

EXCLUSIVE

FREE 6 Month Trial Membership In ARVC:

Offer Sign Up Period Ends July 15, 2011

We want to make it easy for you to sample and enjoy all the wonderful benefits of being an ARVC Member, absolutely free, for the 6 month period from July 1 through December 31, 2011, with absolutely no obligation. Read on...

Dear Campground and RV Park Owner:

Please consider this a personal invitation to join ARVC, the National Association of RV Parks and Campgrounds, which currently represents over 3300 private campground owners throughout the United States and Canada.

As the CEO and Chairman of ARVC, we've noticed many states like yours do not have an organization to represent your vital business interests. At ARVC, we are committed to creating ultimate value for our members, value that comes in a variety of beneficial ways you probably weren't aware of.

But don't just take it from us, look at the comments in this brochure from our members who are park owners themselves and learn how they're enjoying great benefits and substantial savings, such as:

National Marketing Campaigns:

Designed to bring new customer business to your park during typical shoulder seasons when registrations need a boost. Perhaps you heard about our most recent campaign in June, "Get Outdoors and Go Camping...It's Easy", which involved cooperating partners like Camping World, El Monte RV Rental, and Coleman. We bring the marketing power of brands like these together to create consumer attention, then direct these consumers directly to our member parks. As an added benefit, you'll also get to share in our impressive public relations and publicity outreach. For instance, in May and June alone, our member parks were featured in publications like USA Today, The Wall Street Journal, Bloomberg, Motor Trend, The New York Times, The Chicago Tribune, The Atlanta Journal Constitution and newspapers across the country covered by the Associated Press.



GoCampingAmerica.com:

A nationally recognized website that utilizes the latest internet search methodology, Google Mapping software, and a proprietary park profile/amenity database...all to capture and direct the camping public to you. As a member of ARVC during your free trial period, you'll have a GCA.com listing that includes a direct link to your own website, making it easy for consumers to find your park. Additionally, as an ARVC member you'll have the option of offering your guests a free version of GuestReviews, allowing real time response of guest comments and ratings, to help you manage your business.

Group Buying Power Means HUGE Savings For Your Park, Save On:



How much money could you be saving through ARVC member benefit discounts? A lot!

Our members continually reduce their park operating expenses by ordering normal, everyday items from such partners as Staples, Home Depot, Sherwin-Williams, John Deere, Dell Computer, Leslie Pool Supplies, Suburban/Ferrellgas/Amerigas propane...and many others. Just using one of these ARVC discounts can easily cover the cost of your annual membership. Best of all, our partner agreements usually insure fast, next day delivery with no shipping costs. Order online today, and it arrives next morning saving you time and money! And, our member benefits don't stop with just product goods, as we offer an exclusive, members-only 20% discount for park general liability & property insurance through Evergreen USA, as well as great discounts from music licensors BMI/ASCAP/SESAC, and coming soon...from television programming providers like Dish Network and DirecTV. As you'll discover inside our brochure, these discounts from suppliers like Sherwin Williams (up to 30%), John Deere (up to 25%), and Dell (15%) amount to big savings.



Government Affairs/Lobby Support:

ARVC utilizes the acclaimed law firm of McDermott Will and Emery (MWE) to represent its national political and lobby interests in Washington DC, and through MWE's six regional offices throughout the US and use of StateNet, we also keep close track of all local issues affecting our industry at your state level as well. For instance, the recent 2010 ADA law revision that could affect your parks pools and hot tubs was difficult for many park owners to interpret. Our law firm provided a simple position paper, vetted by the US Department of Justice which oversees the ADA law, that is accurate and our members can rely on.

Communication Resources To Keep You In The Loop:

As an ARVC member, you'll be given login privileges to our internal website, www.ARVC.org, to keep you abreast of all the important trade news and happenings within our organization. By logging in, you'll also be able to update your GCA park listing and promote special events at your park. Members also receive a free, full color, monthly email subscription to *The ARVC Report* (\$11 per month value), that contains features and articles on anecdotal best practices to reduce your costs and increase customer satisfaction. You'll also learn some of the latest ideas on creating new revenue opportunities (ie heard of ARVC's electronic car charging initiative?). Lastly, you'll receive a free online copy of the National Operations Survey Report, a \$300 value, which includes a comprehensive menu of statistics, trends and metrics to help you analyze your individual parks performance against national averages.



Accredited Industry Education:

Through its renowned Education Foundation, ARVC manages the only Certified Park Operator program and School in the nation, designed to provide classroom and webinar instruction by leading park management professionals on everything you need to know to make your park operate successfully.



“Thank you for the [National Background Investigation] benefit! Since we typically have between 100 to 150 background checks annually, by switching to NBI we should save about \$18.00 per background check. I estimate that we should save about \$1,800 to \$2,700 annually. That is great news as we try to reduce our employment expenses and maintain our standards.”

— Gene Zanger, Casa de Fruta Orchard Resort, Hollister, CA

What You Need to Do Right Now!



Just fill out the simple, postage paid card attached...

and we will call you to confirm your application within 48 hours of receiving it here at ARVC. Your website link will be immediately activated once personal contact is made, so hurry, as we want to see you start enjoying all of our benefits during the height of the summer camping season.

If you are impressed with the value of ARVC membership and you wish to continue to be a member of ARVC at terms end, you will be billed for 2012 annual member dues in January, at very reasonable rates that are guaranteed not to change for at least two years. Of course, park sizes vary, but the average member park within ARVC is just 140 sites, with average dues just \$260 per year.

We're so confident you will enjoy the great membership benefits of ARVC, that we're making this offer absolutely free of charge. All you have to do is fill out the enclosed card and mail it to us today to start enjoying all the benefits of ARVC membership.

As an added bonus, once signed up, you will be invited to attend ARVC's annual Outdoor Hospitality Conference and Expo, being held November 30-December 2, 2011 at the beautiful Westin Savannah Harbor Golf Resort and Spa. We will have a great trade show, enlightening educational seminars, and you'll experience fantastic camaraderie and idea sharing among fellow campground owners.

If you wish to attend our Conference as our special guest, you will be registered at the existing member rate of \$379, a 45% savings off the normal \$700 non member rate. If you bring others with you, such as family or employees, we offer an additional savings as well.

Thank you for your consideration, we look forward to hearing from you before the deadline.

Paul Bambei
Paul Bambei
ARVC PRESIDENT / CEO

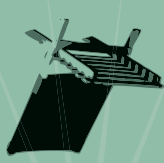
David L. Berg
David L. Berg
ARVC CHAIRMAN
OWNER, RED APPLE CAMPGROUND



Activate your 6 month trial.

Yes. Start my trial membership today!

NAME	HOW CAN WE CONTACT YOU WHEN YOUR PARK CLOSSES?
CAMPGROUND	OFF SEASON CONTACT
ADDRESS	
CITY	EMAIL
STATE/ZIP	
PHONE	PHONE
EMAIL	DATE PARK CLOSSES FOR SEASON
WEBSITE	



Who We Are!
Outdoor Hospitality
is

National Association of
RV Parks & Campgrounds



(Reply card enclosed)

You're about to get even
happier as you experience all
the benefits & discounts of an
ARVC park membership.

Activate Your
FREE
6 Month Trial
TODAY!

Happy Campers = Happy Park Owners



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www.gocampinamerica.com

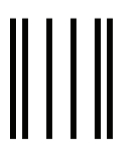
“After growing up in the business and attending more ARVC conventions than I can count, I always walk away with ideas on how to improve my operations at the parks. Whether it is attending the sessions or reconnecting with other campground owners/operators, The Outdoor Hospitality Conference always inspires me and reminds me of why we all got into this crazy business!”
— Kelly Jones, Director of Franchise Development, Leisure Systems, Inc., Cincinnati OH

“We attended the campground management school in hopes of gaining ‘text-book’ knowledge to assist us in running our business better. What we gained from the school was much more than book knowledge. The opportunity to share meaningful stories with and among some of the nation’s most impressive campground owners was invaluable. Much of what we learned will shape our business decisions now and in the future.”
— Denise Gallo and Deene Yenchochic, River’s Edge Camping & Cabins, Conestoga PA

“I used the John Deere discount program right off the bat and the savings alone on one of my purchases was enough to offset the ARVC dues for a lifetime.”
— Mary Arlington, CPD, High Plains Camping, Oakley KS

“See what ARVC Members are saying...”

Join The Premiere Education & Advocacy
Organization for the RV Park & Campground Industry



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