



206 W. Jefferson St., Doniphan, MO 63935

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NEWS

FOR THE '13 SEASON

We have renewed our lease for the 'take-out' spot by the campground and the rope swing is still patiently awaiting your visit. The swing is not a part of the campground so, we are not sure how it got there. We plan to have a couple fun things to add to that experience once summer gets into full swing.

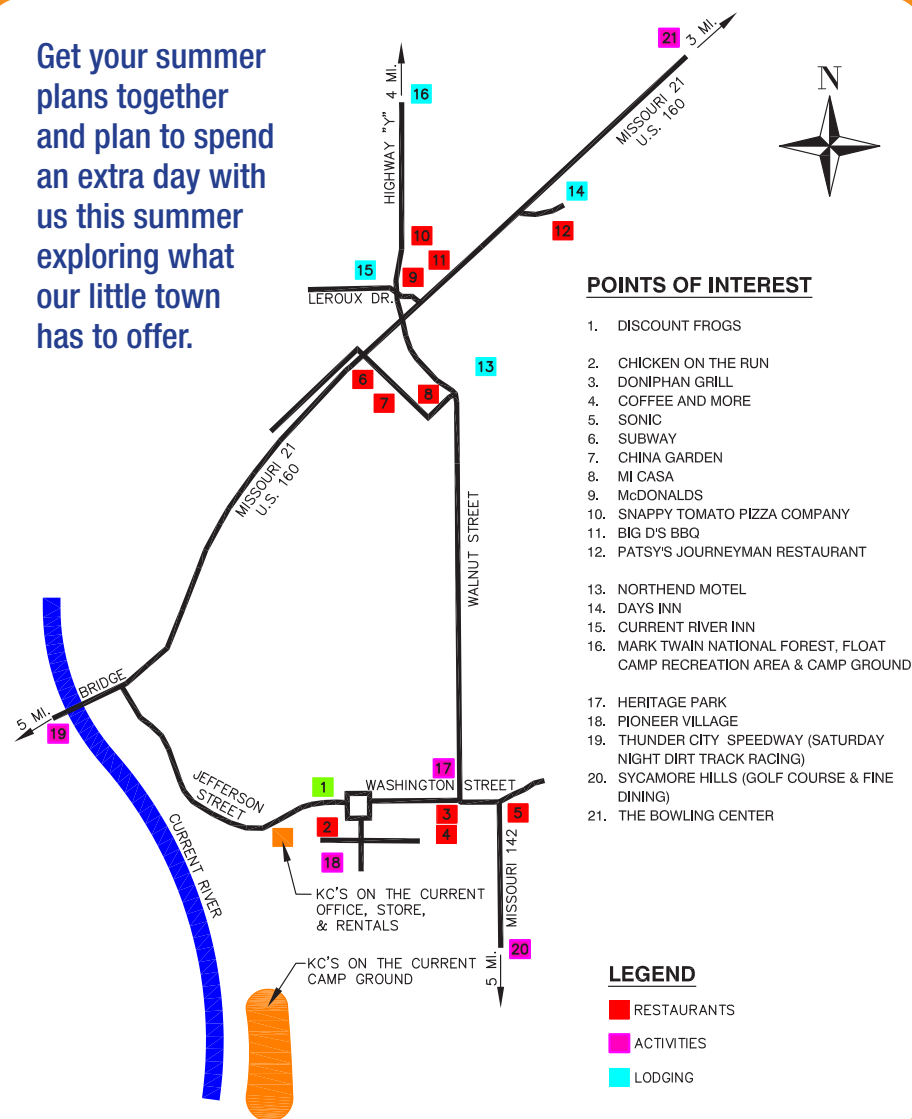
Planting trees was our top priority for the off-season. A total of twelve new trees were planted throughout the campground. Prior to the tree planting adventure, we hired a professional tree trimmer to cut dead limbs from the existing trees. This completes most of the improvements we wanted to make when we first built the campground almost five years ago.

The 2013 floating season at KC's is shaping up to be the best ever.

You will notice that all the lights work once again inside the bathhouse at the campground. We have also painted the interior walls at the bathhouse and replaced the shower heads so that more than just a little stream of water comes out. Doniphan's vocational agricultural class is also building us a dozen new picnic tables.

One exciting new project we want to share with you is we recently learned the City of Doniphan has secured the money to build a sidewalk from the riverfront across the front of our campground to the paved street and then up the tree line all the way to the courthouse. This improvement will encourage our visitors to walk into town, visit our museum, shops, and restaurants downtown.

Get your summer plans together and plan to spend an extra day with us this summer exploring what our little town has to offer.



'12 IN review

LOOKING BACK...



A Family Affair

One thing is a constant behind the scenes at KC's; there is almost always a pack of young kids in bright orange shirts playing together somewhere on the property. Co-owners Rodney and Cindy Moore and Stan and Kathy Schultz are the proud parents of eight kids (3 for the Moore's and 5 for the Schultz's).

Patrick and Sarah are both teenagers and are the most active of the siblings in the business. Sarah patrols the grounds with her camera and gets lots of pictures to load on KC's facebook page and this summer you may find her working in the store. Patrick helps load trailers, retrieve floaters, and assists with the mowing on weekdays. Both are good kids and enjoy the business tremendously.

Brandon and Michael are the next oldest. At age 10 they are both a little young to 'work' all day but you will find them both 'communicating' with our floaters every chance they get. They are not brothers but they are great pals that seem to feed off one another and we all can only imagine what these two will experience as they grow up together at KCs.

Kendra is the youngest sibling of Sarah and Brandon and is a year behind Brandon in school. Triplets Samantha, Allison, and Brooklyn are in the same grade as Brandon and Michael but are almost a year younger. So, because they are nearly the same age they play well together. We are not sure yet what their roles will be in the business – as of now they wait impatiently all morning so they can put on their life jackets and play on the rope swing in the afternoon while the rest of us retrieve floaters.

We are grateful to each of our customers who interact with our kids. Because of this business all 8 have social skills that will help them later in life. They are developing a love of the business at a young age so we are excited to see what ideas they have as they grow into young adults in this business.

We took a chance on some 'sit-on' kayaks at the start of the '12 floating campaign and boy did they go over big. Our kayak rentals went 'through the roof' so we bought 10 more half way through the season. Lime green isn't exactly 'KC's Orange' but it still represents us well as you guys made your way down Current River in our newest product.

Who can forget the relentless heat and lack of rain we experienced last summer? The season started out to be record-breaking in every way. Our May and June customer counts were the best ever and heading into July we were pumped for quite a summer. Then, mother nature kicked in and made Fridays overcast, muggy, and miserable. The uncertainty about the weather impacted our numbers even though we exceeded our 2011 numbers by a little.

The electric and water added to the tent sites were a hit. We had our first facebook post go 'viral' in 2012. You may remember the picture of the air conditioner sticking out of the tent!! That was a pretty neat experience to see and be a part of. I think almost 10,000 people viewed the picture during its run on facebook.



We renewed many old friendships and made even more new friends in 2012. KC's customers are the best and they continue to make us all glad we purchased this business. We can't wait to see you this summer so we can all get reacquainted.

These eight kids represent the future of KCs. They love this place!



magnificent weekday floats



Kathy and I fell in love on Current River in the 1980s. Since I usually had to work on the weekends back then it was during the week that she got her first taste of our little piece of heaven (her family moved to Doniphan in 1974 and didn't fully adapt to the river at first). Her Mom was terrified of the river and was pretty sure fishing in the pond behind their house was just as good – I guess that's why we love the Nitty Gritty Dirt Band's 'Fishin in the Dark' song so much!

Anyway, if you haven't ever arrived in town early for a weekday float you just don't know what you are missing. Nothing compares to the solitude and peacefulness of the Current River on a weekday. The water is as smooth as glass and reflects your image on a bright day better than the mirror in your bathroom.

Boat traffic is almost non-existent save for the old men in floppy hats sucker fishing in their old johnboats in the middle of the river. Ask them to see one of their prized 'hog suckers'. I promise you it won't look like any fish you have ever seen before. If you are lucky enough to get

them to cook one up for you it will taste better than any fish you have ever eaten, too!!

Current River in Doniphan is the best place to be on a hot Saturday afternoon. But, if you haven't experienced it during the week you haven't lived. It is a totally different experience. I love Current River every day of the week but the weekdays are extra special. It has been 26 years since I started taking that blonde with me to Current River every day I could afford. In all that time that is a constant in our lives ... we still go to the river every chance we get!

2013 RATES FLOAT TRIPS

	Deer Leap 6 Mile	Compton 12 Mile	Bay Nothing 21 Mile
Equipment			
Small Raft (4-person)	\$55	\$70	\$70
Large Raft (6-person)	\$75	\$100	\$100
Canoe (2-person)	\$40	\$55	\$55
Kayak (1-person)	\$20	\$25	\$25
Regular Tube	\$10	--	--
Cadillac Tube	\$15	--	--
TNT Tube	\$20	--	--
Honeymoon Tube	\$25	--	--
Cooler Tube	\$5	\$5	\$5
XL Cooler Tube	\$10	\$10	\$10

LAST FLOAT REGISTRATION 2:30 PM

CAMPING

Water & Electric Site	\$20 / night
Full Hookup Site	\$25 / night
Group Site (up to 20 people)	\$50 / night

KC's on the Current Cleans Up

Business at KC's has tripled in the six years we have operated. We take great pride in stating how clean our river is to perspective customers. Realizing that the river is getting used much heavier by our customers than it was six years ago we decided to see how much trash we could find along the 6-mile stretch of the river our floaters used.

So, on a hot Friday in late July we took to the riverbanks in four kayaks and a motor boat. We only got half way down that first day and literally picked up a 'boat-load' of trash. We are pretty sure a person should invest in river shoes over flip flops if they want to complete the trip with their footwear intact as we must have picked up fifty flip flops. We found truck parts from a truck that had been driven off 'Deer Leap' bluff and almost 100 aluminum cans in an eddy by the 'jailhouse' curve.

A couple Saturdays later we took four more kayaks out and picked up another 'boat-load' of trash. It was mostly shoes, beer cans, and potato sacks that had gotten away from our floaters. So, in two days we cleaned up a 6-mile stretch of river and only got two small loads of trash. That shows that our floaters are responsible and use the potato sack trash bags we hand out at the start of each float.

Together we are keeping our river clean for others to enjoy. Thanks to all of you for hauling more trash away from the river than you bring to it.



Patrick Schultz, Kathy Schultz and Mitch Cook pose with the trash they collected last fall along the 6-mile route used by our floaters.

when should I float? Current River?



Rodney's dad, Dewayne, stands in front of his big trailer used to transport rafts to the put-in spot early on Saturday mornings.

Every week from May to September? That would be our preference but since you guys don't have the time to do that I will try to highlight the best times for a float.

Starting around May 15th the weather is very nice most days and it is ideal for floating in a raft or a kayak because of water temperature. This cooler weather makes camping the most enjoyable. Our new fire rings and ample amount of firewood makes the crisp nights very enjoyable for 'roughing it' in a camp at KC's Campground.

June is probably the best overall experience. The river temperature warms a little, the crowds are smaller, and the nights aren't too hot yet. Starting the third weekend in June we get rolling

and usually consistently have over 400 floaters each Saturday the rest of the summer.

July brings out many of our yearly customers. Those of you from Springfield, IL to Perryville, Mo to Paragould, Ar that make us a spot on your annual travel schedule makes our business what it is. We enjoy all of you and look forward to your return visit this year.

In summary, the weather is best and the crowds a little less from mid-May to July 1st. After that, it is a campground full of nice people from all over the mid-west and mid-south rekindling old friendships each year. Come and join us this year. I promise you will make friends with our staff and your neighbors next to you.

OUR friends IN LAW ENFORCEMENT

Doniphan is a little river town that depends on tourism to keep it alive. Our local law enforcement officers are aware of that and do a great job in welcoming all of you each weekend.

When you visit KC's Campground, it won't be long after you settle into your campsite that you will notice a city police or sheriff's patrol car slowly driving through the campground. They are there because they want you to feel safe and know they are just a call away if you need anything.

We at KC's welcome our law officers and are thankful they are so willing to protect our out of town guests. I promise you they are glad you are in Doniphan and just want to do their part in making Doniphan a better place.

There is nothing wrong with stopping the law officer and offering him a hamburger or a cold drink. I have even seen them stop for a short game of yard darts! In short they are there to make your experience better and show you that our town is working as a team to make your experience the best ever.

On the river you will encounter local, state, and federal law officers. In their enforcement capacity they are looking primarily for underage drinking, drug use, and littering. In their 'ambassador to Doniphan' capacity they will make contact with you to make sure you are having a good time and may even float along with you for a distance. Enjoy their presence and ask them to explain what they know about the landmarks, the birds, or the fish you are seeing.



KC's co-owner Rodney Moore visits with Missouri Highway Patrol Col. Ronald Replogle and KC's Theresa Lee at the state convention.

In the past seven years we have seen a noticeable change in how welcoming Doniphan is to tourists. You guys are important to us and we are so grateful for our law officers and how involved they are with our customers. They enhance the experience for good folks through their efforts.



visit KC's campground



Beautiful 30-unit campground just off Current River's edge



Tucked away behind KC's store at the end of a long asphalt street is our little piece of paradise. Many of you have never been introduced to KC's Campground; a 30-unit campground sitting just off the river's edge. Conveniently located within a few steps of our 'take-out' area you can float down the river and be within a minute of your campsite when the float is over.

Established in 2008 on the same ground that was once a railroad turnaround area for Doniphan's railroad tie and gravel mining companies; the campground has become a gathering spot for families, friends, and groups of all kinds.

The campground boasts a concrete block bathhouse (we clean it daily) with hot showers, flush toilets, and large vanities to make cleaning up after a long day on the river easy. Back at your campsite you will enjoy cooking on our new fire rings complete with a swivel cooking grate.

Each site is also furnished with at least one picnic table. The heavier

tables made of steel and cedar planks were constructed by KC's co-owner, Rodney Moore, while the lighter tables were constructed by our local vocational agricultural class at the high school.

Upon arriving at our place you can send the kids off to the playground next door while you get your campsite set up. Doniphan's Riverfront Park is home to a baseball field, softball field, two t-ball fields, a walking track, two playground areas, a tennis court, and a sand volleyball court. The kids can wear themselves out while you relax at 'camp'.

All 30 of the original sites now have access to water and electric and 11 of the sites have sewer connections. We also plan to have six overflow primitive sites available this summer up by the bathhouse.

So, come discover one of Missouri's newest campgrounds conveniently located at our floater take out area. Call now because we are filling up quickly for the upcoming season.

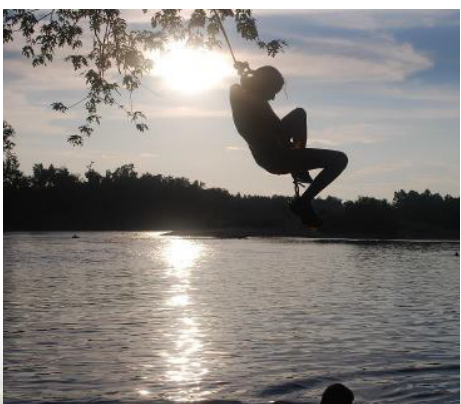




facebook contests

Heat Up the Winter

The winning photo, taken by Johnny Taylor Jr. from Doniphan, was shot at the rope swing at KC's campground (see larger photo on front) – we didn't plan it that way, it just happened. How fitting for our first contest to have a winner so closely tied to KC's!



KC's web designer suggested we ask our customers for advice on what our cover picture of our website should be. So, we decided to have a contest using facebook. Kathy asked for folks to post their favorite picture of their KC's experience. Being our first time at such a contest we experienced a couple bumps along the way – like facebook shutting us down for sharing too many of the photos at once.

All in all it was a very fun experience. We had over 50 entries with the winning picture getting over 800 likes. The contest reached over 8,000 people and generated a lot of good interaction with our customers.

Our 'March Madness' bracket contest only took one-hour to get 68 entrants; each person being assigned one team with the holder of the winning ticket getting a float trip for 4 gift certificate.

Like us on facebook so you can take part in future contests.



One of Doniphan's newest businesses will be on your 'must-do' list when you visit KC's this summer. It is Discount F.R.O.G.S (First Rate Overstock Groceries and Surplus), a new store created by KC's co-owners, Stan and Kathy Schultz.

Kathy had the vision for the store when trying to figure out how to utilize a vacant building on the town square that was once home to her uncle's grocery store. It had been vacant for the better part of 8 years when it was purchased by Stan and Kathy last September.

After a quick renovation the store opened to the public on November 1st. Sales have been brisk and the merchandise has been flying off the shelves ever since. FROGS is conveniently located just across and up the street from KC's Store and boasts a changing assortment of hunting and fishing equipment, camping supplies, all kinds of boots, clothes, and discount groceries. You never know what you might find because the merchandise changes weekly.

Why make the drive all the way to Springfield to that big store when you can find the same merchandise within walking distance of KC's? We are pretty sure you will find a reason to come to Doniphan all year after you have made your first visit to FROGS.

Store hours are Monday thru Saturday 8:30 to 6:00. So, leave your house early, visit FROGS, and still get in a float trip at KCs. You will be glad you made the trip – FROGS is hoppin'!!





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Forest Service Completes Improvements

Last season marked the first full season of operation for the U.S. Forest Service's Float Camp Campground and Day Use areas. The improvements included drilling a well, placing three frost proof water hydrants, two new vault toilets, electric service to 10 sites, and asphalt paving throughout the campground. The other 10 sites remain primitive although

every site has a new picnic table and fire ring.

KC's operates these two facilities as well as the nearby boat ramp and Deer Leap Campground under a concessionaire agreement with the U.S. Forest Service. They are great partners and we are so thankful that our local Ranger office was able to win Stimulus funds to get

these beautiful improvements made.

2012 also marked the first year we had 'campground hosts' at Float Camp. Ed and Twyla Nickelson arrived on April 1st and did a fantastic job all summer. Twyla's daughters grew up with all of us so it was great to reconnect with an old friend. Whoever we get this summer will have a hard time competing with their cleanli-

ness and management of this facility.

If you haven't ever camped at this location you should give it a try – it is beautiful and has a tremendous beach you can walk to (at least it did last summer) from your campsite. The Forest Service does not allow us to take reservations so you have to arrive early to get the best spots.



Raft Tube Kayak Canoe

on the lower CURRENT
RIVER in Doniphan, Missouri

Full Service Campground

complete with tent or RV sites
and bathhouse