Mile Macs Island Resort

## The Evolution of the Breezy Point Resort, Part 3

continued from page 1

ners was placed in receivership.

Throughout May, attorneys for the owners and creditors received and evaluated resort-leasing proposals for the 1966 tourist season. An announcement on May 27, confirmed that Loyd Brandvold a Twin-Cities businessman, had won a May 27

to December 1 lease of the resort. His plan was to open for business on Memorial Day, only 3 days away.

Records aren't clear as to whether Brandvold made the Memorial Day opening. The resort did, in fact, open for the summer of 1966.

Sugar-N-Spice, Red Barn Riding Stables, 9-hole and Par 3 Golf Courses and the Breezy Point Real Estate Center.

The ultimate settlement of claims against the Eastvold/Simms partnership took months. Duplicate liens against the properties and convoluted condominium ownership agreements formed a tangled web of claims. In the end, many unsecured creditors received nothing. To this day, emotions are stirred when the subject is mentioned. The stained image of the resort has unfairly continued for subsequent owners.

To Be Continued...

A 2-page ad in the July 1966 Dispatch gives the impression that all was back to normal. Businesses included Breezy Point Airport, Breezy Point Supper Club, Marina Restaurant, Antlers Bar, Breezy Point Bottle Shop, Lake Queen Homes, Breezy Point Sport Shop, Rita's Beauty Salon,

## WAKE UP!

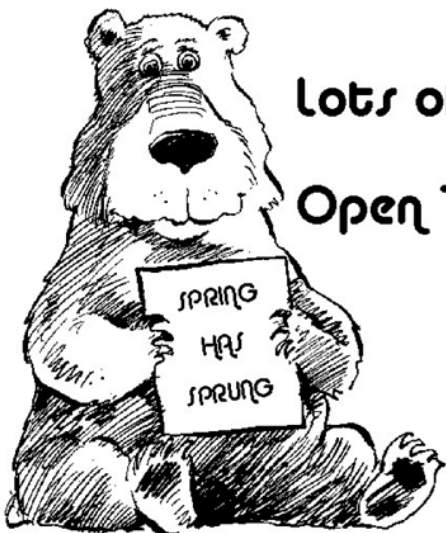
It's time to come out of hibernation

and get over to the

## Breezy Point Resort GIFT SHOP

Lots of new styles, the colors are great!

Open 7 days a week. See you soon.



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### Little Known Facts About WHITEBIRCH, INC.

(Parent Corporation to Breezy Point Resort)

- 2006 -

Number of employees

Full time - 125 • Part time - 430

Employees residing in Breezy Point - 122

Annual payroll - \$4,840,000

Crow Wing County Real Estate Taxes - \$490,000

2005-06 Season

Ice Arena Hockey

Tournament teams - 160

Attendance - 8,400



7370 County Rd 11,  
Breezy Point, MN 56472  
**218 562-5678**

Visit us on the web at  
[breezypointsports.com](http://breezypointsports.com)

# Rancorous Communities Destroy Relationships

By Dr. Val Farmer  
(Reprinted with permission)

When a community grows and there are groups of people who don't depend on each other for their economic or social relationships, conflict can be divisive. If they don't know or respect each other, disagreement can be personalized, accusatory or abusive.

Kathy Kremer, rural sociologist at Wartburg College in Waverly, Iowa, studied the dynamics of controversy in a small, rural Minnesota community. Her research corroborated the theory of James Coleman who described seven stages of community conflict. Kremer found an unusual willingness for community members to talk about what they had gone through.

Kremer states, "No matter what side of the issue they were on, nearly all people I spoke with had a sense that things could have been different. What they perceived as negative change in their community and personal lives could have been prevented. The dynamics of controversy move forward without an opportunity to return. Ties with

neighbors and friends remain broken for years. Rural residents hoped something could be done to prevent this from happening in other communities. They desperately hoped something positive could come from a negative solution."

"Please tell our story. It didn't need to happen this way."

First Stage. As relationships deteriorate, controversy moves from a specific issue into general issues. At the heart of the controversy are the differences in values and interests. New issues broaden the scope of the conflict. This is done to solidify the identity of the group and to attract broader support for one's position.

Other previously suppressed issues are added on to the initial issue to enlarge the battle to make it more winnable. The problems are defined, the cause described, and blame is fixed. The issues are framed and talked about to help mobilize adherents, garner bystander support and demobilize opponents.

Second stage. The broader dis-

agreements widen the spectrum and legitimize increased antagonism, personal attacks, and hostility. This perpetuates the conflict. The opponents' personal behaviors and beliefs from the past are brought up and enter the disagreement.

The original issue is lost. Personal attacks can go both ways. It isn't about the issue; it is about a power struggle. Much time is spent plotting solutions, tactics and strategies.

These might include harassing phone calls, accusations of incivility, obscene hand gestures and verbal assaults to one's spouse and children. You name it, it happens - or people think it has happened.

Stage three. Step three in this process is a polarization of social relations. People hang out with those who share beliefs around this issue. It is easier for communities to be around like-minded individuals. Interactions with opposite groups wither.

Lifelong friends and neighbors stop speaking to or greeting each other. People are shunned

at church and school events. Children are rejected by other kids.

On the other hand, there is a high interaction and new associations being formed within one's own new allegiance group. There are many gatherings, meetings and discussions.

Stage four. Next comes the formation of partisan organizations to help with the planning, communicating, organizing and mobilizing of the group. Clubs and individuals go out of their way to stake a stand pro or con that are beyond the call of duty. A following grows and is significant enough in terms of numbers, prestige, or influence to be taken into account by the opposing side.

Stage five. New leaders emerge without long-term connections to the community or to leadership roles. They are willing to take a more extreme position than most group members would be willing to take. Their leadership role is a one-time deal as they generally recede into the background once the controversy is over. People and resources from outside the com-

munity are brought in as allies.

Stage six. Other community organizations are forced to take sides. They are drawn into the struggle. They try to maintain neutrality but they feel the effects of the controversy on themselves, the community and their organization. There are some in the community who are not willing to take a public position but offer private support. They feel there are too many business and professional risks connected to being an advocate for one side or the other.

Stage seven. The next step in community conflict is that communication proceeds by word of mouth rather than from media outlets. Coffee shop talk and telephone calls intensify the rhetoric and the distorted claims of the truth. This was the only stage in the conflict that was not verified in Kremer's research.

Relationships suffer. The result of these stages of conflict was that the group that did not prevail considered the issued unresolved. Community division and rancor then transfers to

other activities and interactions among community members.

Long after the original issue has been lost to memory, bad feelings and animosity continue to poison community relationships. Too much damage had occurred in the process of fighting to heal the wounds of conflict. These things take on a life of their own. Sheer momentum propels them forward.

It doesn't have to be this way. There are ways the community can step in and make a conscious effort to halt the progress of the dispute early before it gets out of hand. In a subsequent column, I will review conflict resolution techniques that have been used effectively to prevent the escalation of personalize conflict in rural communities.

For more information on rural communities, you can visit Val Farmer's web site at [www.valfarmer.com](http://www.valfarmer.com).

Val Farmer is a clinical psychologist with MeritCare in Fargo, ND. He specializes in rural mental health and family business consultation.



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**Price: \$296,000**



**Marv Koep,  
Legendary  
Guide**

Marv says, "The best time to go fishing is the first chance you get!"

Fishermen have a reputation for their tall tales, exaggerating the size of their catch, expounding on the fierce storms they've weathered, and boasting of anything else they think may impress the listener.

Marv Koep is surely the exception! A modest, unassuming man with an easy disposition, he down plays his many accomplishments in the world of fishing. He's seen it all and conveys it in a unique, factual manner.

Don't let him fool you. He's a member of the National Fresh Water Fishing Hall of Fame and the Minnesota Fishing Hall of Fame. He didn't get there by accident.

Marv was born and raised in Urbank, MN, a small farming community near Alexandria. His introduction to his favorite sport was bullhead fishing with his dad, who raised minnows for a bait business.

In the Spring of 1961 Marv and his new wife, Judy, bought the Links Bait Shop in Nisswa and renamed it Koep's Bait. The original shop sold wholesale bait to area resorts with a small amount of retail bait for area anglers. They also bought and sold fur from area fur traders. Marv added tackle to the business during the first year and also guided in the summers to help make ends meet.

When highway 371 was rerouted and expanded to 4 lanes, he moved the business to the east side of the highway, in full view of passing tourists. In the late 60s, the bait shop became a gathering point for some of the best fishing guides in the area, calling themselves the Nisswa Guides League.

The shop also became a favorite of tourists. Wide-eyed kids admired monster fish in the glass-top freezer, dreaming of their own trophy catches.

Marv recalled the Lindner brothers, early guides who now produce and host TV fishing programs, posing for pictures in front of the shop with their days' impressive catch. Soon he'd hear the screech of brakes from passing motorists wanting to get a closer look.

Not everything went smoothly. Marv told of a guide who was always late, keeping the clients waiting. On one occasion, when the guide finally arrived, Marv asked why he was late again, and the guide replied, "The car wouldn't start." Marv asked why the car wouldn't start and the guide responded, "Cuz there was no one in it to start it!"

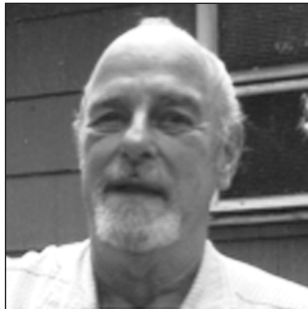
After selling the business in 1992, Marv has concentrated on guiding full time. Although always available for new clients, he has a full complement of return clients, some having fished with him for many years. He particularly enjoys guiding for families and the elderly. With over 40 years of guiding experience under his belt, Marv is the unquestioned authority on fishing in the Brainerd Lakes area.

Fifteen-year residents of Breezy Point, Marv and Judy have a home on Pelican Lake. Marv's eyes light up when he describes how they share a love of the outdoors, fishing and hunting together.

(Editors note: Marv Koep can be contacted at the Nisswa Guides League at 800 346-0019).

*Memoriams*

**We Fondly Remember  
Bob Brunhuber**



Bob Brunhuber served tirelessly as the president of the Pelican Cove Timeshare Owners Association from 1988 to 2004. Always one to consult with his owners, in 1998 Bob was the only timeshare association president to present for an owner vote the option of changing management companies. The owners overwhelmingly voted to stay with Breezy Point Resort management. The Pelican Cove relationship with the Resort, started in 1982, continues today.

**Ron Groat**

Ron Groat served two distinguished terms as Mayor of Breezy Point, 1987-1990 and 1993-1996. Whitebirch's 1995 proposal to build and operate the Breezy Point Ice Arena was initially shrouded in controversy. Through Ron's foresight and leadership in establishing the Economic Development Authority and the Tax Increment Financing district, the Arena not only became a reality, it is a resounding success for the entire community.



Prior to his terms as Mayor, Ron was a loyal and dedicated Project Manager at Breezy Point Resort, skillfully avoiding conflicts of interest in his management of the resort's relationships with the timeshare owners associations.

**The time has come for Active  
Adult Residences!**

As the Breezy Point area has matured, so have many of its residents and seasonal property owners. The continuous lawn care, home and dock maintenance, and rapidly increasing real estate taxes have diminished for many the attractiveness of keeping their homes.

Recognizing the need for an alternative residence arrangement yet retaining the lifestyle of the lakes area, Whitebirch is in the initial planning stages of "Whitebirch Village", an exciting residence community designed specifically for active adults.

Nestled in the woods with a southern exposure overlooking the Whitebirch Golf Course, this complex of single story, 2 & 3 bedroom designer homes will offer burden-free, relaxed living.

Stay tuned. More details of Whitebirch Village will be forthcoming.



**Employment Opportunities**

Breezy Point Resort is accepting applications for the following full & part time seasonal positions for all ages, high school through retirees.

- Bartenders, Servers, Housekeepers, Gift Shop, Bussers/Dishwashers, Cooks, Golf Course, Recreation Counselors, Conference Services and More!**

Apply in person at 9252 Breezy Point Drive or on our website: [www.breezypointresort.com](http://www.breezypointresort.com)

*Breezy Point Resort is equal opportunity employer.*



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**ATTENTION  
Breezy Point  
Timeshare  
Owners**

Our announcements in the past two Breezy Pointers of the new Charter Membership ID Cards have resulted in numerous questions from timeshare owners.

The new photo ID cards replace the old, outdated cards, some of which were not surrendered when timeshares were sold. Breezy Point Resort has an obligation to its guests, including timeshare owners, to provide an acceptable level of security. The existence of outdated ID cards in the wrong hands can certainly present a breach in that security, allowing unauthorized access to Resort facilities. The new ID cards offer positive timeshare owner identification and an assurance that only current timeshare owners have access to the property and amenities of the Resort.

The new plastic ID cards are issued at no charge.

As a token of our appreciation for your support, holders of the new ID card will receive discounts at our restaurants and gift shop.

Please call (218) 562-4207 to schedule an appointment for the new ID card.

**"All that it takes for evil to triumph  
is for good people to do nothing."**

*- Edmund Burke*