

The Dude Ranchers' Association



Invitation for Membership

Greetings from the Dude Ranchers' Association!

We hope you're doing well! At the Dude Ranchers' Association we are continually researching dude and guest ranches throughout the American West and Canada that have a history of offering a quality experience for their guests. In doing so, we would like to extend a **formal invitation** to your ranch to apply for membership into the DRA.

Within this packet of information, you will see our main focus is promoting and marketing the Western dude ranch experience across the globe. We also offer our members other benefits such as possible financial savings through the Dude Ranch Foundation's Horse Safety Insurance Program, the opportunity to network with other dude ranches in the Western U.S. and Canada (a valuable benefit for dude ranchers during 2020), and personalized, vetted leads that offer significant value. You will find a list of some of the benefits as well as the requirements of full membership later in this packet.

Join the association that the public, media, and travel agents have come to know and respect as the leading authority of dude ranch vacations. Membership in the Dude Ranchers' Association honors a ranch as meeting the highest standards of the dude ranch industry.

Please do not hesitate to contact me at **307-587-2339** if you have any questions!

Happy Trails,

Bryce Street

Executive Director

info2@duderanch.org



Mission Statement:

The Dude Ranchers' 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.

Benefits of Membership

- ◆ Opportunity to **network** with other ranches across the Western U.S. and Canada to discover new perspectives and ideas
- ◆ Listing on the DRA website, the leading dude ranch website, (www.duderanch.org) which receives approximately **410,000** unique visitors per year
- ◆ Exclusive features on social media networking: DRA Blog, Twitter, Instagram, Facebook, Pinterest and Email Marketing (see stats below)
- ◆ Receive on average **45 qualified and vetted leads** a week from our website that ranks #1 with the top search engines for the terms "dude ranch" and "dude ranch vacations"
- ◆ Listing in DRA printed marketing materials which are sent via regular mail to approximately **40,000 potential guests** annually
- ◆ Eligible to participate in print and internet co-op marketing opportunities
- ◆ Have your brochures in the Dude Ranch Foundation Museum and Heritage Center located in the popular tourist town of Cody, Wyoming: the East entrance to Yellowstone National Park
- ◆ Press trip opportunities
- ◆ **Complete access** to the DRA office and staff
- ◆ Access to the **exclusive** DRA Member forum
- ◆ Opportunity to list **free** employment openings on the DRA website
- ◆ The possibility of **savings on your insurance** through the DRA Horse Safety Program
- ◆ Attend the annual DRA convention in January to interact with other dude ranchers across the U.S. and Canada, discover new vendors, and hear from notable speakers

2019 DRA Marketing Budget		Platform	Followers/Views
Total DRA Budget	\$299,209	Email Marketing	1,630 Subscribers
Marketing Budget	\$156,000	Facebook	32,600 Followers
Co-Op Marketing	\$127,400	Twitter	4,495 Followers
		Instagram	4,672 Followers
		Pinterest	3.13 Million Monthly Impressions
Total Spent on Marketing	\$283,400	Blog	214,792 Views

DRA Member Testimonial:

“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 in dues. If we take a reservation, that’s a plus. Staying connected with fellow ranchers at the conventions and beyond is invaluable.”



Requirements for Membership

1. A permanent location 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 should be horse oriented:
 - Horses must be available to accommodate all 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 should represent the facilities and activities accurately and honestly.
7. A dude ranch must keep on record with the Association a statement of current ownership, management and capacity. Any changes must be reported immediately.
8. A new ranch should 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 suggested guidelines of the DRA.
9. During the dude ranch season a DRA ranch will:
 - Operate primarily on the American plan
 - Offer a quality guest experience
 - Transient trade should not disrupt or detract from the dude ranch guest experience
 - Emphasis should be on a week stay
 - Follow the 6 H's of the Association

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:

Application fee payable in two parts. \$250 due at time of application (non-refundable), \$750 due prior to visitation.

Annual Dues:

Fiscal Year begins September 1 each year; dues are calculated based on capacity.



6 H's of Dude Ranching

The Dude Ranchers' Association was founded to preserve, protect and promote their unique vacation experience and its identity. Though guest expectations have changed and ranchers have to change with them, the core principles of dude ranching remain the same. The following six words represent the ideas that summarize those principles.

Horses

- Horses are central to any dude ranch experience .
- There must be adequate stock, tack, facilities and trails for the riding program. All will be well cared for.
- Attention will be paid to horse and rider safety.

Hats

- Hats symbolize the special emphasis on Western atmosphere and appearance.

Hospitality

- A genuine Western welcome with staff, food, accommodations, facilities and activities to authenticate it.

Heritage

- Dude ranch vacations began as long stays in which relationships developed and guests had an exclusive and complete ranch experience.
- Dude ranch guests will primarily be on an American plan.
- Amidst today's pressures for short vacations, ranches should encourage week long stays (6 or 7 nights).
- Regular multi-day dude ranch guests should not be significantly or adversely affected by any non-dude ranch business.

Honesty

- You are at least as good as you advertise, if not better.
- You operate your business with integrity.

Heart

- You have a heart for developing friendships with your guests and demonstrate it in your actions.

New Member Application Process

Applications from new ranches shall be accepted throughout the year. New and complete applications will be reviewed at the next scheduled board meeting after applying. The applications must be accompanied by \$250. Following the Board's review and acceptance of the application, the Director or a Board Member will do the ranch inspection at the earliest time possible. The remaining \$750 is due prior to the inspection. If the ranch is not accepted into the membership, \$500 will be refunded. It is also encouraged that, within the first year, the ranch owner or manager visit with the Board of Directors either at the spring, fall or convention meeting and attend a Horse Safety Program.

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 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.





Bryce Street
Executive Director
Board of Directors

President

David Van Berkum
Rainbow Trout Ranch
800-633-3397

Vice President

Jerry Helmicki
Bar Lazy J Ranch
800-396-6279

Treasurer

Janice Schoonover
Western Pleasure Ranch
888-863-9066

Wyoming

Hunter Sullivan
CM Ranch
307-455-2331

Bill Ferguson
Eatons' Ranch
800-210-1049

Montana

Kameron Kelsey
Nine Quarter Circle Ranch
406-995-4276

Patty Wirth
Rocking Z Ranch
406-458-3890

Colorado

Christine Prince
Cherokee Park Ranch
970-493-6522

Tim Dyer
Rawah Ranch
800-510-7071

The Rest of the West

Megan Hunewill
Hunewill Guest Ranch
760-932-7710

Steven True
White Stallion Ranch
520-297-0252

PO Box 2307 Cody, WY 82414
307.587.2339

info2@duderanch.org
www.duderanch.org

Written Horse Program

Please include the following in your Written Horse Program:

1. **Philosophy** - The philosophy of how you manage your horses, wranglers, and those who will be riding the horses.
2. **Horse Care** - 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. **Barn Management** - Guest policies. Staff policies. Who may enter saddling area, may guests saddle/unsaddle their own horse, etc.
4. **Training Program** - Describe the training program you have for your wranglers and how it is implemented? What type of first aid training is required and what type of first aid equipment is carried on all rides?
5. **Orientation** - 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 do you want them treated and what do you expect from the guests?
6. **Riding Instruction** - Describe what riding instruction you give to your guests and what, if any, additional instruction is available on request.
7. **Age Requirements** - 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. **Types of Rides** - Slow - medium - fast - beginner - intermediate - advanced. Do you offer all day rides? What is the duration of an all day ride and 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? If so, please describe it.
9. **Types of Terrain** - Describe the type of terrain your trail rides cover (i.e. steep, rocky, hilly, forested and/or open valley). What type of trail system do you utilize—unlimited forest service trails, national park trails, BLM trails, private land trails?
10. **Additional Horse Games** - Do you offer gymkhanas or rodeos? Are those for kids and adults alike? Any other special horse programs such as hay rides?

The above are only suggestions for items that may be included in a written horse program. The Association wants to know what you do with your horses and how you do it.

Please be sure to explain what types of experiences the guests will have.

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 Bryce Street at the DRA office if you have any questions.



Horse Safety Program

The Horse Safety Program has been established to educate member ranches in Horse Safety and First Aid for the trail. It is a reflection of a proactive approach to promote responsible and safety conscious horse programs that assist in preparing staff to handle emergencies that may occur on the trail.

The program will provide an educational opportunity through the seminars required for ongoing evaluation of risk management practices and associated skills, in order to improve the quality of member programs. This in turn will give tools for training staff. One of our goals is to give guest riders an enjoyable and positive experience in the saddle.

Key Elements for the Horse Safety Program

- Horse safety
- Accident management
- Site safety
- Continuing education
- Equipment & tack safety
- Guest orientation
- 3 year renewal



Endorsed Insurance Program

"The Dude Ranch Foundation 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 Ranch Foundation.

Safe practices help provide a better experience for guests and provide more return riders and guests.

Operating under policies endorsed by the recognized leader in the field provide insurance companies with a greater comfort level which can lead to lower rates."

Allen A. McBride
Camp Mac

The Dude Ranch Foundation has negotiated an endorsed insurance program through Philadelphia Insurance and its A.M. Best Excellent rated insurance company. The foundation of this program is the Dude Ranch Foundation Horse Safety Program.

Key Elements for Insurance Programs

- Liability insurance
- Automobile insurance
- Crime coverage
- Mobile equipment coverage
- Preferred rates for program participants
- Financial support for the Dude Ranch Foundation Horse Safety Programs
- Loss control support

For all member ranches
Horse Safety Seminars are **FREE!**

Non-member participation is \$50.00 per individual or \$150 per operation.





APPLICATION FOR MEMBERSHIP

The Dude Ranchers' Association

307.587.2339 ~ info2@duderranch.org ~ PO Box 2307 ~ Cody, WY 82414

Ranch Information

Date of Application: _____

Name: _____

Mailing Address: _____

State your ranch is located (if different from mailing address) _____

Phone: (_____) _____ Cell: (_____) _____

Website: _____

Email For Inquiries/Public : _____

Email(s) for Newsletter and Office Information: _____

Owner's Information

Manager's Information

Name: _____

Name: _____

Address (if different from the ranch):

Address (if different from the ranch):

Phone: (_____) _____

Phone: (_____) _____

Cell: (_____) _____

Cell: (_____) _____

What is the background of owner/manager in the Dude Ranch business? _____

In your opinion, what is it that makes a Dude Ranch?

Why do you want to be a member of the DRA? _____

How long has the ranch been a dude ranch? _____

Is there a DRA member with whom you are acquainted? _____ Yes _____ No

If so, who? _____





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About the Ranch

Nearest Airport: _____ Miles from ranch: _____ Elevation: _____

Capacity of Ranch(# of guests you are comfortable hosting): _____ Brands: _____

What are the dates for your dude ranch season? _____

Other dates you are open: _____

What is the length of your traditional stay during your dude ranch season? _____

What is your peak season all-inclusive weekly base rate (per person, double occupancy)? _____

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

Are your rates all-inclusive? (Lodging, food, most activities and horseback riding) ____ Yes ____ No

If not, list any extra charges: _____

What is the minimum age for riding on the trail? _____

Does your ranch offer meals, drinks, or rides to non-guests during your prime season? ____ Yes ____ No

Do you advertise for day rides or a restaurant to the public? ____ Yes ____ No

Number of acres accessible by horseback: _____

Leased acres _____ Approximate # of acres permit covers _____ Owned acres: _____

How many horses are available for guest use? _____

When the ranch is full, is a horse be available for each guest to ride on any given ride? ____ Yes ____ No

Have you had any serious horse related incidents in the last 2 years? ____ Yes ____ No

If yes, please explain: _____

Application Inclusions:

Please enclose the following:

In-room information sheets

Proof of insurance

Copy of land permits if applicable

Horse program information (see next page for more details)

\$250 application fee at the time this document is submitted. Additional \$750 to be collected if approved.

Signed: _____ Date: _____

Printed Name & Title (Owner / Manager): _____

