



Vermont Campground Association, Inc.

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Dear VCA Member:

It's time to renew your VCA membership for the Vermont Campground Association for 2020. As a member we would like to reacquaint you with a few benefits members of the Vermont Campground Association enjoy:

- Rack card distribution at VCA attended Camping Shows across the Northeast. Rack card distribution can be requested and is an additional charge.
- A brief complimentary listing in the VCA Campground Guide. 100,000 are printed and distributed each year via camping shows, rest areas, RV dealerships, select sporting good and recreational stores such as Cabela's and the Kittery Trading Post, and sent by request to all who ask.
- VCA website presence with listings for each campground personalized by the member. You also have the option to enhance your FREE listing for an additional fee.
- Social Media posts through VCA's Facebook page
- Networking with other Campground owners through meetings, conference calls and individual mentoring
- VCA's Scholarship fund for campground owners and employees that want to further their education in the camping and hospitality industry.
- Membership to the Northeast Campground Association, NCA (benefits include Campground Guide distribution at the FL RV Supershow, participation in a national advertising campaign, the NCA website, educational opportunities, the NCA scholarship fund, Conference and trade show each spring, and more networking with many other owners!)

Campground owners report finding a lot of value in their VCA membership. Elizabeth Meuse, manager of Tree Farm Campground in Springfield has this to say about their involvement with VCA:

"As a relatively new campground owner VCA has provided us with continued support around all things campground related. From electrical upgrading ideas, to changing rules and state regulations, and even support around what to do with challenging patrons. It's always helpful to know that our experiences are not unique to us and our campground, and that others have similar shared successes and challenges too.

Perhaps the best benefit is the numerous marketing opportunities that we can be a part of as a VCA members. TFCG is a small campground, we do well but our marketing budget is not huge. Marketing was a key focus when i joined Tree Farm and I quickly learned how expensive it was to get our info out

there, thousands of dollars! With our VCA membership we get our campground info out to RV trade shows across the Northeast and Canada through the Vermont Campground Guide! I learned that VCA has 3 distribution companies that make sure the Guide gets out to targeted venues, focused retail outlets, and by request. VCA membership provides us with so much value. We were so impressed with the distribution of the guidebook that we decided to take out a large ad in 2018 and it has paid off. We track how people hear about us and the Vermont Campground Guide is one of the top ways. We could never afford to do the marketing that they do for us, it takes a lot of time and effort to do what VCA does. We appreciate all their support with all they offer us”.

Attached please find a membership application, a complimentary copy of the 2019 Vermont Campground Guide with your campground’s listing highlighted, a media kit from the Addison press for additional advertising opportunities in the 2020 Campground Guide and instructions to review and update your online listing at Campvermont.com (below). If your *printed* Campground Guide information needs updating, please make corrections and send that back with your membership application.

You can update the information on the VCA website by going to www.campvermont.com, member section on the tab listing then member updates. It will prompt you for your username which is your email address and a password which Peter Pelland sent to you in an email in January. If you cannot locate the email please contact Peter - plpelland@pelland.com to retrieve it. Once you get in click on update listing and it will bring you to a screen that you can update.

Should you need any assistance or have any questions or comments about membership or benefits, please feel free to email us at info@campvermont.com.

Sincerely,

Chris Bissonnette

President, Vermont Campground Association