

YOU ARE THE KEY TO OUR SUCCESS

Since we launched our Member Referral Program, we have paid out \$1 Million dollars in referral bonuses, and given away over 1,200 YEARS OF FREE DUES!

With all the response the Member Referral Program is generating, it's easier than ever to fill your pockets with \$100 dollar bills! If you have had one of your referrals buy, you know it's been worth up to \$500 and a year free dues!

The program is very simple. Bring us a friend or family member that becomes a new member, and we write you a check for \$500 (trial memberships will receive \$200) and pay one year of your dues! It doesn't get much simpler than that!

You might ask the question, "how can we pay so much for just one new member?" We're glad you asked. Just like you at home, the cost of everything we do to generate new members has gone up. We pay more for postage, we pay more for lists of names to contact, we pay more for the gifts we give away.

Thanks to your referrals, our members help keep the cost of marketing low. In return, we wanted to pass those savings on to you, the CRA family! That's why it's working...so get out there and make us write you a check too!

PLEASE tell your friends, family and other referrals to make certain you receive credit for them, they must turn in your invitation and/or your name **at the gate when they check in.**

Apply Today!
Call 1-800-769-4667 or
www.chase.com/applycra

Get the Colorado River Adventures Visa® Card with Outdoor Ultimate Rewards.

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¹ Points are earned on card purchases only. Points are not earned on balance transfers, cash advances, any checks that access your account, overdraft protection advances, travelers checks, finance charges, or fees of any kind, including fees for products that protect or insure the balances of the cardmember's account. Once enrolled, your rewards disclosure will be sent to you containing all program guidelines and benefits. Subject to credit approval. Colorado River Adventures credit cards are issued by Chase Bank USA, N.A. and may be serviced by its affiliates. Chase cardmembers who currently have or have had a Chase credit card in this Rewards Program or have received a similar bonus offer, may not be eligible for a second Chase credit card in the same Rewards Program, or for this bonus offer. Chase cardmembers currently receiving promotional pricing, or Chase cardmembers with a history of only using their current or prior Chase card for promotional pricing offers, are not eligible for a second Chase credit card with promotional pricing.



CRA NEWS Fall 2007

EXPERIENCE THE PURE ADVENTURE OF CAMPING
RV

OLD FACES...NEW JOBS NEW FACES...OLD JOBS

You probably didn't feel it...You probably didn't hear it...You probably didn't even see it, but there's been a big shakeup going on in the CRA family lately! And now that the dust has all settled it's time to share the good news and congratulate a few faces in the CRA family.

As we say goodbye to Mike Pournoury and Butch Greenwade, two long time CRA family members who have left us to pursue new adventures, a few of the old faces around the CRA family have reason to smile with pride because of their new promotions.

At CRA corporate headquarters congrats go to Curt Edleman who has recently been named general sales manager of CRA and Mark Wade our new general operations manager. Mike Davis has been named as the company construction manager.

For those of you who aren't familiar with him already, Curt Edelman has been with the CRA family since the early 1990's. He left us briefly while he ventured around the country awhile, but returned to open arms and a hero's welcome when he decided to rejoin us again about 5 years ago. Be sure to give him a big 'high five' the next time you see him!

Behind the scenes there's a ton of work that gets done to keep our resorts updated and beautiful almost without notice. The 'ghost' you never really see that makes those great things happen around all the CRA resorts is Mark Wade. Mark has been with the CRA family over 13 years now and has really earned his newest promotion. Mark is a super hard-working dedicated family man who spends his off time with his wife and their three beautiful children.

At **Emerald Cove Resort** a very old (familiar) face has reason to be smiling too. Ron Couch has been recently promoted to Park Manager at Emerald Cove. It's a tough job, but if anyone is up to the challenge it's Ron. Ron has been a member of the CRA family for almost as many years as anyone around here can count and has done a great job as the Assistant Manager at Emerald Cove over the past several years. So, the next time you see Ron give him a well deserved pat on the back and a smile, because he's also getting married in October to his other half Michele (yes, Michele from the pool bar!)

At **Cherry Valley Lakes** the familiar faces of Greg and Terry Palmer from Yuma Lakes Resort can now be seen daily in their new role as Park Managers. Greg and Terry Palmer have been members of the CRA family for quite some time now, and have done such a great job for us that we finally moved them out of the heat of the desert and into the peaceful, shady lanes of Cherry Valley Lakes

At **KQ Ranch Resort** a brand new face has just joined the CRA family and we would like to take this opportunity to introduce you and to congratulate him. Our new Park Manager is Ron Markley. He and his lovely wife Kayla come to us from the RV campground industry by way of Colorado. Since their arrival at KQ Ranch it's been business as usual, with Ron learning the ropes as he goes and doing a fine job of it. Having come from Colorado, when winter comes around Ron and Kayla should feel right at home again when snow blankets our beautiful KQ mountain resort!

WHAT'S NEW(S) FOR YOU???

The wheels never stop turnin' or burnin' back at CRA Central so there's always something new or unusual going on at your CRA Resorts!

Cherry Valley Lakes has completed the addition of 350 more RV and boat storage sites. Call the resort at (951) 845-4965 to reserve your space now! Over the Fall and Winter months at Cherry Valley Lakes we will be installing new pedestals on all the full hook-up sites.

KQ Ranch Resort has received SDGE approval at last to upgrade the electrical service. Soon we will be adding 45 new water and electric sites on the shaded hillside behind the miniature golf course at KQ Ranch Resort.

This Winter there will be a Sales Staff available at Yuma Lakes, Lake Havasu and NorthShore Resorts for you to take advantage of, so be sure to send your member referrals to the resort of their choice. (p.s. you ought to go with them!)

Those of you with rental woes can breathe a sigh of relief. We have ordered new cottages and you will see them being added to the stock at Emerald Cove, Cherry Valley Lakes and KQ Ranch Resorts over the next six months or so!

And speaking of rental woes...try KQ Ranch or Emerald Cove Resorts during October and November. Feb.-Mar. & April the weather is fantastic and the summer throngs of things have slowed, making it easier to get a rental. Weekend warriors who find themselves in the rental woes might want to try booking a Sunday through Thursday stay. We almost always have room through the week.

WHO CAN USE A VACATION?

Can you think of any friends or family members that can really use a vacation? Do any of those friends or family members love to vacation on the water or in the mountains?

If you could send them on a **FREE VACATION** would they go? Would they love you for referring them for a fantastic, fun-filled vacation at a spectacular CRA Resort? Then just give Shannon our Member Referral Director a call at (866) 217-8111 right away! Shannon can answer all of your referral questions and set your friends and family members up for their free weekend of "fun in the sun" at Emerald Cove Resort or "adventure in the mountains" at KQ Ranch Resort

During their free vacation, your friends or family members will be given a guided tour of the CRA Lifestyle, resorts, facilities and amenities. If they purchase a membership you will be rewarded with \$500 cash and 1 year of free dues just for sending someone off on a free vacation getaway! Interested? Really, who couldn't use \$500 cash? Not to mention not having to worry about dues for a full year? There's no limit to the amount of cash and free dues you can accrue! So why wait? October and November offer very temperate weather and fewer crowds. What better time to enjoy a vacation, right? Shannon can be reached Monday – Thursday 1 p.m. to 9 p.m. and Friday 9 a.m. to 5 p.m. at (866) 217-8111.

P.S. Here's some helpful and interesting referral A, B, C's...

Always come along it makes the trip less 'unknown' and helps to encourage your referrals to buy!

Bringing more than one group at a time lessens the probability of anyone buying!

Consider avoiding referring on Holiday weekends, resources are already stretched thin!

Did you know that your CRA sales staff closes over 50% of the referrals you send them?

SPECIAL CRA MEMBER DISCOUNT FOR McCHEAPERS BOAT STORAGE UNITS IN LAKE HAVASU CITY

Regular Price = **\$124.00 per mo.**
CRA Member Price = **\$99.00 per mo.**

For more info call **(928) 764-4064**