



# RESORT NEWS

Fall 2011



## What You Will Find Inside...

- ♥ *Presidents Message from Karen Ripperda*
- ♥ *Department Updates...*
- ♥ *Associates can purchase 'B' Memberships*

### **ADOPT A TREE**

*Please consider donating \$75.00 to the Ranch to plant a tree in your name or your loved ones name.*

The next Board meeting will be held November 5, 2011. The working session will be the November 4, 2011. Check for updates on the website for times and location.

### **2010-2011 Board of Directors**

Presidentō õ õ ...Karen Ripperda  
Vice Presidentō . Harry Hixon  
Secretaryō õ õ ..Vikki Day  
Treasurerō õ õ ....Mathew Johnson  
Membershipō õ ..Jim Walls

**Thank you for showing your Membership Pride. You have made Hart Ranch Resort the BEST Park in the area!**



## PRESIDENTS MESSAGE

**Karen Ripperda**

Labor Day, has come and gone, summer is over, and we are looking forward to a beautiful Fall season for our members that enjoy the Black Hills during this time of year. It is always sad to say goodbye to many of our Workcampers, and seasonal employees, but certainly wish them safe travels, and look forward to seeing them next Spring.

The Strategic Planning Committee has met several times throughout the summer. The ultimate goal of a Strategic Plan is to determine where Hart Ranch Camping Resort is now. The committee identified eleven areas that are profit centers/member service centers for HRCR. The next step in the planning process is to determine where we would like to see each of those eleven categories in the future, and the final step and ongoing process is to determine how we get to the point we feel we should be. One of the goals will be to help us find non-member dues revenues. Another goal is to increase our Sales. Our membership is declining because of deaths, age that restricts some of our Members from continuing to use the Resort, and economic attrition that forces Members to leave.

To assist with the Sales Goal, a committee has been appointed to bring back suggestions, ideas, etc., to the Board at their November meeting. The Members serving on this committee will be: Matt Johnson, Chair, Vikki Day Board Member, Harry Hixon Board Member, Kreg Warrick, Millie McCormich and Derek Jones, HRCR Members. We are looking forward to receiving their report and suggestions.

At the Annual meeting in June, 2011; your Board made the decision to enforce the By-Laws stating a specific site may not be requested. This decision was made for the following two reasons:

1) Last year, there were many, many complaints that people were placed on Hold for a very long time while the reservation desk was assisting other Members. It takes a long time, to determine if the requested site is available, if not, looking for the 2<sup>nd</sup> choice, 3<sup>rd</sup> choice etc.

2) The other issue was that we had Members calling for a reservation, and were having a great deal of difficulty obtaining a site for the number of days that they were requesting, due to the fact that people had reserved specific sites for a specific time, and we would have to leave them open for a few days between the previous Members use, and the time when the next Member would be arriving.

The Board received a number of letters, emails, and comments at the August Board meeting requesting that we reconsider our decision and allow the Members to choose the site that they would like to have. The Board did reverse their previous decision, and stated that the Members can once

again choose their site, HOWEVER, if we find that by specific sites being reserved for specific time periods that we are not able to accommodate ALL of our Members, that this could be looked at again in the future.

There will now be an email address for Members to send emails directly to the Board of Directors. That address is [bod@hartranchresort.com](mailto:bod@hartranchresort.com)

The other new and exciting thing we are announcing is that there will be a new method of providing information to our Members. We have authorized Carey Keith, our Resort Manager, to join a network called Constant Contact, which will allow us to send email messages of importance to our Members. An example would be if we would have a hail storm, Carey, can send a blitz to all members that have signed up for this service to let them know we had hail, and that they may want to contact their insurance agents. There are two things to remember:

1. You **must sign up** with Hart Ranch for this service by providing your email address specifically to be used for this.

2. This is a one-way notification, therefore, you cannot reply to these emails. If you need to contact Hart Ranch; a separate email would need to be sent to the Resort Manager.

Our next Workshop and Quarterly meeting will be November 4 and 5, 2011. Your questions/comments are important to us as your Board of Directors; however, I would like us to continue to follow the procedure we began at the August meeting.

\*The Workshop and Quarterly Meeting Agenda will be posted with a short explanation of each item on the Agenda, approximately two weeks prior to the meeting.

\*A Sign-up Sheet will be available at the Lodge for each Member wishing to speak to the Board to Sign their names and the topic they wish to discuss.

\*The Agenda will show a Member Comments time for you to speak with the Board regarding the topic you specified on the Sign-up sheet. We ask that you keep your remarks to 3 minutes; thus allowing everyone a chance to share their thoughts and ideas.

I had a great time meeting so many of you this summer around the park. We have wonderful members, and your willingness to volunteer and help sustain Hart Ranch is overwhelming. Wishing you a great Fall, and look forward to seeing everyone again.

# Department Notes

## **RESORT MANAGER**

### **Carey Keith**

Another wonderful summer season is behind us, and I would like to thank all the Workampers, Volunteers, and Employees that make Hart Ranch the best park in the country. This being my second summer season I have met some truly wonderful members and can't wait to meet more of you.

This summer has been down close to 20% compared to last year, but Hart Ranch is not alone in this. Almost all of the attractions in the hills have similar declines in attendance and occupancy. We at Hart Ranch are looking forward to next season and believe we will recover from this summer season.

This year has seen many changes: new registration/reservation system, accounting system, point of sale system, infrastructure projects, Colt II cabins, strategic planning committee, sales committee, new Board member, and many new employees. While we have had some issues along the way I feel we are taking the right steps to make Hart Ranch viable for many years to come.

One of the big changes in the policies is you are allowed to pick your site when making reservations again. The pool will be redoing the deck for the spas, and the security staff has purchased a new electric vehicle to patrol the park in.

The Board of Directors has an email address, it is [bod@hartranchresort.com](mailto:bod@hartranchresort.com).

I hope all of you have a wonderful off season, and I look forward to seeing you in the spring.

### **Business Office Jennifer Harris**

Wow! It has been quite a busy and great season! Many changes have occurred in the business office and things have been more streamlined and simplified for our members. It is almost time for annual bills to be prepared. They will be mailed sometime in late November or early December and will include the annual maintenance fees, storage fees, associate fees and mail forwarding fees. We offer direct withdrawal from your savings or checking account for your convenience. If you have any questions please contact Jennifer 605-939-3105. Have a great winter!

### **Activities Kathy Payne**

A big thanks to everyone for giving my staff and me such a wonderful summer. We had a great time and are looking forward to seeing you in 2012.

Thank you for the donations of craft supplies, toys and bicycles, they were greatly appreciated.

Some of the activities for 2012 are:

\* Kids carnival; tentative dates are June 16<sup>th</sup>, July 4<sup>th</sup> and August 11<sup>th</sup>.

\*Two sports days

\*Weekly Casino Night

\*Weekly Teen Texas Holdem

If you have any ideas for a weekly activity or a big event please email me at [activities@hartranchresort.com](mailto:activities@hartranchresort.com)

I would like to give a big Thank You to all of my workampers, employees and volunteers. You were all great and I appreciate all that you done to make the season a success.

Have a great winter!

## **SECURITY Bob White**

The 2011 summer season is over and it is time for most of us to leave Hart Ranch. It has been a good summer. I hope that those of you that stayed with us had an enjoyable visit. The Security Department staff had plenty of opportunities to visit with many of our members and guests and we tried our best to do everything we could to make our guests safe, secure and happy.

A lot of our time on patrol is spent running errands for the lodge, delivering messages, completing site checks and ensuring that the 11:00 checkout time is honored. The gate house crew is busy making sure that visitors to the resort are documented, and that only authorized members and guests enter the campground. Of course we spend a lot of time enforcing resort rules, assisting guests in any way we can, and making sure everybody is having a good time (not always possible), but we try! I hope each and every one of you has a wonderful fall and winter. See you next spring. Below is a copy of my end of season report to our resort manager:

The Hart Ranch Camping Resort Security Department provided 24 hour security patrols from Memorial Day weekend until Labor Day. The Welcome Center was open 13 hours per day, seven days a week during the season.

All Security personnel's standard operating procedures were first to provide for the safety and security of members, guests and employees in the resort. Along with our first mandate we tried to ensure that members and guests enjoyed their stay at Hart Ranch. We strived to assist in any way possible anyone who requested or required our help. We worked with all Departments as a team. I asked all personnel to blur the line between security officer and public relations specialist as much as possible.

Security personnel enforced Hart Ranch Camping Resort policies on a daily basis. We corrected numerous violations of rules related to number and type of units on a site, parking, pets, check out time and others routinely and without formal paperwork. Speeders driving over 10 mph, but less than 15 mph were warned without

documentation. Other rule infractions were documented. Following is a report of documented activities during the 2011 season:

Report of Security Department Activities in 2011	Categories	Number of Incidents
Speeding	õ õ õ õ õ õ õ õ õ õ õ	.....234
Vehicles Parked Illegally	õ õ õ õ õ õ .õ õ õ ..õ	73
Vehicles/Campers Parked on/over Grass	õ õ õ õ	..76
Vehicles or Campers Damaged	õ õ õ õ õ	..24
5. Tent on Grass after 9:00 A.M.	õ ..õ õ ..õ	õ õ 19
6. 72-Hour Violations	õ õ õ õ õ õ ..õ õ	.....õ ...32
7. Missing Items	õ õ õ õ õ õ õ õ	.....õ õ õ ...õ .6
8. Vandalism	õ õ õ õ õ õ õ õ	.....õ õ õ õ õ ...3
9. Missing Persons	õ õ õ õ õ õ õ õ õ õ õ	õ õ õ õ .5
10. Personal Sickness or Injury	õ õ õ õ õ	.....õ ..10
11. Quiet Time Violations	õ õ õ õ õ	.....õ õ ...1
12. Disturbing the Peace / Disorderly Conduct	õ õ	..6
13. Evicted from Park	õ õ õ õ õ õ õ õ	õ ..õ .4
14. Pet Violations	õ õ õ õ õ õ õ õ õ	õ ..õ ..31
15. All Other Violations	õ õ õ õ õ õ	õ õ ..õ õ 19
<b>Total Number of Incidents.....</b>		<b>543</b>

**MEMBERSHIP SERVICES**

**Jackie Maude**

**Associate Upgrade**

The BOD has decided to offer an Associate Upgrade offer to current associates.

\*Current Associates may purchase a Bq membership (no matter what type of membership their parents own)

\*Cost of the membership is \$250 plus tax (total of \$260)

\*They have to be 18 years old or older

\*The membership may not be resold for 5 years

\*This offer expires January 31, 2012

**Resale Program**

Many members are taking advantage of the resale program. If you have friends that are interested in becoming a member at the Beautiful Hart Ranch Resort, be sure to mention this program to them.

If you have any questions about listing your membership or about purchasing a membership my phone number is 605-939-3112.

The information desk at the lodge was well received by the members. Members were greeted with a big smile from Carol or Jan. Thank you for doing a wonderful job this summer.

My door is always open for the people that make Hart Ranch the wonderful place it is.

**FRONT DESK / MAIL**

**Holly Simmons**

Another season has come to an end. It's hard to believe that it's September now. Where did the time go?

This summer presented some challenges for everyone at Hart Ranch. Members weren't allowed to request a site and we weren't allowed to tell you what site you would be going in. It was frustrating for all of us. But, as most of you know, all that changed at the last Board meeting, thanks to members speaking up. Everyone can request a site and we'll make a reservation for that site if it's open. If not, we'll keep trying to find you a site you will be happy with. Just remember, you may be subject to a move in sites in the event of emergencies.

We had a new crew this year along with a new reservations program that provided us with some issues. All of us, including myself, had to learn a lot in a short time. As time went by we were able to deal with the random glitches that kept popping up, but we did make some mistakes with some reservations and I apologize to those who were affected. Next year should be better.

I want to thank all the wonderful people who worked the Front Desk for making my first season as the Reservations Supervisor such a good one. We had a great time, lots of laughs and smiles. I also want to thank the members for all your kind comments and having the chance to get to know you.

Bobbee, Teresa and I will also be handling any mailroom/mail forwarding requests, as well as reservations. The email address is [mailforwarding@hartranchresort.com](mailto:mailforwarding@hartranchresort.com). As always, your mail is sent out on Tuesdays, unless you specify a different day.

**Pool**

**John Huggins**

We have had a challenging year at the swimming pool. The wet spring almost prevented the new fence from being completed before opening day. We had to replace the Teen Spa furnace early on. Then our main pool pump had to be replaced after 25 years of service. Add to those a problem eradicating the Pseudomonas bacteria from our main pool water. This bacteria is common in the environment and is in the soil and even in our water in minute quantities. We can help to prevent a reoccurrence by always showering before we enter the pool or spa. I want to take this opportunity to thank our awesome pool staff who helped me to overcome these problems and make this a wonderful summer season for all our members and guests.

This fall, we will remove the spas from the deck and rebuild the spa deck with new material and with solid

concrete underneath. We will also eliminate the current leaky teen spa and move the existing adult spa into its position. A new eight by fifteen foot adult spa will be installed in the center position. In the spring of 2012, the kiddie pool will be repainted and steps and a railing will be installed. I hope you will enjoy the improvements we are making and we'll see you next spring.

### **HOUSEKEEPING**

**Arlene Guthmiller**

This was a busy summer with new faces, new employees and new cabins. We are getting ready for winter mode and will be working hard getting ready for next season by repainting and installing new items in the cabins.

There was a new washer purchased for the housekeeping department. It will get a lot of use with all the laundry from the cabins.

There are some portable cribs and strollers that members can check out at the housekeeping department as needed at no charge.

I would like to remind anyone that would be interested in being a workamper for the 2012 season to put in an application for a laundry or a comfort station position. If you have any questions or need a job description or application, please give Arlene a call at 605-415-1571.

**Hart Mart  
Diana Miller**

Another year gone already and everyone is heading home or to their winter destinations.

It has been another fun season visiting and serving our Hart Ranch members and visitors.

All of us at the Hart Mart, Diana, Deb, Sue and Anita want to Thank all of you for another successful year at the store and we are all looking forward to seeing you in the 2012 season.

We plan on having new and fun items in the store next year for you to purchase or just come in look and visit with us.

We wish everyone a great winter and safe travels.

**Maintenance  
Delbert Maxfield**

Another wonderful summer season has ended here at the Ranch and we in maintenance were very busy all summer.

Maintaining the park's electrical and water systems have been challenging with 1844 calls but we have been successful and repairing the problems. Twenty new trees have been planted in the park. Seventy sites have been expanded. New washers and dryers will be installed in the comfort stations.

The entire maintenance staff would like to say thank you for all your patience and have a GREAT winter. See you again next year.

### **Storage Dick Pankinton**

Well, the storage Dudes have survived another season without hitting anybody or anything. I think most guests had their units in place and on time. While the new computer system came with a few frustrations for all, I believe for storage, we all, drivers, spotters and the girls behind the desk in the lodge, have made significant strides for improvement, by the end of the season. I think we are at a 98% completion rate for 2080 units placed on site or in storage.

If you bring your pet to the storage yard, please pick up after them as you do in the park.

If you are in the area, please come and check your unit after a severe storm, there are just too many units for us to check.

Thanks to all who use our facility, you help make the park a success.

### **RESTAURANT**

Thank you to all that patronized the Chuckwagon this summer.

### **Classifieds Memberships**

We have all types of memberships for sale through the Sales Department. If you have any friends that may be interested please have them call 605-399-2582 and ask for Jackie or my direct line at 605-939-3112.

### **Next Board meetings:**

November 4, 2011 Working Session  
November 5, 2011 Membership Meeting  
Location and time to be announced  
For further information check on line a [www.hartranchresort.com](http://www.hartranchresort.com)

### **UPDATES NEEDED**

Please update your member and/or associate information. You can mail or email the information to me at [jackie@hartranchresort](mailto:jackie@hartranchresort) or send it by mail. Please include the name, address and birth year of your associates.

In the future if you would like to receive the newsletter by email, please contact me and we can put your name on our email list. Please list on separate paper if more space is needed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email: \_\_\_\_\_

## Contact Information

Carey Keith, Resort Manager  
resortmanager@hartranchresort.com  
605-399-2582

Delbert Maxfield, Maintenance Supervisor  
maintenance@hartranchresort.com  
605-939-3123

Holly Simmons, Reservations/Mail Supervisor  
reservations@hartranchresort.com  
mailforwarding@hartranchresort.com  
605-399-2582

Jackie Maude, Sales/Membership Coordinator  
jackie@hartranchresort.com  
sales@hartranchresort.com  
605-939-3112 or 605-399-2582

Jennifer Harris, Accounting  
accounting2@hartranchresort.com  
605-939-3105

Arlene Guethmiller, Housekeeping Supervisor  
housekeeping@hartranchresort.com  
605-939-3115