

Breezy Pointer

VOLUME 3 ISSUE 1 NEWSLETTER

BREEZY POINT, MN

4 PAGES

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The Evolution of Breezy Point Resort, Part 5

Construction of the New Restaurant and Bar Continues



The indoor/outdoor pool built in 1970 on the site of what is now the Recreation Center.



The lakeside view of the new restaurant.

(Parts 1 - 4 covered the period from Captain "Billy" Fawcett's purchase of the property to the winter of 1960/1970.)

Hopkins House Breezy Point Resort closed for the winter in the fall of 1969.

Even though the past season's business was weak, the 9 owners seized the opportunity for growth and embarked on an ambitious building and renovation program.

They recognized the inadequacies of the Marina restaurant's dining capacity, as well as the need for additional guest rooms and recreational facilities. While the Supper Club would continue to feature the more formal dining and ballroom music with show bands, the Marina was envisioned to be the gathering place for the younger crowd seeking nighttime excitement, without the coat and tie that was customary at the Supper Club. That winter saw major changes.

Fully one-half of the shopping center, which is now the Breezy Center, was converted into 5 two-room suites and 8 guest rooms, complete with air conditioning.

During the heat of the summer, guests found the lakeside-screened porch of the Marina restaurant unbearable. One local observer remarked, "The guests stayed away in droves." Thus, the restaurant was

totally remodeled. The screened porch was enclosed and integrated with the old dining room. The sloping floor, originally designed for the runoff of rain coming through the screens, retained its well-known pitch. Guests unfamiliar with the Marina's past wondered if the building would gradually topple into the lake.

The bar area also received an overhaul. The straight bar was replaced with a horseshoe shaped bar, tripling its seating capacity. A bandstand with an overhead lighting system was built and a dance floor installed.

The most impressive project that winter was the new swimming pool. Many of the resorts in the area had swimming pools but nothing like this.

Unheard of at the time, particularly in northern Minnesota, construction started on an indoor/outdoor pool. The indoor portion is where the Recreation Center pool is today. The outdoor section extended into what is now the patio and parking lot. Guests could swim under the wall, which extended down to just over the water

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The Marina Restaurant & Bar fell to the wrecking ball on October 3, 2007. The following day, the cleared site was set upon by heavy equipment, scraping away the former parking lot surface and removing the old building's footings and boat ramp.

For the most part, the weather cooperated through October and November. The storm water runoff system was installed under the parking lot while footings and foundations for the new structure were created.

In the back of everyone's mind was the building's completion deadline of early May 2008. Keeping this ambitious schedule while working in the limited space available required a logistical plan to insure the needed materials were on hand and delivered in the right order.

As the steelwork was raised, the form of the future building became apparent. The site has become a curiosity for Resort employees, guests and locals. This has created traffic congestion that resembles the busy summer

season.

The December and January weather wasn't as forgiving. Heavy snow, punctuated by windy days with sub-zero temperatures, seemed certain to bring the project to a halt.

Surprisingly, and to the credit of the hardy tradesmen, the work continued. Soon the second and third floors were enclosed.

While the mechanical systems were being installed in the interior, roofing crews fought the snow and the constant wind to lay the new roofing.

The window installations created a benchmark for the observers. Now the building's grand scale became apparent.

Behind the scenes mechanical work has continued, including the heating and air conditioning, electrical

and plumbing systems. The interior finishes are coming to life. Fixtures and furnishings have been selected and ordered. The interior designs and arrangements have been determined, all with an eye to making this facility as efficient for the employees as possible while, at the same time, providing the patrons with a first-class level of comfort and service.

The entire project, all 28,000 square feet of it, remains on schedule.

As an appropriate kick-off, hosting the festivities surrounding the 2008 Governor's Fishing Opener on May 10 will showcase the restaurant & bar.

With press coverage from throughout the U.S., as well as from abroad, the Resort and the surrounding communities will be in the spotlight.

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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.

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Bonnie Tweed

After a few visits to her girlfriend's parent's cabin, a teenager from Robbinsdale fell in love with the Lakes area. After attending Hennepin Technical College, she moved north and, in short order, found a job in the conference services department at Breezy Point Resort.

Today, 25 years later, Bonnie Tweed is Director of Marketing and Group Services at the Resort.

She and her staff are responsible for the sales and services of the grow-

Employee Spotlight

ing conference and group business. Last year, conference attendees at the Resort exceeded the 25,000 mark.

Bonnie doesn't just work nine-to five days, sitting in an office making sales calls. She's a hands-on manager, attending to all the details and demands of her guests. As she puts it, "We all wear a lot of hats. If the need arises, we may find ourselves scraping plates in the kitchen. Anything that can be done to satisfy the needs of our guests gets our attention."

Return business is the real measure of success. Under Bonnie's watchful eye, and because of her attention to detail,

the groups keep returning.

Another facet of her job is the building of the family reunion and wedding business. She notes how successfully executed weddings often lead to future family reunions.

Looking back on her 25 years, Bonnie said, "The time has gone so fast. I can't think of anyplace else I'd like to work or any other group of people I'd want to work with. It's really an extended family."

Bonnie, Tim, her husband of 24 years, and sons Ben and Angelo love to travel. She's found the perfect place to live and work.

The Evolution of Breezy Point Resort, Part 5

continued from page 1.

level, from one section to the other. This proved to be a hit with the guests but became a maintenance and heating nightmare for the Resort.

Marketing efforts were bolstered. The Resort operated 2 year-round reservations offices, one at the Resort and the other at the Hopkins House offices in the Twin Cities.

An innovation at the time, and a first for Minnesota resorts, a toll-free 800-telephone number provided to potential customers a direct link to the Resort. Although it appeared "seamless" to the customer, the call would go to the Hopkins House office where an operator, by means of a switchboard, would plug in the wire to connect the caller to the Resort.

Attention was also turned to conference business, a yet untapped source of mid-week activity. Sales calls on companies and

associations made some inroads but word-of-mouth became the greatest sales tool. The summer of 1970 saw conference groups such as the Law Explorers, Minnesota LP Gas Assoc., Minneapolis-St. Paul Traffic Club, MASSP and meetings of the Buick, Chevrolet, Pontiac and Oldsmobile, zone offices. Many of the groups have returned to the resort season after season. The record is set by the MASSP who continue using the Resort today.

The relationship between the Hopkins House Motor Hotel and the Resort was instrumental in overcoming some early conference obstacles. Many companies limited their employees attendance to conferences held in the Twin Cities. The Resort was able to host the gatherings but have the billings generated by the Hopkins House Motor Hotel, thus comforting the nervous accountants.

Other groups had a prohi-

bition against alcohol being served to their attendees. The invoices for these events indicated an incredible amount of food service but no alcohol charges.

The 1970 summer season began with a bang as Pequot Lakes and the Resort hosted Governor Harold LeVander's "Governor's Fishing Opener". In addition to the many volunteers, Marv Koep through the Niswaga Guides League provided professional fishing guides such as Al and Ron Lindner, Harry VanDorn and Max Slocum.

The widespread press coverage of the "Opener" couldn't have been timed any better. Suddenly, the public awareness that the Resort was, in fact, open for business created a renewed interest in their selection of Breezy Point as a vacation destination.

As the summer progressed,

What's in a Name?

The call went out in the last issue of the Breezy Pointer for suggestions for the name of the new restaurant & bar.

The Resort received 306 entries with a wide palette of new name ideas. Some names were creative, some were duplicates and a couple were not quite fit to

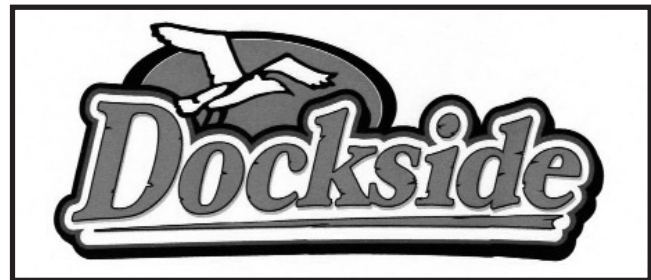
print on these pages.

Recognizing that the Marina name is so well established, the suggestion of "Marina II", submitted by Doug & Billie Rach of Breezy Point, was chosen.

The artwork for the new "Marina II" signage is shown below.



New logo for the "Marina II"



New logo for the Dockside Bar & Lounge

weekends saw capacity crowds at the Marina. The "Italian Show Band" drew in the excitement seekers, a 4-piece band straight from Italy. The band developed a reputation, not only for good music, but also as one reveler remarked, "The ladies love them...and they love the ladies!" Informed escorts did their best to keep their dates away from the band members during the breaks.

Advertising began to play a bigger role in the Resort's overall marketing efforts. TV ads were run in the Twin Cities on Channel 11, then an independent station. The ads appeared during the station's afternoon Mel Jazz Show, an all-movie format.

The biggest challenge facing management was the attraction of midweek traffic. Two plans to fill the Sunday to Thursday drought were created. The "Golfer's Holiday"

included 3 nights lodging and 4 days of golf for \$29.95 per person. The "Unweekender" package included 2 nights lodging, 2 breakfasts and the choice of a steak or walleye dinner.

The Resort also initiated the "Billy Fawcett Golf Tournament" over the Labor Day weekend. Billy Fawcett's son, Roscoe, presented the winner's trophy.

The packages and special events became very popular, boosting the Resort's revenue although it still had been tough summer season.

The Resort closed in mid-September and reopened for the weekends from Christmas into March.

The growing popularity of snowmobiling appeared to be an untapped market.

A long, cold winter, though, was just around the corner.

To be continued...

Spizzo Named to Board

David Spizzo was elected to the Minnesota Lodging Association's board of directors at the association's annual meeting January 22nd in Mankato.

Spizzo is assistant general manager at Breezy Point Resort.

Whitebirch, Inc.
Family of Companies

Breezy Point
RESORT

Antlers

Breezy Point
ARENA & LODGE
Resort Park Model
Sales, Inc.

Breezy Point
REAL ESTATE

WHITEBIRCH

Forest Hills
GOLF & RV RESORT

GREAT AMERICAN RESORTS

Mille Lacs Island Resort

Little Known Facts About Whitebirch, Inc.
(Parent Corporation to Breezy Point Resort?)
-2007-

Number of Employees
Full Time - 344
Part Time - 288

Employees residing in Breezy Point - 112

Annual Payroll - \$5,400,000

Real Estate Taxes - \$407,510

2006-2007 Season Ice Arena Hockey Tournament Teams - 160
Attendance - 10,000+

BreezyPointer

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The Resort Goes "Green"



This is an October 2007 webcam picture of the site preparation for the new restaurant. The large pipes in the lower left formed a part of the storm water runoff system.

Breezy Point Resort goes "Green" with an innovative system to handle storm water runoff to protect Pelican Lake. The huge system, costing several hundred thousand dollars, has

been installed in conjunction with the construction of the new restaurant/ballroom/lounge on the shore of the lake. The local watershed dis-

trict hailed this effort and encourages others throughout the area to follow suit so older buildings are replaced with new "Green-friendly" ones.

In spite of the fact that this environmentally responsible system had been in the building plans for years, the entire project was delayed by objections and lawsuits that, in the end, were found to have been totally satisfied by the original designs.

Bob Spizzo, Whitebirch president, remarked, "We're happy to have most of the legal arguments behind us. It's no use worrying about the past. Instead, we're going forward with the project, confident that the outcome will be a positive step for the future of the Resort, the community and the environment."

From the Desk of Bob Spizzo



Bob Spizzo

The long awaited Marina II Restaurant is finally becoming a reality. It certainly will be a welcome addition to the Resort and the community.

In due time, the people who fought to prevent the restaurant's construction will realize that progress is inevitable and, in this case, beneficial. The Resort and neighboring businesses will both benefit from the increase in conference business and local employment.

We have replaced the old, blighted structure with a clean, safe, aesthetically pleasing and environmentally responsible building.

There were 3 fundamentals included in the building's design.

First, each step in the construction and finished structure must employ "green" technology. This involved provisions for the health of Pelican Lake. Storm water runoff from the building and surrounding parking areas will not flow directly into the lake. It is captured and filtered in the elaborate underground system prior to its release into the ground.

Secondly, the building itself was constructed with state-of-the-art energy efficient components. The insulation, windows and doors, and heating and air conditioning systems meet today's most rigorous standards and state codes.

And third, but equally important, the design provides the best possible operational efficiencies for our employees to deliver

the high of level service expected by our guests. At the same time, professionally designed interior furnishings and décor offer comfort and a pleasing atmosphere, capitalizing on the lake views.

This project would not have been possible without the cooperation and assistance of many individuals and organizations. The USDA, TDS, TCF and EDA all helped to make the project financially viable. The foresight and

actions of past and present City Council members Gary Bakken, Kent Brothen, Doug Rach and Pete Sauer cut through the irrelevant objections in the City's approval process.

We're sure the Marina II will bring to the Resort a new level of guest satisfaction that will stand the test of time for future generations.

Captain Billy would be proud of what has been accomplished.

RCI Awards Gold Crown Status



The new swimming pool at Whitebirch Estates.



Interior view of the swimming pool.

RCI has awarded Whitebirch Estates and Eagles Nest with the RCI Gold Crown Resort designation. This award is in recognition of the resort's superior facilities and service.

Whitebirch Estates and Eagles Nest associations have been selected to this prestigious group of resorts based on a 12-month compilation of exchange guest assessments, which include resort quality, service delivery, and overall vacation experience, as well as an on-site evaluation of resort facilities and amenities."

Bob Spizzo, Whitebirch president said, "We're

extremely proud to once again have received this recognition from RCI. The award reflects the untiring efforts of our employees to insure our guests receive the first class services, amenities and facilities they have come to expect at Breezy Point Resort."

A new swimming pool facility, complete with a fitness room and community room, recently opened at Whitebirch Estates.

The associations, both managed by Breezy Point Resort, are the only timeshare associations at the Resort to hold the Gold Crown designation.



A cartoon from the November 1933 issue of Captain Billy's Whis Bang.



Give the gift that's great to give... and receive!

The easy-to-use Breezy Point Resort GIFT CARDS can be used for dining, lodging, golf and your favorite selections at the Gift Shop. Available in any denomination. Additional value may be added at any time.

To order, or for more information, call 800 432-2777

Man is the only animal that blushes. Or needs to.
 -Mark Twain

Breezy Point Ice Arena & Lodge

This has been a busy winter season at the Breezy Point Ice Arena & Lodge.

In addition to providing ice time for local hockey teams and figure skating clubs, the Arena has been host to over 160 teams in hockey tournaments.

The tournaments attract over 10,000 visitors to the area, providing a shot-in-the-arm to local businesses during the slower winter months.

Winter isn't the only busy time at the Arena. Special summer programs offer something for every skater, whether the goal is to hone hockey skills or to perfect a figure skating routine.

The Point of Perfection Breezy Point Figure Skating Camp offers top-level instruction from a variety of coaches.

Barb Yackel, a Minnesota native, is considered throughout the skating community as the tops in her field.

Jeannine Cullen Weinschrod is a director of Phoenix Synchronized Skating Teams in Rochester, MI., and has

a Master Rating in Syncho Skating.

Kathy Casey brings over 30 years of coaching experience and is a past president of the Professional Skaters Program.

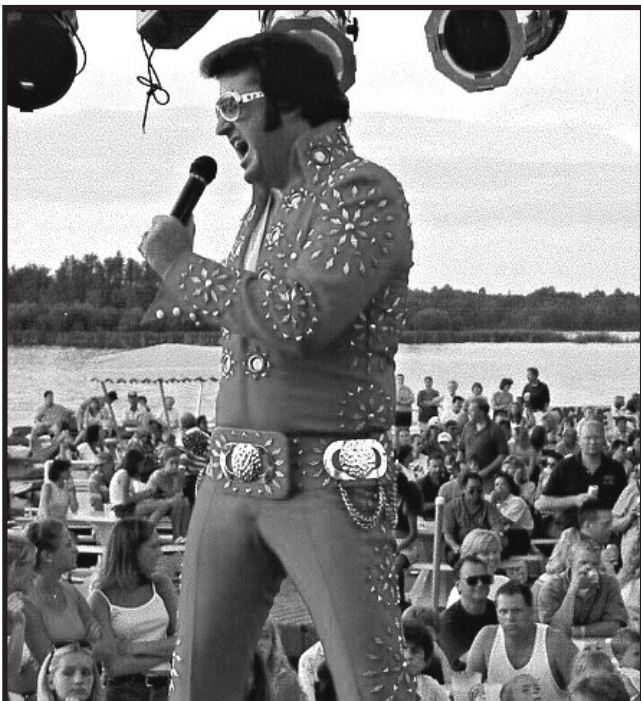
Brian Orser, known as "Mr. Triple Axel", earned silver medals from both the Olympics and World Championships in 1984 and 1988. He has won 8 National titles.

The Camp's instructors help skaters improve their jumps, spins, footwork, choreography and stamina, regardless of their level. Off-ice sessions help skaters set comprehensive goals and gain knowledge in fitness, nutrition and conditioning.

Campers stay at the Arena Lodge where they enjoy air-conditioned accommodations complete with dining hall, kitchen and lounge area. Breezy Point Resort provides on-site security.

For more information, contact Barb Yackel at: www.yackelb@comcast.net or call: 651 283-4467

An ignorant person is one who doesn't know what you have just found out.
-Will Rogers



Chris Olson will be returning to Breezy Point Resort for his 15th season of the "Memories of Elvis Show". His free performances will be held at 8:30 PM on Saturday, May 24 and every Saturday from July 5th through August 30th.

The Polar Plunge

The 3rd annual Polar Plunge was held on March 8 at Breezy Point Resort.

The event is a fundraiser for Special Olympics Minnesota. National sponsors are Target Corp., Qwik Trip and the Fraternal Order of Police.

Locally, the Plunge was organized by Brainerd police officer Andy Rooney.

A record crowd braved the weather to encourage the

over 250 people who took the plunge in the 38-degree waters of Pelican Lake.

One participant remarked, "I'd do it again, but not today!"

The Polar Plunge raised \$62,500, surpassing last year's total of \$46,000. The money is used exclusively for the expenses of the Special Olympics participants for their travel, training and other needs.

Campground News

The Campground will see many upgrades this season.

The water system has been improved and should end the watering bans experienced in the past.

Camping Cluster #1 will receive the first phase of new playground equipment and the remodeling project at Comfort Station #1 will be completed.

A resort-wide painting program, including the pool in cluster #1, will begin. A new picnic pavilion

will be built in Cluster #2.

The proposals to pave the streets in Cluster #1 and to obtain wireless Internet for both Campgrounds were defeated by a majority vote.

Power will be on April 1st. Weather permitting, water will be available on April 25.

Resort Park Model Sales, Inc. continues to offer the best values and selection in park model homes. Call 800-247-1598 for information on the latest model inventory.

Active Adult Residence Update

Preliminary design work on Whitebirch's newest project, Active Adult Residences, is continuing.

The basic design elements have been determined and are now being incorporated into a master plan.

Each step in the design and engineering process must maintain a balance between meeting development ordinances while retaining attractive residences for potential buyers. The project will meet or exceed all building

codes and environmental regulations.

When the preliminary plans have been completed, the project will be presented to the City of Breezy Point Planning & Zoning Commission for their input.

The enormous amount of public interest in the project is encouraging. The numerous inquiries have proven that the need in the Lakes area for maintenance-free, upscale living is real.

Did you miss a Copy of the
BreezyPointer?
Previous issues are available
Breezy Point Resort's
website:
www.breezypointresort.com

ATTENTION!

Timeshare Owners

We have received a solid response to the new ID Card from timeshare owners but still have a number of owners who have not availed themselves of the new card.

As an integral part of Breezy Point Resort's security program, and as encouraged by local law enforcement, the new ID Cards protect our timeshare owners, guests, employees and facilities from unauthorized access to the Resort property.

The new ID Cards replace the original cards, some dating back to the 1970s. Timeshare associations not managed by the Resort are not reporting to the Resort any ownership changes. Updating of these records and issuing new ID Cards, at no charge, are necessary for us to adequately monitor the facilities and the individuals who use them.

An added plus to the new ID Card is the discount available to the cardholder on food and gift shop purchases.

While we believe the benefits of the new ID Card are obvious, owners who opt to continue using their old card should be prepared to show proof of their timeshare ownership while on Breezy Point Resort property.

Please call 218 562-4207 to schedule an appointment for the new ID Card.

Captain Billy's Whiz Bang

Not a One-man Job

A Robbinsdale preacher was delivering himself of a burst of righteous indignation one Sunday not long ago against the scant clothing worn by modern girls.

"Any girl," he said, "who so forgets her modesty as to parade around to parties and dances in these low-cut, thin, tight, clinging abominations they call evening gowns should have some one to snatch her up and take her home and put her in a night gown, put her in bed and make her stay there.

"Furthermore, I'd like to be the one to do it."

Story from the November 1933 issue of *Captain Billy's Whiz Bang*.