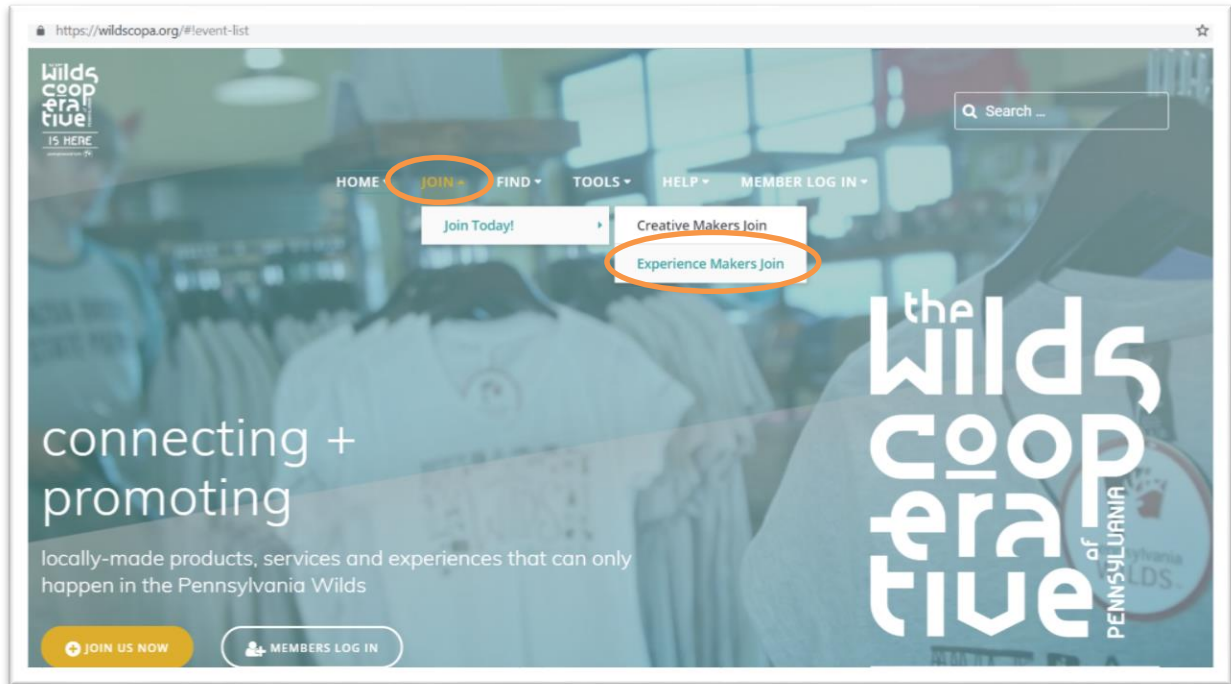


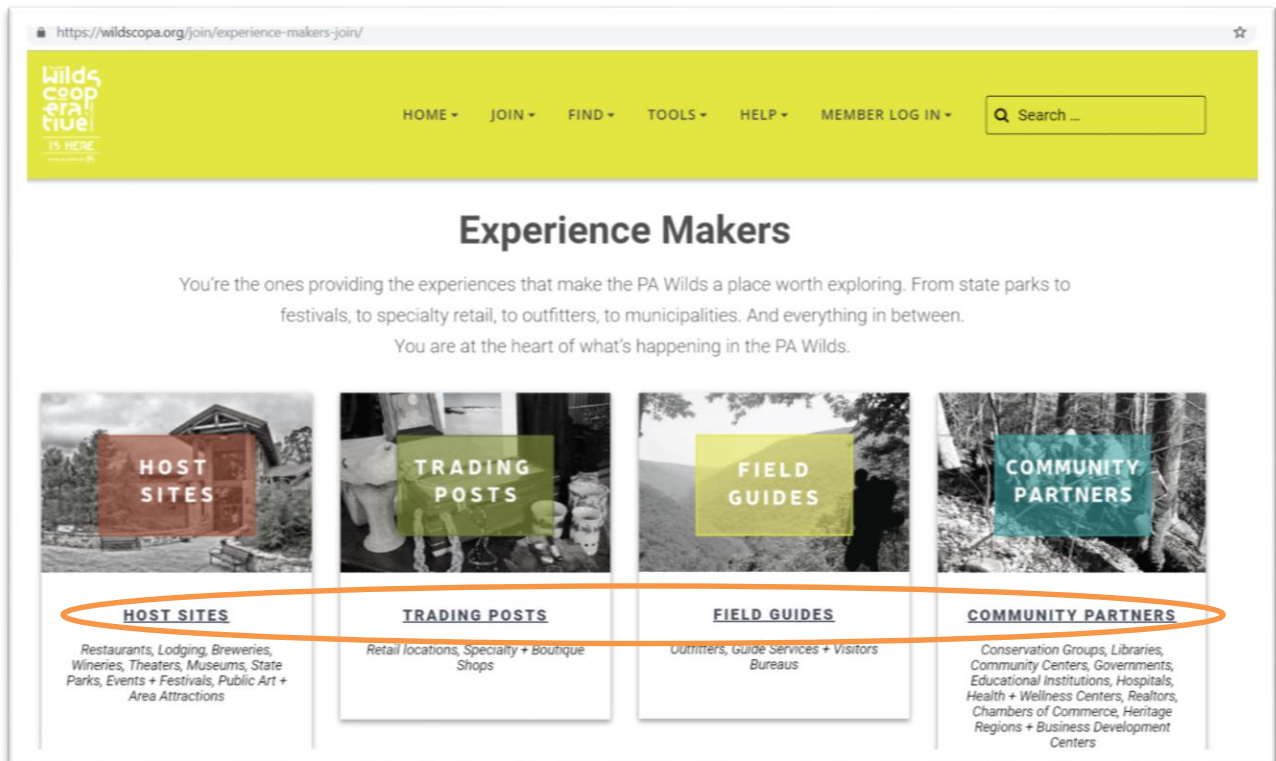
EXPERIENCE MAKER

Step-by-Step Application Guide

1. Visit WildsCoPA.org and hover over “JOIN” or go to WildsCoPA.org/join/experience-makers-join/



2. Scroll down to select the membership type that best describes you. Are you a Host Site, Trading Post, Field Guide or Community Partner? Read the descriptions, and click the corresponding image or title.



If you need application assistance, email WildsCoPa@pawildscenter.org.

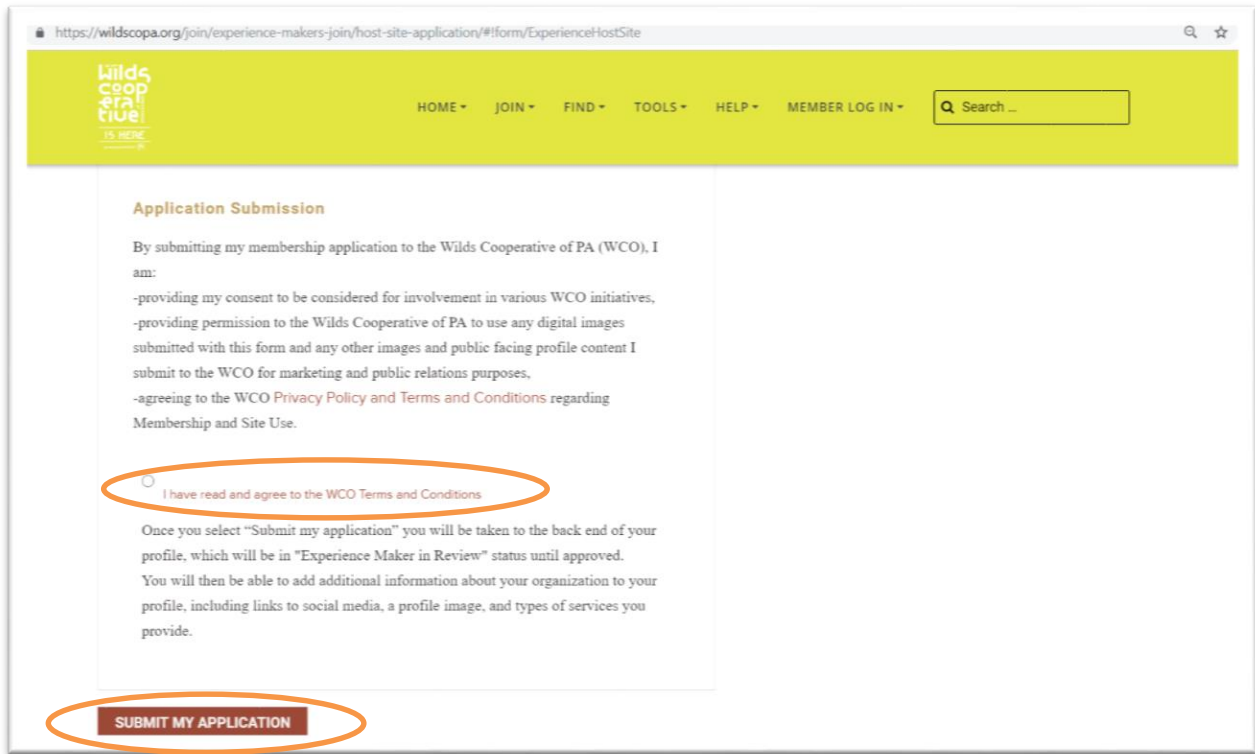
- Once you select the appropriate membership type, you'll be taken into the application form. Begin your application by entering your business name. Be sure to complete all fields.

The screenshot shows a web browser window with the URL <https://wildscopa.org/join/experience-makers-join/host-site-application/#!/form/ExperienceHostSite>. The page has a yellow header with the WildsCoPA logo and navigation links: HOME, JOIN, FIND, TOOLS, HELP, MEMBER LOG IN, and a search bar. The main content area is titled "Experience Maker: Host Site" and contains the following text: "Please be sure to complete all questions as our team will review all components of this application in determining if your business/organization is a fit for our program. Once accepted this application becomes your public profile, used in our Member Directory, your listing on pawilds.com and all marketing materials." Below the text are several form fields: "Business or Organization Name" (with a placeholder "Full name or company name, this will be in:"), "Contact Person", "Position", "Site Address (open to the general public/visitors)" (with a placeholder "City, state/province, postal code"), and a question "Is this site open to the public and have hours of operation clearly posted at the location and/or online?" with a radio button option "Yes, this site address is open to the public".

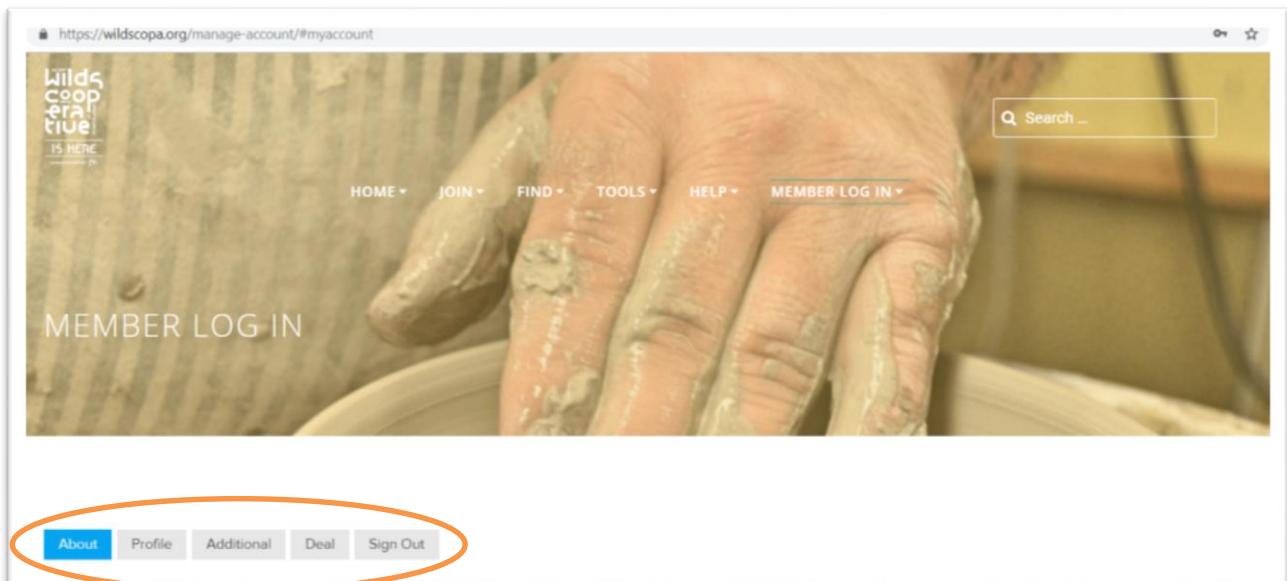
- There are three brief sections to the application, which becomes your profile if accepted into the program, and will be used to determine your acceptance: Application, About your Business, Economic Impact. Fill out the form to the best of your ability. If accepted into the program, your profile will appear in the Member Directory on WildsCoPA.org. The Directory is how other members and the general public will be able to find you and your business/organization. Your profile information will also be used by the PA Wilds Center for marketing via social media and PAWilds.com.

The screenshot shows the same web browser window as above, but the form is now titled "Business/Organization Information". The text reads: "This area is used to describe your business, organization or community. These questions help our team (and others looking at your profile) to understand what you do. Describe how your business/organization helps to support a visitor's experience to explore and enjoy the PA Wilds. Best practice tip: Answer the question 'What do you do?' in one paragraph or less." Below the text is a rich text editor with a toolbar containing icons for undo, redo, bold, italic, underline, link, unlink, bulleted list, numbered list, indent, and outdent. The editor area is currently empty.

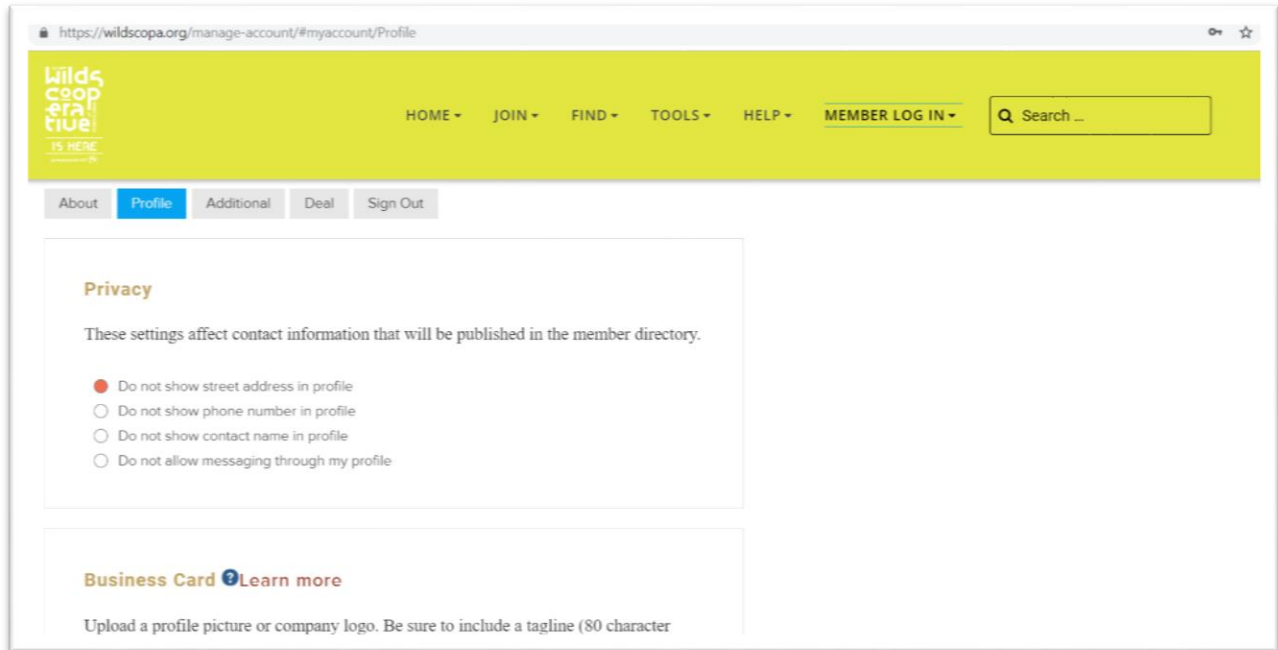
- Once your application is complete, check the circle under the “Application Submission” indicating you have read and agreed to the WCO Terms and Conditions. You may then click the “SUBMIT MY APPLICATION” button.



- Next, you will be taken into the backside of your account/profile, where you can add additional information to your profile. Be sure to click on each tab: About, Profile, Additional, and Deal. You may also Sign Out. The more information you provide, the more each reader will know about you and how to support your #PAWilds business.



- Under “Profile” be sure to set your preferred settings for “Privacy” and also complete your “Business Card.” Privacy settings determine whether or not your street address, phone number and contact name are shown in your profile. You may also choose whether or not to receive messages through your profile. The Business Card includes a profile picture and short description of your business; this card populates the Member Directory on WildsCoPA.org and, for public-facing establishments, it also populates relevant PAWilds.com.



- You will be emailed updates about your account and can access your profile at any time. Once the jury review is complete you will receive notification of your membership status. Add WildsCoPA@PAWildsCenter.org to your contact list to ensure you receive email updates. (Note: As a member, you will be able to log into your profile and update it as often as you like and will be the caretaker for the profile.)

