

# INDUSTRY E-NEWS

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## Three Michigan campgrounds featured in one million directories

Professional photography taken in the fall of 2009 at three Kampgrounds of America parks in Michigan is being featured in the 2010 edition the annual KOA Directory. More than one million copies of the Directory are currently being distributed to KOA campgrounds and campers across the U.S. and Canada.



*Lorne Armer*

"We decided to do our professional photo shoot at Emmett, Flint and Port Huron because we knew they are beautiful campgrounds, and would truly represent the best of the KOA system," said Lorne Armer, vice president of Marketing for Kampgrounds of America Inc.

The Emmett KOA, owned by Chris and Deborah Pietras and located at 3864 Breen Road in Emmett, has photographs displayed on the cover of the Directory, as well as

several other pages in the 245-page Directory. The annual KOA Directory carries complete listings and maps for the more than 475 KOA campgrounds in North America.

The Holly/Flint KOA is owned by Wynn Taylor, and the Port Huron KOA is owned and operated by Shirley and Howard Stein. The photographs, taken by professional photographer Jeff Dow, will also be used in other materials KOA distributes to its campers.

## Check out the latest ads in our Supplier Directory

The image shows a screenshot of the 'CAMPGROUND SUPPLIER DIRECTORY' website. At the top, it says 'CAMPGROUND SUPPLIER DIRECTORY' and 'INDUSTRY E-NEWS'. A large black button with white text says 'CLICK HERE'. Below the button, there are several search filters and a list of supplier listings, including one for 'KOA' with a logo and a 'SEARCH' button.