

CCLOA News

Colorado Campground and Lodging Owners' Association

December 2011

Volume 15 Issue 5

PRESIDENT'S MESSAGE

by

Tom & Mari Garland
Junction West RV Park



Tom & Mari Garland
Junction West RV Park

Dear Colorado Campground Owners and Managers,

Get outside yourself! In challenging times, some of us tend to hunker down and ride it out. This fall Tom and I have found it more valuable to do just the opposite.

For example, in September we attended a local Chamber of Commerce breakfast and learned from the national Chamber of Commerce which business sectors are growing and declining in which parts of the country, why, and how that compares to what we are seeing locally and what we can expect for the near and more distant future. I also attended an update by the Colorado Hotel & Lodging Association and learned about some labor law proposals in Denver (which have since been defeated) that would have been very bad for the hotel and campground industry as well as actions being taken by the National Labor Relations Board that are hurting business and hindering our nation's economic recovery. At a Business Showcase (also sponsored by our local Chamber of Commerce) I was able to meet with at least 6 companies who provide services we need or who we can provide services to in less than 2 hours.

Every week I attend a Rotary luncheon. I often discover interesting things about my community or important information I need to act on as well as opportunities to serve humanity through the speakers at those meetings. Last month, I heard about a local program called GreenBack\$ with matching grant dollars available this year for energy improvements to commercial buildings. It includes a comprehensive energy audit and report which identifies the improvements which will make the biggest difference in our energy bills for the least cost. In the process, we also discovered that we needed to change the venting and ducting for our main water heater and boiler room because it was producing too much carbon monoxide (CO) and reverse drafts were causing some of the CO to drift into our public spaces. Because I was aware of this program, half of the costs of those changes will be reimbursed through the grant.



Our mission is to be the voice of the Colorado RV park and campground industry by promoting the continued growth and success of our members as they provide a quality camping experience.

Member Benefits Include:

- Free listing in the popular *CampColorado*
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- Group purchasing discounts
- Seminars and trade shows
- Legislative updates
- Legislative representation at the State and National level
- ARVC membership
- State and National newsletters.

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www.campcolorado.com

(continued - see "President's Message" on page 4)



The Web-O-Meter is provided to inform you of the progress of the
www.CampColorado.com website

WEB-O-METER

Month	Unique Visitors	# Visits	# Hits	Page Views
August	12,410	29,294	3,570,584	200,599
September	5,903	14,496	1,286,880	78,086
October.....	3,400	8,724	664,881	48,079



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Mark these dates on your calendar now!!

2012 Colorado RV Adventure Travel Show

January 11-14, 2012

Colorado Convention Center, Denver, CO

2012 Colorado RV Sports, Boat & Travel Show

March 1-4, 2012

National Western Complex, Denver, CO

CCLOA Convention & Trade Show

March 20-23, 2012

Sylvan Dale Guest Ranch
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Contact: (970) 259-1899



Camp Colorado Guide

The Official Publication of CCLOA

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Individual Requests for the Camp Colorado Guide

August	80
September	49
October	41



YOUR BOARD OF DIRECTORS AT WORK

- CCLOA distributed nearly all of the 80,000 Camp Colorado Guides printed in 2011.
- CCLOA will man booths at RV Shows in Denver, Colorado Springs and Kansas again in 2012.
- CCLOA updated CampColorado.com with over 40 new attractions and 150 Calendar of Event items to keep it current.
- CCLOA launched a new Mobile Web Site formatted especially to fit small screen's of mobile devices.
- CCLOA published a quarterly newsletter - March, June, September and December (the newsletter can also be found on www.campcolorado.com > Campground Owner Membership Information > Newsletter > [Click Here](#)).
- The convention committee has agreed on a contract for the 2012 CCLOA convention to be held at the Sylvan Dale Guest Ranch in Loveland, Colorado March 20-23, 2012.
- Submitted reimbursement requests and final report to the CTO for the 2011 Marketing Matching Grant program.
- Submitted 2012 CTO Marketing Matching Grant Request and was accepted.
- Continued to work with ARVC and the State Park system to iron out details around having the State Parks join CCLOA.



CCLOA LIBRARY BOOKS

CCLOA has library books available to CCLOA Members - please contact the CCLOA office at 970-259-1899 or association@campcolorado.com if you would like to borrow any of the following (a credit card number is required as a security measure when checking out a CCLOA library book or resource):

Being a Successful Manager of an RV Park, Resort or Campground By John Imler

The RV Park Business By John Imler

So You Want to Buy Your Own RV Park or Campground
By John Imler

Properly Maintaining RV Parks & Resorts in the 21st Century By John Imler

Designing RV Parks & Resorts for the 21st Century
By John Imler

The Perfect Board By Calvin K. Clemons

2006 ARVC Economic Survey (electronic)

2008 ARVC Economic Survey (electronic)



("President's Message continued from page 1)

Also in September Mari, Ian Steyn, Roy Youree and Kathy Palmieri attended the Governor's Conference on Tourism in Loveland. We interacted with representatives of the hotel industry and the Colorado Tourism Office, of course. We also met people from regional and state visitor centers, international tour organizers and outdoor adventure groups. We learned from the speakers and the other attendees how Colorado's tourism industry is doing right now and how we will be promoting ourselves in the coming months. We discovered how we as CCLOA and as individual RV parks can participate in the efforts at the state and regional level to reach a wider audience than we can create on our own.

And now, we are preparing to leave for the ARVC Outdoor Hospitality Conference and Expo in Savannah, GA in just a few days. I know we will come back better educated and inspired to apply what we have learned to our own business and to our association. We have learned that when we "hunker down" it is too easy to be consumed by the present circumstances. When we open up and reach out, we become exposed to new ideas, better possibilities and people who are willing to help us achieve them.

Best Regards,
Tom and Mari Garland

Understanding Legal Tools

From a recommendation by the Alaska Campground Association, CCLOA has asked Legally Mine, Inc. to give their presentation during the CCLOA Convention on March 20-23. The following is their description.

"The course works best for those people who have already achieved a degree of success in their career or at the very least those who have intentions of achieving success in the near future. Financial and or professional success in your career unfortunately makes you a candidate for attack from a trial attorney and his or her clients. No attorney will file a lawsuit unless he or she thinks that there is money or assets to be obtained through the suit. The course will teach you how to own and control your assets in such a way that only you have access to them. These tools will lockout the trial attorney and in the process eliminate the threat of lawsuits.

These same tools can be used to reduce your income taxes and in some cases help you to eliminate or reduce both estate and capital gains taxes. You have worked hard to create you career, let us teach you how keep control of that career and all you have worked for."

RV Shows Mean Colorado Camping Grows



Without RV dealers, it goes with out saying, there wouldn't be any RV parks. We park owner need RV dealers and they sure need us. This is why CCLOA is invited to set up camp (booths) at RV shows to hand out our guides and tell people about campgrounds in Colorado. CCLOA will be at several shows in January through March. Mark your 2012 calendar for January 11-14, February 17-19, and March 1-4 for these important shows. You will be receiving emails and phone calls asking you to help in the CCLOA booth. Teddy Roosevelt stated, "Everyone owes a part of his time and money to the industry from which he derives his living..." Can we count on you for help?



They Have To Be Kidding! What Are They Thinking?

Commentary by Jim Ozburn

ARVC proposed state campground associations give free trial limited time membership to their public state parks and to non member private parks and campgrounds. When it comes to competition, we all know how unfair the state park systems have it over private parks. Also some association members aren't so hot on private parks that haven't been members of their association and helping with the promotion of camping within their state getting a free trial.

For the last few years Colorado Campground and Lodging Owners Association has included the listing of our state parks and the many private parks and campgrounds that are not members in their camp guide *Camp Colorado Guide*. I am not kidding. They get in our guide for free. What was the CCLOA board thinking? I was on the board then and I am still on the board now. So here is what the board was thinking. First, and foremost CCLOA is to promote its members.

To do this well we must also promote Colorado camping. To make our guide a useful and valid guide to Colorado camping and not just an advertisement for member campgrounds it was decided to include all forms of camping. We also list information for Forest Service camping and National parks in Colorado. This makes it a welcomed give a way at RV shows. People who contact CCLOA by phone, email, and mail for our guide will see there are more opportunities to camp in Colorado.

CCLOA is trying to get the Colorado State Parks to join us in promoting Colorado camping. We need them and they need us. As proof, the state is considering closing four of its parks. Colorado has one of the finest park systems in all of good old USA! By working together and not promoting just ourselves, rather promoting Colorado camping we will all be winners.

At this time the State Parks are not dues paying members of CCLOA and if this is to happen, we may have to change our mission statement. Just as or maybe more importantly we need more private parks to join and pay dues. We could do so much more promoting Colorado camping if we had the revenue.

There has been mixed reaction to ARVC's proposal. The most negative is the New York state association with their withdrawal of membership from ARVC. This is a loss to national promotion of camping. It will be a gain for Colorado camping.



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Bryan Tolli, CIC
Account Executive



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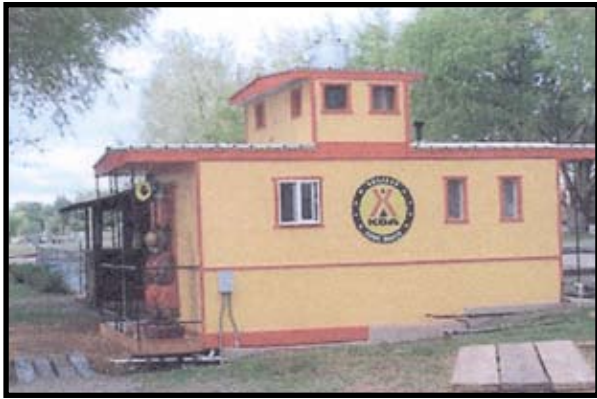
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Durango Park Named Campground of the Year

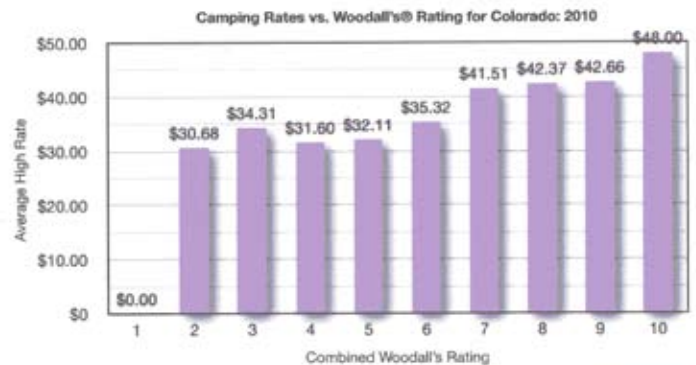


The KOA Campground in Durango was selected as the 2012 KOA Campground of the Year. With 475 KOA campgrounds competing for this honor, Jay and Carol Coates the owners have a right to be proud of their park. The Coates have owned the Durango KOA for twenty years and were cited for taking a lead role to improve technology and communications with campers and being leaders in several vital KOA programs. Jay and Carol were cited by KOA President Pat Hittmeier as perfect examples for new KOA campground owners. All Colorado campgrounds should be proud that a Colorado park was chosen for this honor.

The Rate Is Right The Price Is Right

We think of it as our rate for camping and our campers think of it as the price of camping. It is that time of year again to think about next year's rates. Do we raise, stay the same, or reduce our rates (no way)? How do your rates compare with your competition? How do your rates compare with like campgrounds and campgrounds in like areas of Colorado? Below is a chart of rates for Colorado in 2010. It shows rates from the Woodall's Guide based on the number of Ws for the park. In general the more Ws the higher the rate the parks charged. We all know profit is revenue less expenses. To increase revenue you must raise the rates or increase the camper nights, or one can reduce the expenses. Do you really need that new \$50,000 pick up? If the rate is right, the price will be right. You stay in business and the camper is a happy camper!

W=\$ and WWWWW=\$\$\$\$\$!?



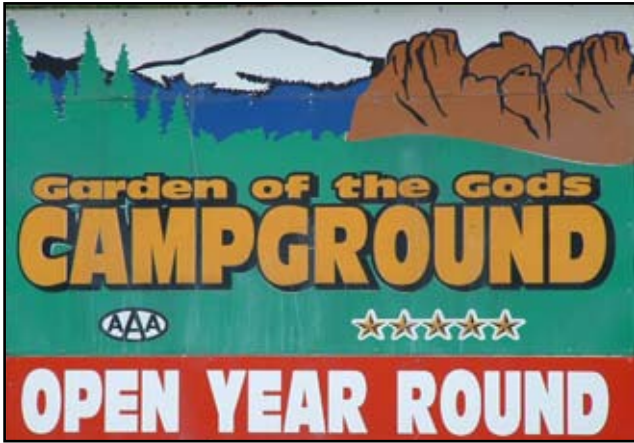
CO: PROJECTIONS AND VARIATIONS AT A GLANCE
2011 projected rates are based on an annual increase of 5%.

Woodall's® Rating	Average Highest Rate in 2010	2011 Projected Highest Rates	Range of Highest Rates 2010
1	NA	NA	NA
2	\$30.68	\$32.21	\$25.00 - \$37.72
3	\$34.31	\$36.03	\$24.00 - \$47.00
4	\$31.60	\$33.18	\$20.00 - \$45.00
5	\$32.11	\$33.72	\$26.00 - \$38.00
6	\$35.32	\$37.09	\$23.05 - \$53.00
7	\$41.51	\$43.59	\$25.00 - \$71.95
8	\$42.37	\$44.49	\$33.00 - \$59.00
9	\$42.66	\$44.79	\$35.00 - \$50.00
10	\$48.00	\$50.40	\$37.00 - \$74.00

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Garden of the Gods Campground a Favorite



Woodall's ran a summer contest for campers to enter their favorite campground. Woodall's announced the results of the top 100 campgrounds and Garden of the Gods Campground was in the top 100. Garden of the Gods has 325 RV and tent sites as well as cabins and motel rooms. It is ideally located on the west side of Colorado Springs near the attractions of Old Colorado City and Manitou Springs. With pancake breakfasts, ice cream socials and two big heated pools, it is easy to see why it is a favorite. Garden of the Gods was a charter member of CCA, Colorado Campground Association, which is now known as CCLOA, Colorado Campground and Lodging Owners Association. Congratulations Garden of the Gods for being chosen a favorite in Woodall's contest!

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It's Easier Than You Think

By Pat Stehwien

Reduce, Reuse, Recycle. Let's focus on recycling. Gunnison County has a recycling center, which I had been using personally for years. In the spring of 2009, I proposed to Stan that we start recycling for the campground. He and one of our male work campers both stated unequivocally that campers would never do it and that I would be wasting my time and our money having the service pick it up. That made me all the more determined to do it. Nothing like proving your husband wrong to get a woman motivated!



Stan's stipulations were he did not want to see it and did not want it blowing around. I requisitioned an unused 6x6 foot wooden shed and Stan fired up the backhoe and hauled it down to place it beside the dumpsters. Our work campers painted it white with blue "Recycling Center" on the front. Inside I placed 4 large and 3 smaller trashcans and a tote tub - all with no lids. I used liners in all but the tub. I printed letter sized sheets with what was to go in each can and put the sheets in vinyl protectors and taped them to the trash cans. After that, I just had to make up notes with recycling instructions and put them in mailboxes and attach them to our site maps.

I have 2 large cans for #1 and #2 plastics (the only ones our recycling center accepts), 1 large for aluminum cans and one large for newspapers and magazines. The small cans hold tin cans, brown glass and mixed clear and green glass. The tub holds small flattened cardboard like cereal boxes. The larger flattened boxes fit in the back, held up by the tub and cans.

Even I was surprised by the success. People actually used it. Some campers even thanked us for having it! Stan and Norm had to admit they were wrong! Win! Win! Win!

When I started, we had a service that picked up recycling for \$15 per week. We did not save money per se; but Stan did not have to drive down the big yellow "compactor" to smash the trash during busy times. The service lasted for one summer and then closed. What to do after we had successfully recycled that summer? Our minivan always has the back seat down for hauling stuff anyway, so I put it to use hauling a little more. Every week I load it up -flattened cardboard on bottom and the bulky bags on top, take it to the recycling center and unload it. 5 to 10 minutes to load and the same to unload.



Q&A

Do people always follow the recycling instructions? No. Do they always put stuff in the proper container? *No.*

Do I get irritated when I have to sort for them? *Yes.*

Why would someone put an electric clock in the plastics? *I don't know. Well, it was plastic.*

Why would anyone put those little propane cylinders on the floor inside the door? *Again, I don't know, but it has happened several times.*

What is the worst thing you have found? *You really don't want to know.*

Is it still worth your time and effort? *Definitely yes.*

Hopefully, more and more campgrounds will begin recycling. We haven't travelled extensively, but I always look for recycling bins at campgrounds and am disappointed when I don't find any. So I carried our plastics home from Arizona in March 2010. Is that taking it too far?



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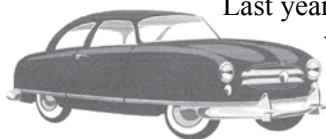
They will **return**.

The **green** may be a plastic card but it is **green** to you!



CAMPER TO RVer

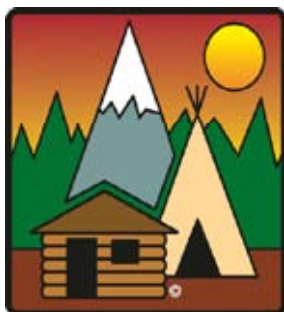
By The Rambler



Last year while working the CCLOA booth at a RV show, I tried to engage a woman in conversation who was walking by. Conversation leads to handing out our Camp Colorado Guide. I asked her if she was a camper? She stiffened up a little and replied with a stern, "No." Then she continued by informing me she was a RVer. They had a motor home. I quickly pointed out that while our guide's name had camp in it, it was also a RV park guide.

This last fall my wife and I took a trip to southwest Colorado to see the colors of aspen and scrub oak. We had our class A with toad. We mostly stay at parks with full hook ups. We decided to try something different for a night and stayed at Mancos State Park. This park was vastly different from Colorado's newest state park, Cheyenne State Park, which is about 20 miles down the road from our own campground. Cheyenne S.P. has all paved roads, full hook ups, concrete slabs to park your RV on, and service buildings for each loop. Mancos S.P. had none of this. It did have a couple of central pit toilets and some central water spigots. Each site had a fire ring and picnic table. The table was one of those rubber coated wire mesh kind that leave your butt looking like a waffle if you sit there too long. We hadn't brought any firewood so we went wood gathering. The legal way. We went to empty campsites to see if any unburned wood was left behind. After a few sites we had enough wood for a fire that night. And it was night. No lights from a service building, no light posts, no light from near by campsites, only starlight. We sat around the campfire in our comfy lawn chairs and talked about camping with the kids, sitting around campfires on tiny campstools, and sleeping in our tent trailer. I told some tales about when I camped with my parents in our small camp trailer that my dad built. The fire went out and we went inside, used our own facilities, set the thermostat so it would not get too cold and retired to our queen sized bed. The next morning we set the thermostat up, turned on the hot water heater, and started up the generator so we could use the toaster and microwave. We sat at our dinette looking out at the peaceful forest. Then it was down the road again to a park with full hook ups. Camper to RVer again.

There are still plenty of tent, truck, and pop up campers out there. They are out boon docking in forest service campgrounds and state parks. When they are ready to become RVer's, we as park owners must be ready to meet their expectations with updated and improved parks. Sadly some RVer's like the lady at the RV show have never had the joy of camping.



**Colorado Campground and
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Save-the-Date

CCLOA Convention & Trade Show
March 20-23, 2012

Sylvan Dale Guest Ranch
2939 N. CR 31D * Loveland, CO 80538-9763
Watch for exciting details and registration form!
Mark your calendar today!



SUCCESS

The 2012 CCLOA convention will be held at Sylvan Dale Guest Ranch west of Loveland from March 20-23. The theme will be “Success” and we need you to attend to make it a success. Both CCLOA members and non- members are invited to attend this event.

The first event of the convention will be Tuesday afternoon’s SPOT - Successful Park Operators on Tour. We will tour several parks in the Loveland area and will learn what features make their operations successful. Travel time between parks provides an excellent opportunity to get acquainted with other attendees at the convention.

Wednesday morning each person will introduce themselves with their idea of Success. The next two days will then be filled with speakers sharing ideas to increase the success of your business. There will be time spent with vendors who have products that will add to your success. Cracker barrels provide time to share ideas with others in the industry and to learn how others solve problems and gained success.

There will be great meals and live entertainment at the banquet for your enjoyment. The auction is the association’s means to financial success so we encourage you to bring items and then to bid on the items brought by others. This is a fun time and a wonderful occasion to visit with others in the business.

You’ve spent the past several months providing your guests opportunities to enjoy life. Now it’s time for you to sit back and enjoy life by visiting and learning from other park operators.

Team Development

Spring Time in the Rockies

Spring begins on March 20 which is the first day of the 2012 CCLOA convention, but don’t tell Sylvan Dale Guest Ranch as our rates are their discounted winter rates. You may reserve a room in the Wagon Wheel for \$58 a night or one side of a Side by Side Cabin for \$68. The rate for the Sweetheart Cabin is \$84. These rates include a delicious breakfast each morning. Check out their facilities at www.sylvandale.com.

Come join other campground owners for a time of visiting, learning, and sharing ideas. Relax as you prepare yourself for another busy camping season.



Mark Rowland

The keynote speaker for the CCLOA convention will be Mark Rowland who is the CEO of Peak Performance and works in teambuilding. He specializes in helping individuals and organizations reach peak performance by increasing the effectiveness of their personal and professional interactions, knowing and valuing themselves and their contributions, and exceeding self-perceived barriers.

Mark has given presentations to numerous international conferences for several industry associations. His high-energy presentations are fun, energetic, engaging, and interactive so come be a part of his team building.

Mark is a member of CCLOA as the owner of Sweetwater River Ranch along the Arkansas River at Texas Creek. He has manned our booths at RV shows for several years. He is also an instructor for Fremont County Search and Rescue and for the National Ski Patrol System.

Whether your team is made of family, work campers, or paid employees, Mark’s presentations about team development should be helpful to you for a more successful operation of your business.



*Colorado Campground & Lodging Owners
Association
P.O. Box 2831
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AN INVITATION TO ATTEND!

- **WHAT?**

The Colorado Campground and Lodging Owners' Association (CCLOA)
Annual Convention and Trade Show

- **WHEN?**

MARCH 20-12, 2012

- **WHERE?**

Sylvan Dale Guest Ranch
2939 N County Road 31D * Loveland, CO 80538
970-667-3915 * 877-667-3999
www.sylvandale.com

**Please let Sylvan Dale know that you are with CCLOA in order to receive the special
Room Rates of \$58, \$68 or \$84 per night (single/double rate) - please reserve your room
No later than March 6, 2012 to ensure this special room rate.

Rates:

Wagon Wheel Rooms - \$58 per room

Side by Side Cabin - \$68 per side

Sweetheart Cabin - \$84 per night

Guest Accommodations include (visit Sylvan Dale's website for a complete list of services):

- Complimentary breakfast
- Daily housekeeping service
- Voicemail, wake-up calls, speaker phone
- Complimentary high-speed Internet wireless access
- Directions: One hour and 15 minutes from Denver International Airport. In the foothills seven miles west of Loveland, Colorado on US Highway 34, 18 miles east of Estes Park, 20 miles from Rocky Mountain National Park. Altitude is between 5,200 and 7,000 feet on 3,200 acres.

- **WHY?**

Attendees benefit from the convention's educational seminars with top-notch speakers, entertainment and peer networking opportunities AND from the convention's valuable one-stop shopping experience from the exhibitors/trade show. You are also invited to bring an item or two for the silent or live auctions. Bid early and often!

See enclosed information for details including registration form and convention agenda.

**DON'T DELAY –
SEND IN YOUR RESERVATION TODAY!!!**

Colorado Campground and Lodging Owners' Association (CCLOA) Convention and Trade Show **ATTENDEE** Registration Form

March 20-22, 2012

Sylvan Dale Guest Ranch

2939 N County Road 31D * Loveland, CO 80538

Phone: 970-667-3915 * 877-667-3999

www.sylvandale.com

BUSINESS NAME: _____

Name(s) As You Want Them to Appear On Your Name Tags:

NAME 1: _____

NAME 2: _____

CHILDREN ATTENDING: _____

*There is no registration fee for kids. However, kids meals are 1/2 price for 1/2 portions.

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: () _____ - _____ FAX: () _____ - _____

E-MAIL: _____

WEBSITE: _____

Is this your first association convention? () yes () no

Will you be attending the Tour of Parks and Reception on Tuesday, March 20? () Yes () No

COMPLETE REGISTRATION INCLUDES: 3 Meals - lunch and the dinner banquet on Wednesday, March 21 and lunch on Thursday, March 22. A complimentary breakfast is included with your hotel reservation. Registration also includes: Seminars (Fun and/or Educational), Entertainment, Convention Materials and Vendors/Trade Show.

COMPLETE REGISTRATION: First Person _____ x \$175.00 = \$ _____

COMPLETE REGISTRATION: Each Additional Person _____ x \$125.00 = \$ _____

ATTENDANCE for Wednesday Only: First Person _____ x \$ 95.00 = \$ _____
(Price includes lunch and dinner banquet)

ATTENDANCE for Wednesday Only: Each Additional Person _____ x \$ 75.00 = \$ _____
(Price includes lunch and dinner banquet)

EXTRA ATTENDEES for Wednesday Dinner Banquet Only _____ x \$ 35.00 = \$ _____

ATTENDANCE for Thursday Only: First Person _____ x \$ 85.00 = \$ _____
(Price includes lunch)

ATTENDANCE for Thursday Only: Each Additional Person _____ x \$ 65.00 = \$ _____
(Price includes lunch)

TOTAL AMOUNT ENCLOSED = \$ _____

REGISTRATION DEADLINE IS MARCH 12, 2012

Please make check payable to: Colorado Campground and Lodging Owners' Association (CCLOA)
PO Box 2831 * Durango, CO 81302 * Phone & Fax: 970-259-1899

We accept MasterCard, Visa and American Express – only registrations using credit card numbers can be faxed in.

MasterCard _____ Visa _____ American Express _____

Card # _____ Expiration Date _____

Cardholder Signature _____

CC Billing Zip Code _____

Please Return this Form with Your Payment. Make a Copy for Your Records.