

KOA OWNERS ASSOCIATION

Let your voice be heard!

The KOA Owners Association fosters communication among its members, and has become a resource for experience, consensus and leadership within the KOA system.



Why Join the KOA OA?

Being a KOA Owner's Association Member gives you a voice!

- Representation of KOA owners to KOA, Inc. and others
- Knowledgeable, successful owners willing to advise and share expertise
- Present your concerns at Area Meetings, which can be passed as Resolutions, presented to KOA, Inc.

Have Access to:

- Trusted advisors in the financial and insurance industry presenting real solutions
- Quarterly [Newsletters](#) featuring stories from fellow members and industry trends
- Hot Topic Information – like [COVID 19 Resources](#)
- Our [KOA OA Facebook Page](#) to connect with fellow members just like you

Don't miss out on the connections! Check out memories made over the years by KOA OA Members featured in this video:

<https://www.youtube.com/watch?v=7TwQyc3zCkc&t=12s>



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*The Official Organization of the Franchise Owners of
The KOA System*



MAKE SURE YOUR OPINION IS HEARD

The Owners Association is your collective voice discussing various topics with KOA. Made up of franchisees like you, the KOA OA Board has a strong desire to make the system work for its members. Your voice is more significant when it's spoken as a collective one!



SECURITY IN NUMBERS

Make less costly mistakes and better decisions networking together. Learn from the mistakes of others! Area Directors are available to help solve problems & share ideas—network with knowledgeable, successful owners willing to advise and share expertise.



REPRESENTATION AND INTERACTION WITH KOA, INC.

Achieved with Committees comprised of both KOA Owners and KOA, Inc. This includes Accommodations, Communications, Convention, Membership, Merchandising, and Quality Assurance Committees.



TAP INTO FELLOW OWNERS' KNOWLEDGE

The depth and knowledge of your Owners Association Board of Directors is immense. Many are seasoned veterans. Some are conversion campgrounds and others have been lifelong KOAs. In addition to the Board of Directors, the Owners Association has various committees that work within the Association as well as directly with KOA, Inc. on all topics relevant to owning and operating your KOA campground. The Peer to Peer program provides one-on-one assistance between a knowledgeable volunteer and a franchisee. Sometimes it's easier talking with a fellow Owner and this provides you with that opportunity.



FACEBOOK PAGE FOR OWNERS

Notices, meeting schedules, contest details, industry trends and open conversation with your fellow owners can all be found on the KOA Owners Associations Facebook page.



CONSTANT CONTACT EMAILS

Emails sent from the KOA OA Office, keeping you up to date with what's happening between newsletters. Sometimes an email will be followed up with standard mail or a phone call as well!



CHARITABLE OPTIONS

KOA owners donate to Care Camps and the Disaster Relief Fund. We can help with fundraising and publicity ideas!



DISASTER RELIEF LOAN PROGRAM

Available to members in case of major or minor disasters at your campground.



OWNERS NEWS PUBLICATIONS

Four issues published quarterly sent via email, published on our website, with hard copies mailed to our Members. Includes articles on industry trends, interviews with fellow KOA Owners, and products and services specifically designed to help your campground be more successful!



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EXCLUSIVE OFFERS FROM KOA OA ASSOCIATE MEMBERS AND SPONSORS:

Associate Members and Sponsors provide insight with industry information and the latest products or services they have available. Our Platinum Sponsors support the membership and act as experts in your trusted advisor circle. When you think of what it takes to run your campground profitably, there are more than likely a few areas that you could use some direction or guidance. The OA has forged partnerships to strengthen your circle. Two examples include:

A TRUSTED ADVISOR IN YOUR CORNER FOR INSURANCE NEEDS



The KOA Owners Association is proud to announce the continued insurance endorsement of Leavitt Recreation & Hospitality

Insurance! Many of you are already familiar with Leavitt as they are

the largest single insuring agency of KOAs. Providing professional advice through an insurance agency with many years of experience (specifically including campgrounds) and having multiple insurance companies to choose from allows them to offer choices to the best company for the campground. Some agents claim to do this, but our KOA OA Members have personally witnessed it with Leavitt's representatives. When it comes to insurance, what you don't want is a "sales pitch" or only the lowest price. What you want from your agent is to have him (or her) be in your "Trusted Advisors" circle. A trusted advisor is one that we surround ourselves with to keep us in business, profitably. This trusted advisor circle includes a good attorney, accountant, financial experts, and insurance people. Insurance is much more than the cheapest price. It's also about the advice you get along the way. Leavitt also assists the Owners Association in offering a **Worker's Compensation Insurance Program**. We encourage you to visit with Leavitt today to see what insurance solutions they have for you! Join the Owners Association today and contact **Leavitt Recreation** at 800-525-2060.

FINANCIAL GUIDANCE FROM LOAN EXPERTS



Independence Bank has specialized in KOA campground lending since 2002. Since that time, this partnership has grown to include campgrounds in 42 states and Canada. We understand this business and want to be part of your

team. On our long journey together, we've had your back and earned your trust. We will be on your side to celebrate the successes and navigate your challenges. At Independence Bank, our loan experts work hard for campground owners. We understand the seasonal nature of your campground business and we are committed to building a total banking relationship with campground customers. We have the necessary loan products to "leverage your cashflow" and the right deposit products to "enhance your cash flow." We continue to believe in the statement "two brands, one mission" and we believe in the partnership between KOA and IB! Contact: Debbie Callahan, (406) 265-1241, deborahh@ibyourbank.com.



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OUR MISSION

TO BUILD KOA OWNERS ASSOCIATION INTO THE HIGHEST QUALITY PROFESSIONAL ASSOCIATION BY:

- Providing meaningful representation and interaction with KOA, Inc.
- Providing information, assistance and programs to KOA franchisees
- Enabling the system to be more successful, profitable and of the highest quality in the camping industry
- Creating a strong network and support for each franchise

OUR GOALS

- To foster a working relationship with KOA, Inc.
- To represent the franchisees by providing an effective network to discuss issues
- To promote the camping industry
- To promote uniformity & equality
- To provide assistance to members through the owners association disaster relief program

Historical Tidbit's of the Owners Association – DID YOU KNOW?

- In the 1970's - The OA was working with the State Association Presidents to lobby for legislation favorable to the Camping Industry. Another committee was working on establishing energy-efficient practices for campgrounds to function better in the economy of that time.
- The Quality Control Committee redesigned and promoted a “standards” list for the Campground evaluation teams that check over the campgrounds and rate them. The teams consisted of OA members.
- Early discussions of the **Advertising Committee** on a new card program for campers referred to as “**Value Card**,” entailing a camping discount with use.

Assist in developing successful programs for fellow KOA Owners just like you – JOIN US!