FOAM Website Information Sheet
SEND TO: FOAM, PO Box 67, Gallatin Gateway, MT 59730

Please print LEGIBLY. (See second page for a description of database style, search factors, and an example of a business description and listing)

FOAM Service Area(s) _____ *See website map. List as many as appropriate*
Outfitter Name _____ License # _____
Business Name _____
Business Mailing Address _____
City _____ State _____ Zip _____
The listing can handle up to 4 different phone numbers to contact you, so list what you need!
Business Phone _____ Toll-free Number _____
Home Phone _____ Fax _____
Email address _____
Website address _____

Please circle as many topics as apply to your business.

Activity
       Flyfishing
       Spin fishing
       Float trips
       Walk-wade trips
       Whitewater rafting
       Scenic, ecological, historical tours
       Instruction, tutoring
       Overnight or multi-day trips
       Pack trips
       Waterfowl hunting
       Upland bird hunting
       Disabled accessible

Watercraft
       Driftboat
       Raft
       Canoe
       Individual craft (pontoon, cataraft, etc)
       Jetboat
       Charterboat

Sites
       Rivers
       Lakes
       Reservoirs
       Spring creeks
       Private water (creeks, ponds)
       Ranches (hunting)
       Public land (fishing, hunting)
       National Parks
       Wilderness

Accommodations
       Home
       Lodge
       Cabins
       Tents
       Local hotel, motel

List up to 5 *major* waters you use: *(See back for how these work in the database)*
1. _____
2. _____
3. _____
4. _____
5. _____

List your operation's services and main features *(Maximum, 60 words)*:
_____
_____
_____
_____
_____
_____

If you want to add more text in a second section ("More Info" on the listing), send extra text (up to 200 characters) in a separate paragraph on another page.

We can also put up a small picture, logo, or graphic in the "More Info" section of your listing where the "Proud member of FOAM" graphic is now. Please have your web designer "simplify" ie, reduce the size in Kb of the image to about 30 Kb so it will load quickly. Email it in GIF format to rcunningham@montana.net and let me know who you are so we can get it on the right listing.

See FOAM Service Area Map on the website to select your appropriate service area(s).

The FOAM website reference database will help potential clients find your business in four ways:

      1) Via a regional map that shows *major* rivers and lakes in the service area. If a potential client doesn't really know Montana well, but has a well-known river in mind, they may just want outfitter names from the area the river is in - this will be the most basic search method.

      2) Via a "keyword" search using single words like a very simple web search engine. The keywords will be river names taken from the top rivers listed by all outfitters and the activities, watercraft, sites, and accommodations listed in the checklist. For example, if a potential client typed in "Flyfishing, instruction, driftboat, lodge, Beaverhead," they would get a listing of those outfitters who checked those keywords and listed the Beaverhead as one of their top waters.

      3) Via a selection list of the check boxes you filled out the application. This is just a graphic mode of the keyword search and will return a list of outfitters in the checked region who offer the checked items of interest to the client.

      4) Last, for the data glutton, there will be a listing of all FOAM members in alphabetical order.

NOTE: To promote fairness, the results from the keyword and check box searches will be ordered by number of "hits" on keywords or check boxes, then randomized, so alphabetical order doesn't count - "Abe Abel" won't always come up first. And, it makes no difference if you don't have a website or email - your business will be available just the same. Also, we've limited the number of "top waters" to 5 to make the database reasonable in size. If you use many rivers statewide, the client will find this out in *your* website or brochure. The FOAM site is meant to refer them to you in the quickest and easiest way possible.

SAMPLE business listing:

FOAM Service area(s) 1, 3	Phone - XXX-XXX-XXXX	Toll-Free# - XXX-XXX-XXXX
Pete Schwartz, Outfitter Lic. # 001	Fax - XXX-XXX-XXXX	Cell phone - XXX-XXX-XXXX
The Best Montana Guide Service Co.		
PO Box 100 (or 100 Main St.)	Email address: x@x.net	Website address: xxx@xxx.com
Sometown, MT 59700		

Services: Flyfishing, float trips, modern cabins on site, home-cooked meals, great lunches, 5-day canoe trips, private waters, disabled accessible, specialize in new anglers, full tackle shop, simply "the best!"

"More Info": Come on out to Big Sky Country and enjoy a fabulous trip with The Best Montana Guide Service. We'll make sure you have a good time, catch some fish, enjoy the outdoors, and create some memories. Our cabins are comfortable, but not fancy. Our food is filling and wholesome. When you take our canoe trips, we do all the campsite work while you chase a few more fish waiting for dinner or gaze at the scenery over coffee at the breakfast campfire. Check us out - you'll be pleased.