



The Voice of the Freshwater Tourism Fishing Industry

BC Fishing Resorts and Outfitters Association

Invitation for Associate Membership

The BCFROA invites you to become an Associate Member in our growing organization. We value highly the partnerships we have with our existing Associate Members and trust that you too, will reap significant rewards from being connected with our very active membership. These rewards include:

- Association membership with over 150 participant businesses with which you will network and develop alliances
- A variety of fellow associate members offering discounts/benefits to BCFROA Members (hotels, suppliers, printers/publishers, services, etc.)
- Links on www.bcfroa.ca to your website
- Business card-sized ad in our newsletter
- Annual 1-page mail-outs to every Member (material to be supplied by yourself)
- Access to regular members' contact information
- Annual AGM & Trade Show
- A constantly growing list of Regular & Associate Members to develop business relations with

It is our commitment to you that, as long as you remain a member in good standing, we will not solicit membership of any other competing services in your service region. You will be the only one for this area that we promote. In exchange, we ask that you extend consideration to your fellow BCFROA members, as well as the association, in the form of discounts or value-added special services. All members add a link to BCFROA.ca on their website.

When you choose to be an Associate Member, we ask that you forward a business logo, in "jpeg" format, which will be displayed on our website. Upon receipt of your membership dues, you can find your own customizable page on www.bcfroa.ca under Associate Memberships, where you can add descriptions and images & update them as you wish. We also index your ad on the web, providing more marketing value to you.

As an additional benefit, we communicate with our members on a frequent basis, via an email newsletter (generally up to 10 times per year). Each Associate Member's website link forms part of the newsletter. If you would like to insert additional promotional advertising in the newsletter, we ask that you forward copy by email to bcfroa@bcfroa.ca and we will be more than happy to insert the information in the next upcoming Newsletter, for a nominal administration fee. This newsletter is distributed to the membership as well as an extensive mailing list of Tourism Associations and affiliated services, government agencies and a myriad of supporting businesses.

Thank you so much for your interest and anticipated support of the BC Fishing Resorts & Outfitters Association. We look forward to receiving your completed Application form, your electronic business card-sized ad, and payment of the annual membership fee of \$252.00 (\$225.00 plus HST). It will be a pleasure to work closely with you in the coming year to promote your business.

If you have any other questions or concerns, please don't hesitate to contact me.

Sincerely and Welcome Aboard !

Marie Banman, Non-profit Administrator

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Toll Free: 1-866-374-6836

FAX: 250-374-6640

Email: bcfroa@bcfroa.ca

www.bcfroa.ca



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BC Fishing Resorts & Outfitters Association

Who are we?

We are a Province-wide lobby group founded in 1974 to be *The Voice of the Freshwater Sport Fishing Industry* - one of British Columbia's pioneer industries. Our regular membership is made up of owners of freshwater fishing resorts, camps or guides located throughout British Columbia. Our associate members are businesses that relate in a variety of ways to the regular membership. BC Fishing Resorts and Outfitters Association (BCFROA) and our members are dedicated to providing a quality experience for our guests and to fostering an appreciation among all resource users, for the richness and sensitivity of our natural environment. The BCFROA works with others in the public and private sectors to protect areas from abuse and to "Preserve the Experience" of the wilderness for the enjoyment of future generations.

Change and Cooperation

In the 1970's the BCFROA worked with the insurance industry to initiate coverage for its members. This original policy has grown to offer unique features that are only available to our members. We created a Group Bonding Program in co-operation with the Ministry of Environment and Lands that frees up funds for operational requirements, funds that otherwise would be required for a performance bond. To celebrate the 20th year of our existence we created the Sandy Sandiford bursary to assist those taking a tourism degree at Thompson Rivers University.

The BCFROA and its members are part of the ongoing Land Resource Management Planning (LMRP) Sessions, the Protected Area Strategy, the Backcountry Recreation Policy (BRP) and a myriad of other consensus based consultative processes. We also participated as a steering committee member of the Freshwater Recreational Fisheries Strategy Group.

For nearly a decade the BCFROA has represented tourism on the Third Party Aboriginal Treaty Advisory Board.

Industry to Industry partnerships

The BCFROA is not solely concerned with only those issues that impact our segment of the Tourism Industry. We are represented on the Board of the Council of Tourism Associations (COTA), an umbrella group whose mandate is:

"to advocate the interests of Associations whose members are engaged primarily in tourism related services through making representations to Provincial and Federal Government, the business community and associated media in order to inform them of the opportunities and concerns of the sector.

The secondary purpose of the society is to promote Tourism into and within the province of British Columbia."



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Associate Membership Application

Company Name _____
 Address: _____
 City: _____ Province: _____ Postal Code: _____
 Contact Name: _____
 Contact Position: _____
 Phone Number: _____ Fax Number: _____
 E-Mail: _____ Web Site: _____

Product(s)/Service(s) Offered:

Benefits offered to fellow members:

Associate Membership: \$225.00 plus HST - Total \$252.00 Payable by cheque or Credit Card.

*NOTE – Membership terms run from October 1 to September 30. Call Marie @ BCFROA - 250-374-6836 to determine the pro-rated membership fee.

Authorized Signature: _____ Date: _____

- Cheque # _____ dated _____ i/a/o _____ enclosed.
 CCard # _____ exp date _____ Amt _____ date processed _____
 .jpg Ad emailed to bcfroa@bcfroa.ca for inclusion in newsletters
 NOTES _____

