



## The Advantages of Joining the BLBCA

Hi and thanks for your interest in the BLBCA. If you have a moment, check out our website, you will find some great images, valuable information and current news. Internally, we provide the following documents:

- Operation Guidelines
- Guiding Procedures and Terrain Classifications
- Bylaws
- Membership Criteria
- Rental Agreement
- Information Sharing Recommendations
- Waiver Program (4 languages)
- Code of Ethics & Conduct
- Self-Audit Checklist
- Conduct Review - Dispute Resolution
- BOD Travel & Expense Policy
- Crisis Communication Binder & Tear-Out
- Annual AGM Minutes
- HR Reference Guide

Externally, we provide regular newsletters, blogs and a well-maintained social media presence.

The BLBCA has a BOD which consists of 7 people, including one director from the general public. Our annual general meeting is normally held in the spring in Kamloops.

Following are some of the main benefits of joining the Association:

- Provides a unified voice that can deliver concerns, requests and suggestions to all levels of government.
- Commercial General Liability insurance for all full members in good standing. The possibility of Association wide property insurance is being explored.
- Joint marketing and advertising. We have worked with Destination BC and its predecessors for over 10 years and have access of up to \$250,000.00 annually in joint marketing funds. We are entering into year 10 of that program.
- A sense of community with people in the same industry. That sense has seen substantial growth in the last 12 years. Sharing of ideas and support amongst association members.
- Membership in the Adventure Tourism Coalition, a collective of 18 diverse sectors, both public and commercial, who collaborate in order to represent and amplify the importance of our sector to the socio-economic health of BC, particular the rural areas of the province. I am currently the chair of this group.
- Representation at a provincial government level, I currently sit on the Minister of Tourism's Executive Council, as well as Minister of Forest's Forest and Range Practices Advisory Committee.

Feel free to give me a call at the number below if you have any further questions.

Yours sincerely, Brad Harrison

*Brad Harrison*

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