



The Dude Ranchers' Association Welcomes You!

Membership Introduction

Special points of interest:

- Benefits of Membership
- Requirements for Membership
- Application Process
- Horse Program Ideas
- The DRA Horse Safety and Adaptive First Aid
- Endorsed Insurance Programs
- 2010 Marketing Highlights
- Membership Application
- Associate Member Application
- 2010 Survey Fact Sheet

The Dude Ranchers' Association

P.O. Box 2307
Cody, WY 82414

Phone: 866-399-2339

Fax: 307-587-2776

Email:

info@duderanch.org

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

MISSION STATEMENT:

The Dude Rancher's Association is the governing body of the West's Dude Ranch industry. The Association was created to provide an organized structure for its members, in which they are able to exchange ideas and experiences in an effort to uphold the highest quality of services within the industry. The Association promotes the western ranch vacation, while continuing to build a stronger working relationship with Federal and State land agencies in order to preserve and protect parks, forests, and wildlife. The Association makes every effort to assure the successful continuation of the traditional Western Dude Ranch experience.

Ranch Member Testimonials:

“First of all, if you look at our ranch's sources of business, The Dude Ranchers Association is number one. That alone makes our dues a bargain. Then you consider that we are linked to the number one dude ranch site on the internet with the DRA site, and you can't imagine the value. To that you add the directory that has 40,000 copies distributed, the co-op marketing opportunities and the incredible support the office provides.

Once you realize that the insurance program discount will more than pay your dues in many cases you understand it all can be for "free." For me the part of membership that has meant the most is the impact all the other ranchers have had on me and how much better ranchers we have become as a result. Membership in the DRA is the best decision our ranch has made.”

Russell True, White Stallion Ranch, Arizona

“Even though the DRA is a marketing organization, that's not the real benefit of belonging. We always learn things that save us lots of money, and are worth more than the dollars that we pay for dues. If we take a reservation, that's a plus. Staying connected with fellow ranchers at the conventions and beyond is invaluable.”

Johnny Fisher, The Home Ranch, Colorado

Benefits of DRA Membership

Marketing:

- Listing on the DRA web site, www.duderanch.org, which receives approximately 16,000 unique visitors per month.
- Listing on the Dude Ranchers' Educational Trust & Heritage Center website at www.duderanchhistory.com
- Receive qualified leads daily. The DRA web site ranks number one with the top search engines for the terms Dude Ranch and Dude Ranch Vacations.
- Listing in the DRA directory which is sent via regular mail to approximately 38,000 potential guests.
- Eligible to participate in Co-Op marketing.
- Having your brochures in the DRA Heritage Center located in the tourist town of Cody Wyoming, the East entrance to Yellowstone National Park.
- The DRA sends press releases out monthly to a data base of about 9,000 different media outlets. Ranches are often included.
- See the enclosed Marketing Highlights for the 2010 marketing activities.

Other benefits:

- **The possibility of saving up to 10% on your insurance through the DRA horse safety certification program.**
- Membership includes an invitation to the annual convention and a vote on all issues presented to the general membership. The convention offers ranches an opportunity to discuss common concerns, problems and solutions and informative seminars on all topics important to dude ranching.
- The DRA publishes a monthly newsletter "Ranch Ramblings," which includes:
 - Industry trends
 - America Outdoor report
 - New products and suppliers
 - Names and contacts for prospective employees
 - Marketing highlights and ideas
 - Alliance Partnership information

Of most significance, is the fact that in the minds of the public, travel agents and the media, membership in The Dude Ranchers' Association identifies a ranch as meeting the highest standards of the Dude Ranch Industry.

REQUIREMENTS FOR MEMBERSHIP IN THE DUDE RANCHERS' ASSOCIATION

A member ranch must meet the following requirements:

1. Be physically located in a state West of the Mississippi River or in the Canadian provinces of Alberta or British Columbia.
2. A Dude Ranch shall exemplify the western ranch ideal of personal, homelike hospitality and atmosphere.
3. A Dude Ranch shall operate primarily on the American Plan.
4. A Dude Ranch must be horse oriented:
 - Horses must be available to accommodate wranglers and guests who choose to ride
 - Western riding instruction must be available
 - Stock must be well cared for and equipment in good repair
 - Available deeded and/or leased acreage must be of adequate size to accommodate a horse program that meets Association requirements
5. A Dude Ranch facility must be adequate to accommodate guests in a comfortable manner:
 - Accommodations must be clean and in good repair
6. A Dude Ranch's promotional material must represent the facilities and activities accurately and honestly.
7. A Dude Ranch must keep on record with the Association office a statement of current ownership and management. Any changes must be reported immediately.
8. A New ranch shall have TWO YEARS previous operating history as a dude ranch immediately prior to application in the DRA. An applicant ranch will operate the first guest season following application under the exact guidelines set by the DRA.
9. During the primary dude ranch season transient trade shall not disrupt or detract from the dude ranch guest experience.
10. During the 8 week minimum dude ranch season a DRA ranch will:
 - Operate on the American Plan
 - Offer a quality guest experience
 - **Emphasis will be on a week stay**

Statement of Explanation:

One continuing goal of our Association is to foster sound ethical business practices and a quality guest ranch experience. The membership of the association recognizes that our ranches are diverse and that the business operations are varied.

Financial Requirements:

- \$1000 non-refundable application fee payable in two parts. \$250 due at time of application and \$750 due when you appear in front of the Board of Directors.
- 2011-2012 Annual Dues: Fiscal Year begins September 1 each year.

\$ 1,200.00 base dues for all ranches, plus
\$ 2.00 additional for each guest capacity, plus
\$ 20.50 additional for each guest capacity over 20

PROCESS OF APPLICATION FOR MEMBERSHIP IN THE DUDE RANCHERS' ASSOCIATION

Existing Members

"Ranch ownership change: When a ranch changes ownership, it shall be allowed to continue its membership, upon request of the new owner(s), if the new owner(s) agree in writing to abide by the constitution, by-laws and policies of The Dude Ranchers' Association. It shall be designated new member in the directory and is to be inspected within the first season of operation following the sale. The membership is contingent upon re-application, compliance with all requirements and payment of all appropriate fees and dues."

New Ranch Members

"Applications from new ranches shall be accepted and reviewed during two periods each year, namely prior to the Spring Board Meeting and prior to the Post-convention Board of Directors Meeting. Applicants desiring a review at the Spring Board Meeting must have on record at the DRA office a completed application for membership four weeks prior to the meeting to qualify for review. Those desiring a review at the Post-convention Board Meeting must have on record at the DRA office a completed application for membership four weeks prior to the convention to qualify for review. These applications must be accompanied by \$250, the first half of the non-refundable \$1000 application fee, and fifteen (15) copies of the ranch brochure and rate sheet as well as the other materials specified in the various application documents. INCOMPLETE APPLICATION QUALIFIES FOR REJECTION."

If the board votes to accept the application, the applicant ranch will then be required to pay an additional \$750, the second half of the application fee, prior to the scheduling of the required ranch inspection. The applicant ranch will operate the next summer/season under the exact guidelines set by the DRA (i.e. have a paying guest clientele, acceptable horse program, no transient guests, etc.). During the first summer/season of operation following application, DRA representatives will conduct a ranch inspection and then forward the completed inspection form to the DRA office. Prior to the Fall Board Meeting, copies of the inspection will be mailed to each board member.

At the Fall Board Meeting, a new applicant ranch will be accepted as a probationary member for a year, or rejected by the DRA. If the applicant is an existing member ranch with new ownership, it may be accepted for membership, accepted as a probationary member for a year, or rejected by the DRA.

Applicant ranches accepted for probationary membership will receive all benefits of full membership including listing in the DRA directory and website. During the next season (second season) of operation after application, the inspection process will be repeated, should the board feel it is appropriate. (A visit during the second season is typical.)

At the fall board meeting following the second season of operation, the applicant ranch will be accepted to full membership, continued on probation for an additional year, or completely rejected for membership.

If a ranch is continued on probation for a second year, it will receive a third visit. Again at the next fall board meeting, the ranch will be voted to full membership, maintained on probation for further review, or completely rejected for membership.

If at any point the applicant ranch is rejected for membership, the applicant will lose that portion of the \$1000 application fee that has already been paid. The Executive Director will inform the rejected applicant in writing of the rejection and the reasons for it. If the rejected ranch decides to re-apply at some future point, it must repeat the total application process and pay another application fee.



Colleen Hodson
Executive Director

BOARD MEMBERS

Randy George
President
Latigo Ranch
970-724-9008

Clay Miller
Vice President
Paradise Ranch
307-684-7876

Doug Hare
Treasurer
Red Rock Ranch
307-733-6288

District I, Wyoming
Mark Cardall
T Cross Ranch
307-455-2206

Bill Ferguson
Eatons' Ranch
307-655-9552

District II, Montana
Jerry (J.T) Taylor
Covered Wagon Ranch
406-995-4237

Dave Leishman
Bar W Guest Ranch
406-863-9099

District III, Colorado
John Fisher
The Home Ranch
970-879-1780

David Van Berkum
Rainbow Trout Ranch
719-376-2440

District IV, Other states
Rita Cote
Tanque Verde Guest Ranch
520-296-6275

April Beckley
Three Bars Cattle &
Guest Ranch
250-426-5230

Past President
Russell True
White Stallion Ranch
520-297-0252

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Ideas of What to Include in Your Written Horse Program

1. You may want to describe the philosophy of how you manage your horses, wranglers, and those who will be riding the horses.
2. Care of horses. What, when and where do you feed them. How are they groomed. Who handles their minor vet needs. Where do they spend the night.
3. How is your barn managed. Guest policies. Staff policies. Who may enter saddling area, may guests saddle/unsaddle their own horse, etc.
4. Describe the training program you have for your wranglers and how it is implemented. What type of first aid training is required for your wranglers and what type of first aid equipment is carried on all rides?
5. Tell what you do. How do you or your wranglers prepare your guests for their first ride on your ranch. What do you tell your guests about your horses—how you want them treated—what you expect from the guests (i.e. do they wait to be mounted by a wrangler, may they mount on their own).
6. Describe what riding instruction you give to your guests and what additional instruction is available on request, if any.
7. Indicate the minimum age for children to ride a horse on the trail, if you have one. Indicate any other rules about riding— i.e. may parents lead small children around the ranch yard or arena, do you allow children to ride on the same horse as their parents.
8. What types of rides do you offer during the week. Slow - medium - fast - beginner - intermediate - advanced. Do you offer all day rides. What is the duration of an all day ride - are there restrictions as to who can participate in the all day ride. What provisions do you make for lunches. Are there lunch rides, breakfast rides, evening rides, or any other type of rides offered. Is there an overnight pack trip and, if so, describe it.
9. Describe the type of terrain your trail rides cover -- i.e. steep, rocky, hilly, forested, open valley, etc. What type of trail system do you utilize -- unlimited forest service trails, national park trails, BLM trails, private land trails.
10. Do you offer horse games - gymkhanas, rodeos. Are those for kids and adults alike. Do you offer hay rides.

The above are only suggestions for items that may be included in a written horse program. The Association basically wants to know what you do, and how you do it, with reference to your horses. It also wants to know what types of experiences the guests will have. What you provide can vary. Some ranches have provided a two page document and others have provided a complete three ring binder of information.

Thank you for taking the time to look through this packet of information. Please feel free to contact any of the current board members that are listed to the left. You may also contact the DRA office if you have any questions about the information within. We would be happy to assist you, anyway we can.

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.

Endorsed Insurance Program

The DRA has negotiated an 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.**



THE DUDE RANCHERS' ASSOCIATION

P.O. Box 2307 -Cody, Wyoming - 82414

Phone: 307-587-2339

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Web: <http://www.duderanch.org/>

APPLICATION FOR MEMBERSHIP

Date of Application: _____

1. Ranch Name: _____

Address: _____

Telephone #: (____) _____ Fax: #: (____) _____

Website: _____ E-Mail: _____

Nearest Airport: _____

2. Owner's Name(s): _____

Address (if different from ranch): _____

Telephone #: (____) _____ Fax: #: (____) _____

3. Manager's Name(s): _____

Address (if different from ranch): _____

4. Capacity of Ranch: _____ present _____ anticipated

5. Brands: _____

6. Number of Acres: _____ deeded acres

_____ leased acres

_____ approximate # of acres permit covers

7. Horses: _____ # present on Ranch _____ # available for guest use _____ # leased

8. When the Ranch is full, will a horse be available for each guest who wishes to ride on any given ride? ____ Yes ____ No

9. Other livestock (number & kind): _____

10. Length of time in the Dude Ranch business: _____

Length of time at this location: _____

11. Inclusive dates for your primary Dude Ranch season: _____

Other periods you are open: _____

12. What is your background in the Dude Ranch business? _____

13. Names, addresses, phone numbers and e-mail address of five former guests:

(1) _____

(2) _____

(3) _____

(4) _____

(5) _____

14. Do you offer hunting? ____ Yes ____ No

Do you offer Winter Sports? ____ Yes ____ No If Yes, what types? _____

15. Do you have children's counselors? ____ Yes ____ No

If so, for what ages? _____

Can you accommodate unattended children? ____ Yes ____ No

If so, for what ages? _____

16. What are your rates (per person, double occupancy)? _____

Do you offer a three-night package? ____ Yes ____ No Rate: _____

Do you have separate rates for children? ____ Yes ____ No

If so, at what ages? _____


17. Are your rates all-inclusive? ____ Yes ____ No
If not, list any extra charges: _____
18. Do you request advance reservations? ____ Yes ____ No
19. Does your ranch offer meals, drinks, or rides to non-guests through your advertising (media or on signs)? ____ Yes ____ No
20. Is there a member of The Dude Ranchers' Association who has visited or is familiar with your ranch? ____ Yes ____ No If so, who? _____
21. Is there a member with whom you are acquainted? ____ Yes ____ No
If so, who? _____
22. In your opinion, what is it that makes a Dude Ranch?

Signed: _____

Title (Owner / Manager): _____ Date: _____

You MUST enclose fifteen copies of your brochure and rate list, along with one copy of each of the following: 1) Standard Inquiry Response, 2) Information sheets on your Ranch, 3) Deposit Confirmation letter, 4) Liability releases, if used, 5) In-room information sheets

Please also enclose any recent articles written about your Ranch.



The Original Western Vacation.

The Dude Ranchers Association

www.duderanch.org

DRA MARKETING REPORT 2010

MARKETING COMMITTEE:
CHAIRPERSON – APRIL BECKLEY
 RITA COTE
 CLAY MILLER

DRA Marketing – On Line Articles

- www.caribbeancruiseadventure.com - Find a Dude Ranch Near You.
- www.disneylandtips.com - Give Them a Try: Dude Ranches
- www.msnbc.msn.com – Rope, Ride at These Family-Friendly Dude Ranches – I did about an hour interview for this great article.
- www.usatoday.com – Horseback Riding Vacation in the United States – listing several DRA ranches.
- www.LAtimes.com - Rustling Up A Ranch Vacation For Less.
- www.smartmeetings.com - Listing the DRA as the best resource for dude ranch convention/meeting spots.
- www.travelandleisure.com - America's Best Dude Ranches.
- www.cnn.com – Mothers Day Travel.

Print Articles

- **SkyWest Magazine:** Bucket List Adventures.
- **Jax Fax Travel Marketing** – Full page article Dude Ranch Summer Round – Up.
- **LA Times** – Did an article in the travel section on dude ranches, again I did about an hour interview.
- **New York Times** – Did an article about Authentic Working Dude Ranches.
- **National Geographic Traveler** – “Saddle Up and Ride Em”

Editorial Value:

- **Estimate Publicity Value:**

\$1,015,774.09

- **Estimated Online Impressions:**

168,099,067

- Other print examples:
- Travel Girl – “Why You Need A Ranch Holiday This Year” \$225,000
- American Cowboy – “Best Ranch Vacations” \$251,040
- Budget Travel - “Family Reunions” \$54,000

Press Releases and Press Trips

- All press releases went out digitally this year – saving the DRA thousands of dollars in postage allowing us to spend that money much more effectively.
- 9 press releases were sent to over 80 thousand media outlets. The DRA sends these out through a site called TravMedia as well as with ATMS who delivers through Media Kitty.
- Many of the articles written came about because so many of you offered your ranch for a free media stay. Thanks to all of you..

DRA Web Site Stats -2010

- Total Page Views: 903,215
- Unique Visitors: 169,658
- Average Pages Viewed: 6.27
- Average Time on Site: 5:40
- Bounce Rate 31.09%

Top Search Engine Rankings for the new DRA site

Google / Bing		Yahoo/Ask.com	
• Dude Ranch	1,2	• Dude Ranch	1
• Guest Ranch	1	• Guest Ranch	3
• Dude Ranch	1	• Dude Ranch	1
• Guest Ranch	1	• Guest Ranch	1

New DRA Web Site

- Stats for December 28th to January 14th – Google Analytics
- **Traffic:**
 - 10,508 [Visits](#)
 - 78,426 [Page views](#)
 - 7.46 [Pages/Visit](#)
 - 28.17% [Bounce Rate](#)
 - 00:08:13 [Avg. Time on Site](#)
 - 66.30% [New Visits](#)
- **Traffic Source:**
 - 16.88% [Direct Traffic](#)
 - 20.09% [Referring Sites](#)
 - 63.03% [Search Engines](#)
- **Traffic is up by 38.9 percent since the launch of new site**

Web Site continued

- Per Ranch:
- Average page views: 171.21
- Average Clicks: 39.54
- Average Saddle Bag listing: 7.72
- **Top ten general keyword searches within the site:**

• Families	1009	Ranch/Western	883
• Alcoholic Bev.	639	Cabins	573
• Hiking	551	Cattle	547
• Fishing	545	July	539
• River Rafting	504	All Day Ride	493

Web site continued

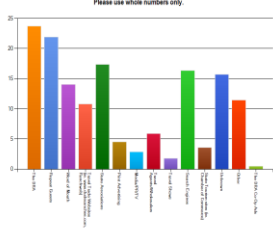
- **Top searchers for riding:**

• Half Day Ride	451
• Beginner Ride	377
• Family Ride	295
• Fast Ride	295
• Advance Ride	263
• Horse Safety Certified	223

DRA Fall Survey

- Where are you getting your inquiries?

What percentage of INQUIRIES came from the following? ANSWERS MUST EQUAL 100% Please use whole numbers only.

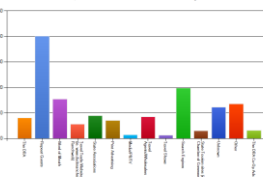


1. The DRA
2. Repeat guest
3. State Association
4. Search Engines
5. Unknown
6. Word of Mouth

Fall Survey

- Where are your bookings coming from?

What percentage of BOOKINGS for 2010 came from the following? ANSWERS MUST EQUAL 100% Please use whole numbers only.

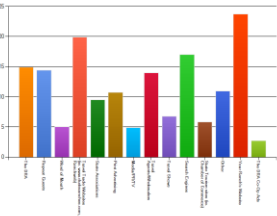


1. Repeat Business
2. Search Engines
3. Word of Mouth
4. Other
5. Unknown
6. DRA
7. State Associations
8. Travel Trade web site

Fall Survey

- Where are you spending your marketing dollars?

What percentage of your MARKETING DOLLARS went to the following? ANSWERS MUST EQUAL 100% Please use whole numbers only.

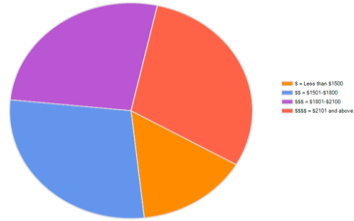


- Personal web sites.
- Travel Trade web site.
- Search Engines
- The DRA
- Repeat Guests

Fall Survey

- Price Categories

For 2010, which price category would best describe your rates for a week, per adult, double occupancy?



Survey to over 1500 people who contacted the DRA for information.

- 358 people completed the survey
- Average Age 43-46
- 73.6% Female
- 26.4% Male
- Have you been to a dude ranch within the last two year?
 - 144 said yes – 40%
 - 214 said no – 56%

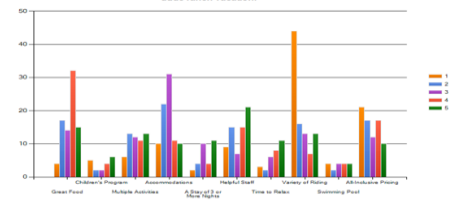
Survey continued

- Top reasons you chose this ranch:
 - Location
 - Cost
 - Easy to get to
 - Length of stay
- Top reasons why you did not go to a ranch:
 - Cost of ranch stay plus travel
 - Still trying to decide which ranch
 - Length of stay
 - Did not travel this year

Top 5 most important aspects that are essential for a quality dude ranch Vacation.

- Variety of riding
- Great Food
- Accommodations
- All inclusive pricing
- Great Staff

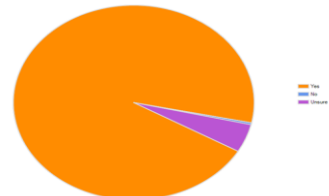
Rank the TOP FIVE most important aspects you feel are essential for a quality dude ranch vacation.



Survey continued

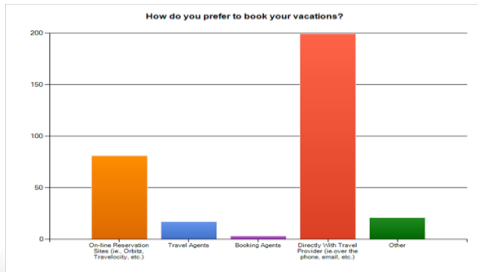
- Will you consider a dude ranch vacation in the future.
 - 95% said YES!!

Will you consider a dude ranch vacation in the future?



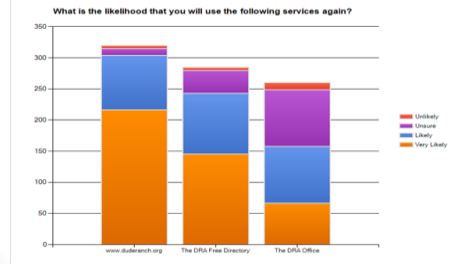
Survey continued

- How do you prefer to book your vacations?



Survey continued

- What is the likelihood that you will use the following again?



Specialty Marketing in A Nut Shell

- **Banner Ads:**
 - familytravel.com., Travelsavymom.com, Reunionsmagazine.com, Yellowstonepark.com (and many more)
- **Alliance Partner "piggy back" marketing:**
 - PRCA, AQHA, Montana Silversmith, America Outdoors , Travel Guard Sysco, etc.
- **Mass E-mailings:**
- **Sweepstakes:** (thank you to everyone who donated trips for the DRA to use)
- Sierra Trading Post
- Alliance Films
- AQHA
- Discoverhorse.com
- Tractor Supply

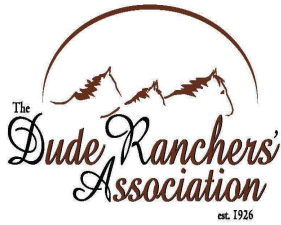
Keeping this industry alive and relevant will take all of us working together. Being a member of The Dude Ranchers Associations is important not only to your ranch but to the entire industry. We would encourage you all to get as involved in the association as you can, help us to help you

This is a great association and will continue to be a great association for another 85 years if we all work together!!!!

Thanks for attending the 85th DRA convention... Happy Trails ..
The Marketing Committee

www.duderranch.org





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!**

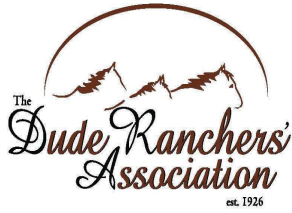
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**Reach Those Interested In Dude Ranching
or Dude Ranch Vacations**

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!