

UPDATE

APRIL 2018



Well, spring is here and the snow was mostly gone until the lovely late ice storm that wreaked havoc on our Bancroft regional meeting. We have been lucky for the most part that winter was not like on the East coast.

As I wrote this, it was just under 10 degrees and still light out - a lot changes in a week or two.

This spring looks like it will be one with a lot of changes and some challenges. With an election just on the horizon, new opportunities could be around the corner. Also, the Canada Revenue Agency (CRA) case is coming to a head – we should have some direction by the end of April.

The spring meetings are already on the go and are awesome to attend. I personally enjoy seeing you all and meeting many of our old friends, as well as the new campground owners and managers. I would like to thank Goslyn Environmental Systems and Cohen Highley LLP for their sponsorship of the meetings.

The Board is working on the the 3-year strategic plan and looking for input either at the spring meetings or by direct feedback to me, any member of the board or Alexandra in

the office. We are working for you and the more input we get from you, the more that the office and the board can accomplish in the future.

We have already been getting calls for both seasonal and transient sites. It feels and looks like the summer is going to be fantastic. Let's hope the weather cooperates and we all have one of the best seasons ever.

We are always looking for board volunteers as well as for committee members to help continue this important work. Please consider offering your time and insight. I hope you all have a great summer.



Mike Tomaszewski

PRESIDENT

INSIDE THIS ISSUE

Executive Director's Message	2	Drinking Water Resource Library Launch	12	Krista's Korner - Photos and Website . .	24
Is Your Website PCI Compliant?	4	Camping Week Registration	13	Too Much Spam? Here's What You Can Do	25
Is Your Playground Safe?	6	The New and Improved John Deere Member Benefit.	15	Think Mental Health - New Resource . .	27
Making a Positive First Impression on the Telephone	9	Calendar of Events	16		
Welcome New Members/Suppliers.	10	2017 Occupancy Survey Results	17		

Executive Director's Message



What a very busy time we have had in the office these past months. We attended consumer shows all over Ontario and two in Quebec. The Montreal show set a record with almost 6,500 copies of our directories handed out. The London show also had excellent attendance, and the Toronto

shows turned in very solid attendance numbers.

Work on the new website has been steady over the past number of months and we are very excited about the new design and its many "call to action" features. The new design is responsive which means all of the functions available on the desktop site are available on mobile devices. The new site will continue to be available in both French and English.

The government relations file has been active as well, with submissions for the Red Tape Challenge prepared for both the Residential Tenancies Act file as well as propane. I know that many of you posted your comments on the website;

let's hope our voices are heard by Queens Park. The swimming pool regulation change caught everyone by surprise and we are told more changes are to come regarding splash pads. As the changes come in effect on July 1st, I encourage you to contact your local health department to find out their implementation strategy.

To those of you that attended a Regional Meeting, it was wonderful to see you again. The Bancroft meeting posed a real challenge due to the ice storm! Regional meetings are a great time to visit with other owners before the busy summer, hear what the Association has been working on, and have an opportunity to learn some great information.

This issue of *Update* contains some great information for your business. Articles on Playground Safety, Website PCI Compliance and Making a Positive First Impression on the Phone are featured.

I hope the weather cooperates and that we have a dry spring, so you can get your work done well before opening day. Judging by the activity on our website, listening to campers' complaints about lack of sites, and talking to some of you, all indications are that it is going to be an excellent summer for all!

Alexandra Anderson

A handwritten signature in black ink, appearing to read 'Alexandra Anderson'.

EXECUTIVE DIRECTOR

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Published 4 times per year, *Update* is the newsletter for the campground owners, operators and suppliers who belong to the Ontario Private Campground Association (OPCA).

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Is Your Website PCI Compliant?

With all the buzz about PCI compliance deadlines looming in 2018, we've had a few clients ask us what they should do to make their websites PCI compliant. In this article, we'll clear up some misconceptions about PCI compliance and explain what it is, why it's so important and what needs to be done to make your website PCI compliant, if need be.

What Is PCI Compliance?

The main purpose of the Payment Card Industry Data Security Standard (PCI DSS) is to make personal card holder information more secure and to protect consumer data as well as prevent security breaches. PCI compliance applies to all businesses that accept major credit card payments (American Express, Discover, JCB, MasterCard, Visa). Businesses and organizations fall under four different levels of compliance; each level is based on transaction volumes per year and also how the card data is collected, handled and stored electronically.

Level 1: over 6 million card transactions

Level 2: 1 to 6 million card transactions

Level 3: 20,000 to 1 million card transactions

Level 4: less than 20,000 card transactions

How Much Does PCI Compliance Cost?

Obtaining a compliance certification can cost anywhere from \$1,000 to \$50,000 USD per year. It seems like a hefty fee, but beware that non-compliance is even costlier. Non-compliance can make your business vulnerable to security data breaches; you are also responsible for costs of replacing credit cards, and you may even have to pay some pretty hefty fines in some instances.

Why Is PCI Compliance So Important in 2018?

PCI compliance ensures security for credit card handling for both the merchant and the card holder. It minimizes security breaches and identity theft. If your business is not PCI compliant, you might no longer be able to accept credit card payments which means a huge loss of potential and existing customers.

How to make a Website PCI Compliant

If your website is taking money or receiving donations of any kind via credit card then, YES, you should be PCI compliant.

Here are some easy steps you can take to ensure you're being compliant:

1. Build and Maintain a Secure Network
 - Install and maintain a firewall
 - Change the default passwords supplied by vendors for systems and security parameters
 - Store shared passwords in a secure location like Lastpass
2. Protect Your Users' Credit Card Data
 - All users' card data should be securely stored
 - Cardholder data should be securely transmitted or stored across public networks
3. Have an Ongoing Vulnerability Management Program
 - All systems should be protected against malware using up-to-date antivirus programs
 - All systems and applications developed should be secure and regularly maintained
4. Strong Data Access Measures
 - Cardholder data should be restricted to authorized employees of your business
 - Implement a way to identify and authenticate parties that access your systems
 - Restrict physical access to cardholder data
5. Ensure Network Integrity
 - Track and monitor access to all cardholder data and network resources
 - Test network security regularly to ensure its integrity
6. Information Security Policy
 - Put in place an information security policy

Final Thoughts on PCI Compliance

Your goal should be to create a memorable experience that provides value for your customers, every time a customer accesses your website. While PCI compliance may not directly be a part of your business, if your user's credit card information is compromised as a result of visiting your website, it can create a negative reputation of your organization that can be hard to bounce back from.

Submitted by Preston Martelly of Java Logix Inc.

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Is Your Playground Safe?

The importance of proper playground and outdoor inspections can eliminate accidents and protect your organization legally. A well organized and implemented regime of safety inspections is critical to the overall wellness in any setting.

The 5 W's of Playground Safety

Why: Annual playground and outdoor inspections can help limit your organization's liability by maintaining a standard of care. Playground audits help identify, reduce risk and injuries, as well as help ensure the safety of the children using the equipment. Being proactive in scheduling your inspections will pay off in the long run by knowing your equipment is safe and upholding your reputation for providing the best service to your clients. A good reputation is a high value for businesses that want to continue to grow.

What: Playground safety inspections are based on the CAN/CSA Z614-14, A Standard for Children's Playspaces and Equipment. The CSA Standard provides detailed information about materials, installation, surfacing, inspection, maintenance, performance requirements, and access to the playground, play space layout and specifications for each type of equipment.

Who: Ensuring you check the qualifications of the company and the inspectors is an integral part of the process of hiring an inspection contractor. Audits should be conducted by Certified Playground Safety Inspectors (CPSI), as specialized knowledge and skill are essential. Auditors need to know the standards, be competent using playground test gauges and probes, and have the knowledge to identify hazards and the ability to clearly document their findings. After your playground inspection, you should be provided with a report detailing the findings. This report includes on-site measurements and photographs to quantify the inspection and identify hazards.

When: Playground inspections are recommended annually.

Where: Your campground probably includes playground equipment, swings and outdoor equipment which should be inspected annually, as well such as flag poles, benches, basketball nets, triple ball hoops, tetherballs, goal posts, bike racks, and volleyball posts. An important role is met by your playground surfacing in protecting children from life-threatening head injuries and the reduction of other injuries in the

event of a fall. Many surface systems will lose impact attenuation, just through attrition. It is a critical part of your playground inspection to test the surfacing through the use of an approved Drop Tester which passes or fails your surfacing based on impact attenuation.

There isn't a child that isn't excited about seeing a playground. To a child, it's a land of imagination, a land reserved for kids, not adults, and it becomes whatever their imagination can dream up. When parents take their children to public playgrounds, there is an expectation that all equipment and play areas are designed for maximum safety and fun. The equipment on a playground is generally designed for long-term use; but, like any other man-made creation, parts break down over time. The only way to make sure that playgrounds remain safe for the hundreds of children that play on them each year is to make sure any and all issues are audited and rectified with a playground inspection. An inspection report is valuable not only to ensure your equipment is being properly maintained, but it can also assist in proving your organization took reasonable steps and practiced diligence, should a lawsuit occur, in spite of all your best efforts.

Have you done your due diligence?

Submitted by Susanne Dusselier of PARCS Ltd.

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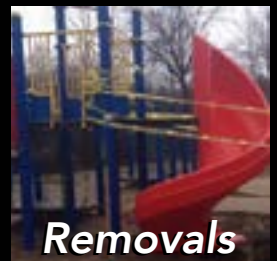
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Making a Positive First Impression on the Telephone

In my last installment, I wrote about basic best practices for use of the telephone in your day to day business communications. I covered issues that included forwarding calls to a phone number that is always ready to be answered, recording outgoing messages that meet professional business standards, and resorting to the use of voicemail as a last resort. This second installment continues along the same theme, addressing best practices that should be in place once your phone has been answered and you are engaged in conversation with a prospective guest.

It is impossible to underestimate the importance of telephone etiquette and its impact upon your business. Particularly when a phone call might be the first point of contact with a business prospect, that first impression could create a lasting impression. With a little advance thought, you can help to ensure that the impression is positive. Let me share a few of my observations and suggestions.

Call Waiting

With call waiting, you are notified when a new call is coming in while you are on an existing call. The best advice I can offer about call waiting is not to use it. More than anything else, call waiting interrupts your existing conversation and gives the person on the other end the distinct impression that his or her call is unimportant. It gives you the choice of terminating the first call or rushing the first call to its conclusion. Either way, you are likely to put both callers at least briefly on hold. Who likes being put on hold? Nobody.

If you choose to ignore an incoming call when using call waiting, you are at minimum being distracted from the first call. If you do accept the call, the caller is given the impression that nobody is in your office, and that is not a good perception. You are far better off having a caller encounter an occasional busy signal. This, by definition, suggests that your office is busy, and that can be a good perception!

Answering the Call

Speaking of being put on hold, never answer a call using the words, "May I put you on hold?" More often than not, the person asking that question does not wait for a reply. This rude habit is notoriously abused by all types of businesses, from doctors' offices to the local pizza restaurant when you are calling in an order. If you absolutely must put a caller on hold, never do so without the caller's permission, and never

leave that caller on hold for more than 20 seconds. To the person on hold, 20 seconds seems more like 2 minutes. If you cannot handle the volume of incoming calls, it is time to add another staff member to answer your phones. If too many people are waiting in the checkout lines at a supermarket, smart management will call clerks up front to open new registers.

Not that long ago, I had to place a series of calls to a prominent organization within the family campground industry, and their office was apparently experiencing some temporary phone problems. On one of my calls, the receptionist apparently could not hear my voice at her end. When this happens in my office, the policy is to presume that the caller on the other end might be able to hear our voices, explaining that we cannot hear the caller's voice before gently disconnecting. In my recent call, there was no such courtesy. The receptionist simply slammed the phone down onto its base, treating me like I was some sort of crank caller. Imagine someone calling you with the friendly salutation, "Hello, this is Mary Smith. I would like to make a reservation for August 12th thru the 18th," only to be offended by somebody at your end slamming down the phone. Would that be a positive experience? Not quite.

Never Say "No"

On another recent call, I asked the person at the other end if an exception could be made to a policy. The person at the other end was not authorized to make that decision, and simply said, "Nothing we can do about that." Say what? If an employee, either on the phone or off the phone, is not authorized to make an exception to a policy or procedure, that employee should cheerfully pass the request along to a superior who can make the decision. It is very frustrating to reach a person at the other end of a phone call who clearly lacks authority, discretionary thinking, or the common sense to escalate a concern to his or her superior.

Return Your Calls!

It amazes me how often I have called people who really need to hear from me, and where I repeatedly leave messages, only to have them fail to return my calls. As a case in point, my company had a long-time client who sold her campground a few years ago. At that time, she provided me with the name and phone number of the new owner. I

called twice and left messages, as a simple courtesy and by means of introduction. He never returned my calls.

About two weeks later, it came to my attention that the campground's reservation requests were failing to be delivered because the new owner had apparently terminated the Comcast email account to which the reservation requests were being sent. I called and left two more messages with this specific information. My calls were never returned, and I soon quit making calls to someone who did not want to help himself. Within the first month alone, there were 16 campers who had attempted to make reservations and who had been ignored, some looking for multiple sites or week long stays. Averaging two night stays at \$35.00 per night, that translated into well over \$1,000.00 in lost income.

A Few Quick and Easy Rules of Etiquette

- Give the caller your undivided attention. It amazes me how many times somebody answers the phone while continuing an office conversation that was taking place before the phone rang. Once again, the caller is being made to feel like an interruption.
- Answer the phone in a professional manner that identifies your business. A casual "hello" that is commonly used on a personal phone call is likely to give a caller the impression that he has reached a wrong number.
- Speak clearly and at the proper level of volume. Nobody wants to be shouted at, nor do they want to strain to hear a whisper.
- If you are on a mobile device, sit still. Wandering around your grounds, or even wandering within your office, can often cause your voice to fade in or out.
- Watch that keypad! I have often been on calls (typically from the same people) where the other person appears to be inadvertently pressing keypad numbers against the side of his face, causing the conversation to be interspersed with a random series of touch tones.
- Smile when you are on the phone. It affects your speech and comes across at the other end of the conversation.

If nothing else, my point in sharing these examples is to try to get people to understand that, in these days when everything is digital, the good old telephone is still a crucial tool to run your business smarter. Try seeing yourself as the caller

at the other end of the line, and you are certain to benefit. Courtesy is profitable, and rudeness is costly.

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Peter Pelland is the CEO of Pelland Advertising, a company that he founded in 1980 and that has been serving the family camping industry for over 35 years. His company builds websites and social media content, along with producing a full range of four-color process print advertising, for clients from coast to coast. Learn more about Pelland Advertising at www.pelland.com.

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Coral Park Campground, Region 3
Erie Shores Campground, Region 1
Lazy Rock RV Park & Campground, Region 13A
Otter's Edge Estates, Region 1

Returning Members

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Drinking Water Resource Library Launch

For over a year, the Walkerton Clean Water Centre has been developing an online portal of resources and piloting its content with clients and an advisory committee. This initiative is part of our strategy to enhance the transfer of knowledge to owners, operators and operating authorities of Ontario's drinking water systems. The aim of this library is to provide easy access to trusted resources related to drinking water.

The Drinking Water Resource Library consists of a catalogue of documents, including reports, manuals, articles and videos, and features multiple search functions to ease the research of information. A user can enter keywords, apply filters to narrow down results or browse through collections that have been sorted into folders by topic. A tutorial video is available to demonstrate how to use these functions.

The library is now available and can be accessed from wcwc.ca or directly at www.drinkingwaterresourcelibrary.ca. Resources are being continually added, however, if you have any suggestions or feedback on what you'd like to see in

the future we'd appreciate hearing from you! Contact us at inquiry@drinkingwaterresourcelibrary.ca or call us toll-free at 866-515-0550.

Background: The Walkerton Clean Water Centre (the Centre) is an agency of the Government of Ontario, established in 2004, to ensure clean and safe drinking water for the entire province. The Centre coordinates and provides education, training and information to drinking water system owners, operators and operating authorities, and the public, in order to safeguard Ontario's drinking water. Through partnerships, the Centre also provides training for the 133 First Nations communities in Ontario. To date, high-quality training has been provided to more than 74,000 participants across Ontario. For more information please visit www.wcwc.ca.



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Campground contact: _____

Email address: _____

My campground is going to participate in the following Camping Week Promotion(s):

- ☐ 2 nights camping for \$50.00 plus taxes (Friday, May 25 and Saturday, May 26, 2018)
- ☐ 5 nights camping for the price of 4 (May 22 - 27, 2018)
- ☐ 2 nights at \$50.00 plus taxes (Friday, September 7 and Saturday, September 8, 2018)
- ☐ 5 nights camping for the price of 4 (September 4 - 9, 2018)
- ☐ Other event: _____

Please select the service type(s) that that will apply to the above promotions:

- ☐ No service
- ☐ Water & 15 amp
- ☐ Water & 20 amp
- ☐ Water & 30 amp
- ☐ Water & 50 amp

- ☐ Water, 15 amp & sewer hook up
- ☐ Water, 20 amp & sewer hook up
- ☐ Water, 30 amp & sewer hook up
- ☐ Water, 50 amp & sewer hook up
- ☐ Other: _____

Please select the site type(s) that apply to the above promotions:

- ☐ Tent
- ☐ Back-in
- ☐ Pull through

- ☐ Pull-in
- ☐ Not applicable

I agree to offer the promotions and activities listed above at the mentioned prices and dates:

Name of owner/manager: _____ Date: _____

Signature: _____

Please email the completed form to kbethune@campinginontario.ca or fax to 877-905-2714.

Go RVing Canada's Make-A-Wish® Canada

Camping In Ontario is excited to once again participate in [Go RVing Canada's Make-A-Wish® Canada fundraiser](#). On Saturday, May 26th at dusk, campers across Canada will gather around the campfire and host a nationwide s'mores roast. Campers are encouraged to purchase and fill out a Wish Star at participating campgrounds with 100% of the proceeds going to Make-A-Wish® Canada. The campground that donates the most money to Make-A-Wish Canada® will be awarded with \$1,000 in online media & advertising by Go RVing Canada.

To participate in Go RVing Canada's Make-A-Wish Event, please [click here](#) to sign up and receive an activation kit and stars.





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The New and Improved John Deere Member Benefit

One of the inclusions of membership is our Member Benefit program. Member Benefits include discounts, savings, promotional offers that are otherwise unavailable to non-members. Some discounts can translate into thousands of dollars in savings, making your membership incredibly valuable.

John Deere offers a full line of equipment and services to meet your needs. From commercial mowers to compact utility tractors, and Gator™ utility vehicles to skid steer loaders, your local John Deere dealer will help you find the right equipment for the job.

The John Deere discount has evolved and changed over the years and is now a complimentary upgrade to the Platinum 1 status which is part of their GreenFleet™ Loyalty Program. With the GreenFleet™ Loyalty Rewards program and as a current Camping In Ontario member, you receive special discounts.

Better yet, you can save even more by combining the GreenFleet discount with other national offers and financing. Along with those valuable equipment discounts, members receive special parts savings, home & workshop product discounts, and other exclusive promotions.

Simply enroll online on the John Deere secure member site to upgrade your membership to Platinum 1 status. You must login to the Member Section and click on the Member Benefit Program link of the website to obtain the John Deere link, as it is a secure link which cannot be published. Then, call your local John Deere dealer with your GreenFleet number to get your savings, or buy online!

The Platinum 1 level is normally given once 2 units are purchased within 12 months. Platinum members receive the best of GreenFleet with access to valuable equipment discounts, special financing options, workshop products discounts, and other exclusive member-only benefits. Plus, Partner Program members can unlock even more benefits. To look at the discounts and get more information about the program, go to: <https://www.deere.ca/en/campaigns/ag-turf/greenfleet>.

To ensure you receive the maximum benefit, we suggest that you opt-in to receive the emails which often include additional coupons.

Relevant Links:

Request a Demo: johndeere.ca/demo

Buy Online: johndeere.ca/buyonline

Local John Deere Dealers: johndeere.ca/dealer

John Deere Website: www.johndeere.ca

GreenFleet: johndeere.ca/greenfleet

WCWC is pleased to announce a new online service, the Drinking Water Resource Library.

The library consists of a catalog of documents and features multiple search functions to ease the search of information.

www.DrinkingWaterResourceLibrary.ca



The banner features a blue background with white wavy lines. On the left, there are two circular inset images: one showing a person looking at a document and another showing two people at a table. The WCWC logo is prominently displayed in the center-left, with the text 'WCWC Walkerton Clean Water Centre' and 'An agency of the Government of Ontario' above it, and 'CWAE Centre de Walkerton pour l'assainissement de l'eau' and 'Un organisme du gouvernement de l'Ontario' below it.

Calendar

2018

April 18-19

Great Wolf Lodge Social and Regional Meeting

May

Reminder: Submit vacancies for May long weekend, add events and special offers

May 22-27

Canadian Camping Week

May 31

Campground Renewals Due

June

Reminder: Submit vacancies for July long weekend

July

Reminder: Submit vacancies for August long weekend

August

Reminder: Submit vacancies for September long weekend

August 17

RV Listings Due for Directory

September

Reminder: Submit vacancies for October long weekend

September 4-9

Thank you Camping Week

September 7

Profile Updates Due for Directory

October 12-14

Toronto Fall RV Show & Sale

October 17

Nottawasaga Inn Accommodation Booking Deadline

October 19

Ads for Directory Due

October 31

Convention Early-bird Registration Deadline

November

Reminder: Submit vacancies for 2019 seasonal sites

November 18-19

CampEx

Nottawasaga Inn Resort & Conference Centre

November 18-21

2018 Convention & CampEx

Nottawasaga Inn Resort & Conference Centre

November 20

Annual General Meeting

Nottawasaga Inn Resort & Conference Centre

December

Submit 2019 Brochure Distribution

December

Supplier Renewals Due

2019

November 17-20

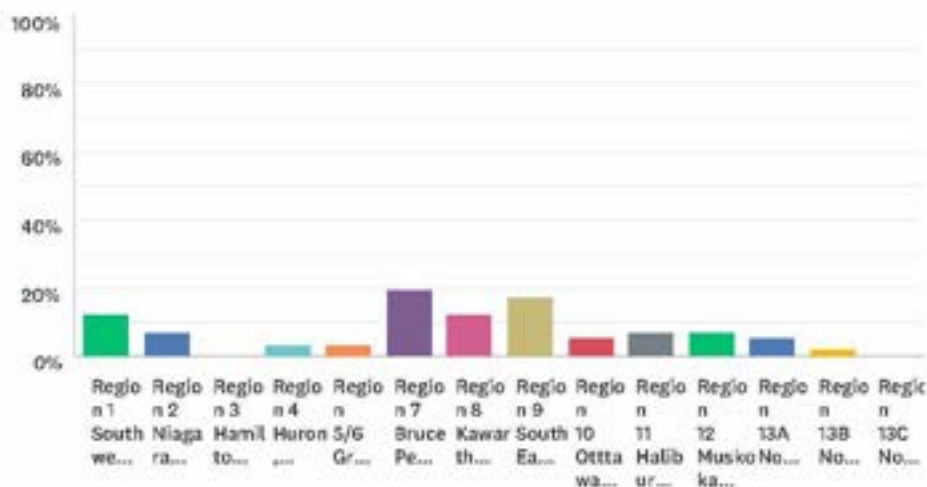
2019 Convention & CampEx - 50th Celebration

JW Marriott The Rosseau Muskoka Resort & Spa

2017 Occupancy Survey Results

Q1 Campground Region:

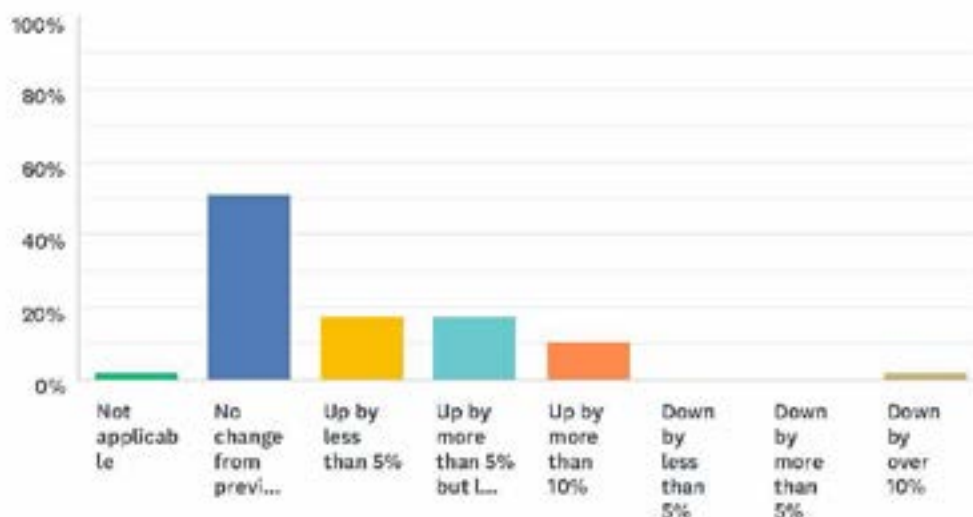
Answered: 57 Skipped: 0



ANSWER CHOICES	RESPONSES	
Region 1 Southwest Ontario	12.28%	7
Region 2 Niagara Falls and Wine Country	7.02%	4
Region 3 Hamilton, Halton and Brant	0.00%	0
Region 4 Huron, Perth, Waterloo and Wellington	3.51%	2
Region 5/6 Greater Toronto Area/York, Durham and Hills Of Headwaters	3.51%	2
Region 7 Bruce Peninsula, Southern Georgian Bay and Lake Simcoe	19.30%	11
Region 8 Kawartha and Northumberland	12.28%	7
Region 9 South Eastern Ontario	17.54%	10
Region 10 Ottawa and Countryside	5.26%	3
Region 11 Haliburton Highlands to the Ottawa Valley	7.02%	4
Region 12 Muskoka, Parry Sound and Algonquin Park	7.02%	4
Region 13A North East	5.26%	3
Region 13B North Central	1.75%	1
Region 13C North West	0.00%	0
Total Respondents: 57		

Q2 What was your occupancy for your seasonal camping for the summer of 2017?

Answered: 57 Skipped: 0



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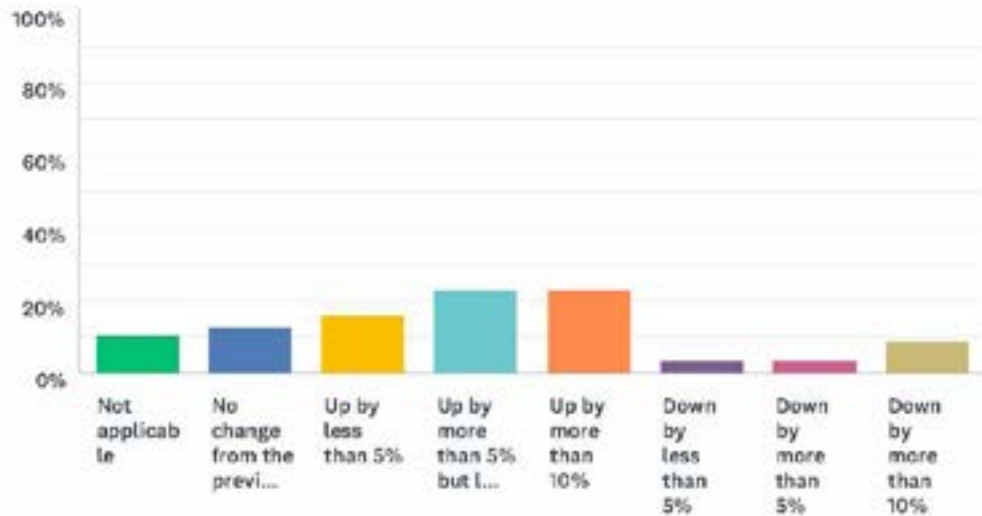
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**For further information please contact Angelo Mikrogiannakis
T; 905-841-0990 C; 416-574-6174 angelo@goslyn.ca**

Q3 What was your 2017 camping season occupancy for overnight camping?

Answered: 57 Skipped: 0





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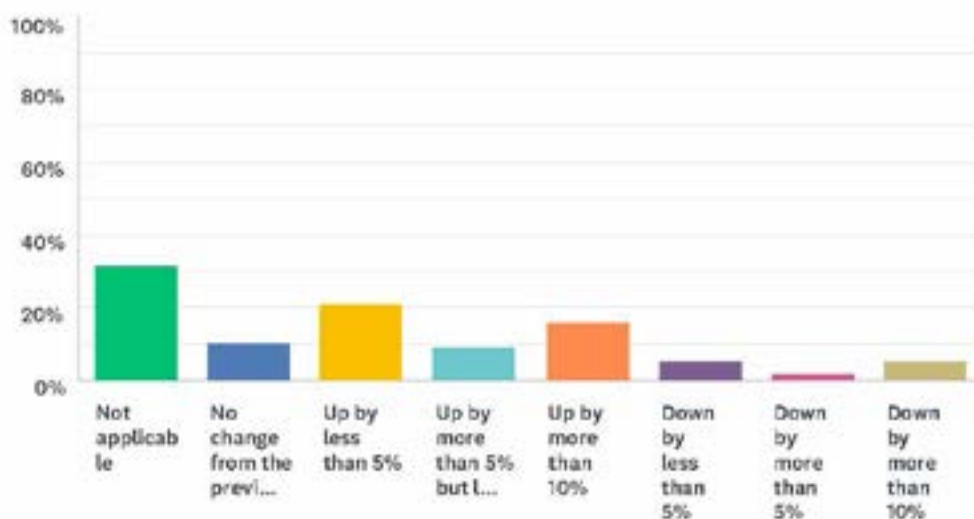
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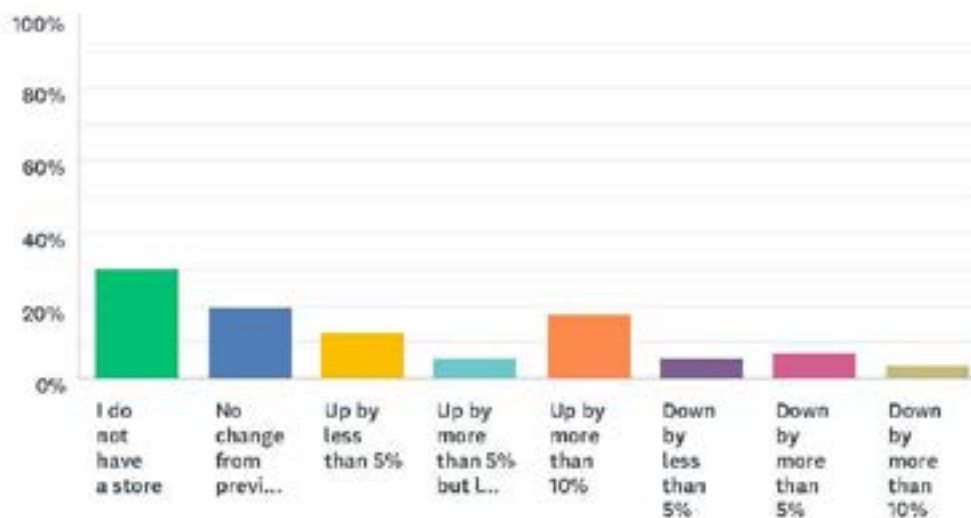
Q4 What was your 2017 camping season occupancy for roofed accommodations (cabins, cottages, yurts, etc.)?

Answered: 57 Skipped: 0



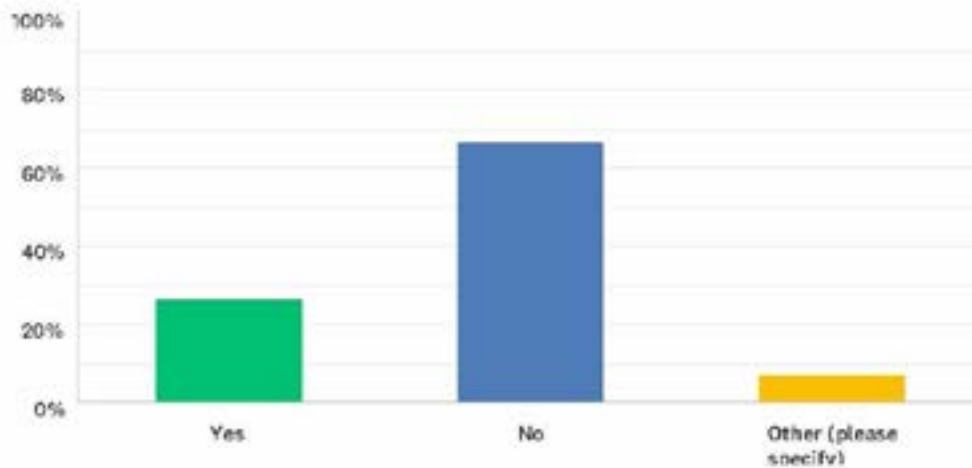
Q5 If you run a store on your campground, were 2017 sales...

Answered: 57 Skipped: 0



Q7 Did your campground experience flooding this past summer which affected your occupancy numbers?

Answered: 57 Skipped: 0



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Krista's Korner – Get Snap-Happy and Share Your Pictures

Camping In Ontario markets our member campgrounds through various channels which includes ads in Horizons Magazine, a video placement in Toronto's underground PATH system and ads in Snowbirds and RV Travelers Magazine, Attractions Ontario and Summer Fun Guide, to name a few. We have previously requested high-resolution photos for use in our ads and have featured many great photos over the past few years.

By submitting photos, you are agreeing to their use by Camping In Ontario for all and any future advertising. If one of your photos is selected for use, you will receive a copy of the ad prior to its publication and your campground name will be included in the photo credit, if possible.

It's a win-win! Camping In Ontario has new content to use for our ads and you may have your picture(s) featured in advertising providing additional exposure.

We are looking for photos that feature the following:

- Nature and wildlife in your campground
- Types of camping (Seasonal, RVs, tents, trailers, all types of roofed)
- Sites
- All seasons (winter, spring, summer, fall)
- Amenities (pool, playground etc.)
- Activities and events (ATV'ing, sports, kayaking, etc.)
- Canada Day/Victoria Day celebrations
- Families and couples

The photos must meet the following requirements:

- Have a file size of 1 MB or higher
- All people featured in photos must have provided permission for use of their image. (See sample photo waiver in Resource Library.)
- Photo cannot include text or your campground signage (note: photo credit will be provided in print ads)

Don't have good quality photos to use? Make it a priority this season to get snap happy. Pictures are great for ads, social media, your website and your Camping In Ontario profile. This can be the key to attracting new campers, as customers want to see what your campground and area have to offer. Showcase it!

NEW CAMPING IN ONTARIO WEBSITE COMING SOON!

We are excited and eagerly working hard with our web designers on the new and improved Camping In Ontario website which will have a fresh look, upgraded features, more "call-to-action" options and will be even more user-friendly. Plus, the new website will be "responsive" meaning the main website and mobile website are one and the same. All of the great functions and pages offered on the desktop version will be accessible via mobile devices and tablets. This also means a new upgraded campground profile featuring:

- Basic listing – 2 pictures (vs. only 1 currently)
- Enhanced listing – 7 pictures and one video (vs. 4 pictures currently)

If you are interested in upgrading to an enhanced listing or unsure if you have a basic or enhanced listing, please contact Krista at kbethune@campinginontario.ca or 877-672-2226.

Too Much Spam? Here's What You Can Do

We all love getting tons of emails, especially when our mountain of work seems insurmountable. Well, nope, that's definitely not the truth. So, what can we do about all those emails we are getting, some of them time and time again?

A good place to start is with checking your spam filter and ensuring it is properly set up. Many email programs also allow you to flag messages as spam - this trains your email provider to recognize what you consider to be spam. If you are uncertain how to do any of this, contact your email provider, web expert or do a simple search online to find out how.

So now your spam filter is all set up but you are still getting a lot of emails. What next? As a Camping In Ontario member, you should not be getting ANY emails directly from suppliers (emails that are permitted are sent through a Camping In Ontario template or are related to meetings only), unless you have a previously established relationship with them. This means that you have provided them with your email to discuss the possibility of working together or you are their

current customer or were within the last two years. As per Canada's Anti-Spam Legislation, a supplier can continue to market to you for two years after the relationship has terminated. After that, they should be removing your email from their marketing list. As always, you may unsubscribe (normally this option is found at the top or bottom of the email) but of course, never from Camping In Ontario emails because we all know how important they are!

You can also send any supplier emails directly to Guida Williamson at gwilliamson@campinginontario.ca for verification of authenticity and the office will advise the supplier as to what is permitted.

After all this, if you are still getting unwanted emails, you can report the marketing email to the Spam Reporting Centre at fightspam.gc.ca. I myself have used this several times and it is quick and easy to use.

As always, if you have any questions, or need assistance please call the office at 877-672-2226.

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Think Mental Health - New Resource

Is your mental health at risk? In any given week 500,000 Canadians will miss work due to mental health issues. The smaller the workplace, the greater the impact employee absences may have. Supporting and protecting the mental health of your people is a crucial business strategy, and while the task can seem daunting, it doesn't have to be. You now have access to a free website, thinkmentalhealth.ca that provides a one-stop shop for acquiring information and tools to help.

Launched by Ontario's health and safety system partners, Thinkmentalhealth.ca provides a collection of free online resources to guide workplaces in developing a psychologically healthy workplace. The website provides information on how to address the various workplace factors that contribute to mental health issues at work and possible solutions that can be explored at one's own pace.

"Addressing workplace mental health can seem daunting," says WSPS consultant Danielle Stewart. "There are a

lot of mental health tools out there and it can be hard to figure out where to start. This website has a readiness tool designed to help assess organizational awareness, attitudes and abilities to enhance mental health efforts."

"Small businesses can't afford to ignore mental health in their workplaces," adds Danielle. "The website is especially helpful for small- to medium-sized organizations that are looking to implement cost-effective and easy-to-use mental health solutions."

The website lets employers share resources with employees via a widget that can be housed on the company Intranet. This gives employees access to daily tips and facts, short instructional videos, and other helpful resources.

Source: Workplace Safety & Prevention Services



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