

The Dude Ranchers' Association Welcomes You!

Associate Membership Introduction

2011

Special points of interest:

- Associate Membership
- Convention Highlights
- The DRA Horse Safety and Adaptive First Aid
- Endorsed Insurance Programs
- Ranch Ramblings
- The Resource Directory
- Get a Link
- History of the DRA
- Application

Levels of Membership:

Lifetime Member

one time fee of \$1,000

Supporting Member

annual fee of \$250

Commercial & Contributing Member

annual fee of \$150

Associate Member Ranch

annual fee of \$125

Personal Member

annual fee of \$50

Greetings from The Dude Ranchers' Association!

Since 1926 The Dude Ranchers' Association has been helping folks find quality ranch vacations by establishing and enforcing high standards for its members. The association's original membership of 35 ranches from the Yellowstone area has now grown to 100-plus member ranches in 12 western states and two Canadian provinces. In spite of this growth, the association today remains dedicated to preserving the beauty, natural resources, and the original western ranch experiences that attracted it's first visitors.

The Dude Ranchers' Association today has over 100 ranch members, and 150+ Associate members! The associate members are a vital part of this great Association. Individuals, western enthusiast, retail businesses, internet based companies, insurance brokers, magazines, booking agents and other national associations are among the many supporters of the Dude Ranchers' Association.

As an Associate Member you will have the opportunity to be involved in this growing industry, interact with member ranches, sell products, and stay informed to new industry trends and issues. We ask you to take a few minutes and look at this information and see what becoming an Associate member would mean to you. We have included a current copy of our newsletter, Ranch Ramblings. Please contact our office if you have any questions about the information included, the Association, or the benefits of membership. If you would like additional information about the DRA visit our website at www.duderanch.org.

Thank you for taking the time to get to know The Dude Ranchers' Association. We hope to hear from you soon.

Happy Trails,

Colleen Hodson

Executive Director

The benefits of Associate Membership:

- Attend the annual convention in January
- Discounted booth rates at the convention
- Vendor Advertising and web link benefits
- Stay informed about our industry by receiving our in-house e-newsletter, Ranch Ramblings
- Discounted advertising rates in Ranch Ramblings
- Be Listed in the Associate Member Resource Directory
- Reciprocal Website links available to Qualifying Supporting Members!
- Free admission to the DRA Horse Safety courses
- Alerts to potential internet scams that effect our industry
- Associate Member Ranches: Possible 5% savings on your insurance premiums

"Being an associate member in the DRA has provided us with many benefits. The annual convention is one of the most well organized conventions we have ever attended and their focus on the vendors is overwhelming." ~Williamson Enterprises, Inc.

Join us at ...

THE DUDE RANCHERS' ASSOCIATION 86TH ANNUAL CONVENTION

It is time to start gearing up for The Dude Ranchers' Association Annual Convention. The 2012 Convention will be held in Cody, Wyoming in January 2012. We want to make sure you have plenty of time to make arrangements to attend. The convention is a great place to meet the ranchers, show off your products, and be involved in useful seminars and informal discussions.

Convention Highlights!

- **Largest attended DRA Event of the Year**
- **3 Day Event**
- **Build lasting relationships with all DRA Members!**
- **Seminars & Round-Table Discussions**
- **Marketing Tips & Trends**
- **State of the Association**
- **Horse Safety Courses**
- **The BS Show & More Entertainment**
- **20+ Vendors**
- **Food, Family, Friends & FUN!**
- **Annual Educational Trust Banquet & Auction**
Support our college kids!

Opportunities as a DRA Vendor!

- 2 Full Days of commerce
- Booth space cost of \$450 for members
- Booth space cost of \$600 for non-member
- Registration for 2 people included in Booth Cost
- 8ft. Skirted table with Electricity and Internet accessibility is available
- Introduction of vendors to the membership at the beginning of the convention
- Vendor listings on DRA website with free reciprocal link to your site for 1 year.
- Some Free Advertisements in Ranch Ramblings as a vendor
- Acknowledgment in the DRA Convention Program
- Contribute information and goodies to the convention gift bags
- **Limited Space available. Call to reserve your space!**

"Being a member of the DRA since 1998 has been invaluable to our business at Gordon's Guide, Adventure & Active Travel - www.GordonsGuide.com. There hasn't been one year we've attended the Annual DRA Convention as a vendor where it hasn't more than paid for itself many times over, not to mention all the great friends we've made along the way and the tremendous amount of fun we've had. The rancher members make you feel like family - I've never experienced an organization that makes you feel that way.

For any company that can benefit by associating with Dude Ranchers the investment in member dues and time will return to them many times over. Even if I were to someday retire I'd still continue my associate membership with the DRA - it's a great bunch of people providing the world with family-bonding vacations - an experience rare in today's world, and that's a great thing to support."

Timothy E. Gordon, CEO
Gordon's Guide - Adventure & Active Travel Publishing
www.GordonsGuide.com

**For booth reservations & more
Information
Contact Colleen @ 866-399-2339 or
colleen@duderanch.org**

"Being an associate member of the Dude Ranchers' Association is a wonderful compliment to the Montana Dude Ranchers' Association. There is no other industry where the sharing of knowledge, skills, and sources, is such a pleasure. The special binds of guest ranching, and what it represents is truly a part of "western hospitality" at it's best!"

Kristen Swenson, Executive Director
Montana Dude Ranchers' Association

Reach Our 100+ Ranches with our in-house newsletter...

Ranch Ramblings

Ranch Ramblings is the in-house newsletter that is published monthly and sent out via email and hard copy from the DRA office. It is an industry specific newsletter that contains association news items, industry updates, industry trends, paid employment ads from those seeking positions on ranches, and paid ads from those offering products or services to the ranches. Items of interest about and to member ranches is also included. Successful past advertisers include those offering such goods and services as computer reservation systems, entertainment services, gift shop items, horse tack and supplies, and insurance, to name a few.

Business ads generally consist of 8-10 single spaced lines of text written by the individual placing the ad. Ads are to be sent complete via email in a PDF or JPG file forms. Since most newsletters are printed in color we can produce good quality photos or prepared ads in color. If additional information is available, we are happy to keep more complete descriptions of the product or service here in the office for reference.

We will also be happy to insert a one-page flyer (8 1/2" x 11" copier type paper) supplied by you. Simply create your flyer with your message (you can use both sides) and send us 140 copies along with the fee listed on the right. Since the majority of newsletters are sent out electronically please send a PDF or JPG copy of your flyer to be included in the e-newsletters. Call for deadline dates.

Ads for employment consist of identifying data, address, phone, availability dates, and two or three sentences about the individual, past experience and the type of position they are seeking.

Price List:

Individual employment ad
(1 1/2"d x 2"w) \$10/issue

Business ad – **Member**
(3"d x 2"w) \$35/issue

Business ad - Non **member**
(3"d x 2"w) \$70/issue

Inclusion of advertiser supplied,
one page flyer -
Member \$100/issue

Inclusion of advertiser supplied,
one page flyer– **non mem-
ber**.....\$200/issue

Call for actual publication prices
on multiple pages, treated pa-
per, or other types of inserts.

DRA Resource Directory...

The yellow pages for the DRA!

The Resource Directory is printed in-house twice a year and is used by the DRA Members.

“We find Ranchers like dealing with people they know and that support the Dude Ranch Industry!”

**All Supporting Associate Members and
Commercial & Contributing Associate
Members are listed!**

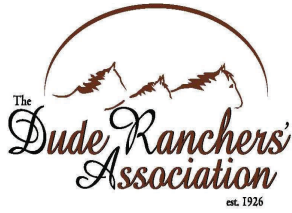
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**Reach Those Interested In Dude Ranching
or Dude Ranch Vacations**

ONLINE at

www.duderanch.org

Approximately **14,000 unique visitors** view our site a month! A simple link will be included in the membership fees to **Supporting Members** on the DRA Site.

Please contact us for specific link details.



The Dude Ranchers'
Association
P.O. Box 2307
Cody, WY 82414

Phone: 866-399-2339

Fax: 307-587-2776

Email: info@duderranch.org

We're on the Web!
www.duderranch.org

Become a
DRA
Associate
Member
Today!

"Gillingham & Associates has been an Associate Member of the DRA for over 10 years. In that time we have developed personal and professional relationships that create genuine value for our business. As a vendor we have enjoyed tremendous support from the DRA and their members."

Tom Gillingham, CEO
Gillingham & Associates,
Inc.

How The Dude Ranchers' Association began....

Dude ranching did not begin at a defined time. It evolved slowly from several divergent sources in different locales. The first organizational gathering of these independent-minded pioneers occurred in Bozeman, Montana in September of 1926 at the urging of the Northern Pacific Railroad. The railroad, looking for an additional source of revenue and a means to combat the new method of travel, the automobile, saw the dude ranches of the area as natural partners in the burgeoning tourism industry of the West. This meeting of ranchers from the Yellowstone area led to the formation of The Dude Ranchers' Association.

The Association's original membership of thirty-five ranches from the Yellowstone area has now grown to 100 +member ranches in 12 western states and two Canadian provinces. In spite of this growth, the Association today remains dedicated to preserving the beauty, natural resources, and the original western ranch experiences that attracted the first visitors. Within this context, the Association has produced industry standards, a common means for promoting dude ranch vacations, and a single source for the exchange of ideas and information.

True to its roots, The Dude Ranchers' Association is still a diverse group, composed of cattle ranches who accept paying guests and mountain top lodges that offer a ranch atmosphere. All preserve the open warmth and hospitality of the first ranches and allow for the original western ranch experience by requiring an extended stay. The formation of lasting bonds and memories still brings families back to ranches generation after generation. This is truly a living testimony to the timelessness of the values and standards of the original dude ranchers. Today, as it did over a century ago, the western dude ranch experience offers relief for both the body and spirit of those seeking refuge from the pressures and routine of modern life.

Associate Membership Application

I hereby make application for an associate membership in The Dude Ranchers' Association as:

- Lifetime Member (one time fee of \$1000)
 Supporting Member (annual fee of \$250)
 Contributing & Commercial Membership (annual fee of \$150)
 Associate Member Ranch (annual fee of \$125)
 Personal Member (annual fee of \$50)

NAME: _____

BUSINESS (if Commercial): _____

ADDRESS: _____

PHONE: _____

EMAIL ADDRESS: _____

WEBSITE ADDRESS: _____

My check for _____ is enclosed, paying dues for a one year period beginning this _____ day of _____, 2011.

SIGNED:

My preference in receiving the newsletter is:
Email **OR** Hard Copy. (Please circle one.)

Send to: The Dude Ranchers' Association, P.O. Box 2307, Cody, WY 82414

Ride The West With The Best!

The DRA Horse Safety and Adaptive First Aid & Endorsed Insurance Programs

In 2004 the DRA introduced its first Association defined Horse Safety program. The program has seen a significant level of participation from membership. It is designed to assist ranches in managing risk and establish reasonable standards for the Industry. The project has added a facilitator component and now an endorsed insurance program.

The DRA has negotiated an

Endorsed Insurance Program

Association endorsed program through Gillingham and Associates, as underwriting managers, and it's A.M. Best Excellent rated insurance company. The foundation of this program is the DRA Horse Safety and Adaptive First Aid Program.

The DRA Horse Safety and Adaptive First Aid Course is **FREE** to all DRA Member Ranches and Associate Member Ranches.

Outside Certification is \$50.00 for an individual, or \$150 for an operation.

The DRA Horse Safety and Adaptive First Aid program reflects the minimum guidelines for member ranches and other trail riding programs related to Horse Safety and Adaptive first Aid for the Trail. This program provides an educational opportunity through a seminar approach. Our goal is to promote continual evaluation of safety procedures and skills to improve the quality of our programs.

Key Elements for Horse Safety and Adaptive First Aid Programs

- Horse Safety
- Accident Management
- Site Safety
- Continuing Education
- Equipment & Tack Safety
- Guest Orientation
- 3 Year Certification

Key Elements for Insurance Programs

- Liability Insurance
- Automobile Insurance
- Crime Coverage
- Mobile Equipment Coverage
- Preferred Rates for Safety Certified Members
- Financial Support for the DRA Horse Safety Programs
- Loss Control Implementation support

The Dude Ranchers' Association Horse Safety Program is the standard for anyone involved in Western Riding Programs. It's been developed by those with more experience and more guest hours in the saddle than any other organization in the world. Summer camps, trail ride operators and Western riding instructors would all greatly benefit by becoming a part of the Dude Ranchers' Association and taking advantage of the expertise available there. Safe practices not only help provide a better experience for guests and more return riders, operating under policies established by the recognized leader in the field provide insurance companies with a greater comfort level which can lead to lower rates. DRA has an insurance program available to members. Call them and ask for more information.

Allen A. McBride
Camp Mac

**Contact the DRA office at (866)399-2339
for more information.**