



# CONFERENCE PROGRAM

NOVEMBER 4-7, 2019  
KNOXVILLE, TENNESSEE





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## THANK YOU TO OUR SPONSORS

### TITLE SPONSORS



### EXPO SPONSORS





# WELCOME TO #OHCE2019

Welcome to OHCE2019 Everyone!

As you may have read recently, OHCE was named one of the top 100 trade shows in the US and we're so glad you are here in beautiful Knoxville to experience the ARVC community in action this year.

Always striving to improve, your OHCE2019 features a full menu of educational seminars and 75% of our speakers are new this year. Additionally, 35% of our trade show suppliers are new. Our industry is ever-changing and ARVC is keeping pace with it all.

In last year's member survey you told us you wanted to understand more about industry trends and data. We certainly heard you! During OHCE, you'll experience hot off the press results from ARVC's latest 2019 Trends and Insights research study, as seen through the lens of both current ARVC members and non-members. Additionally, guest speaker and CEO of KOA, Toby O'Rourke, will be sharing the latest findings from their amazing consumer camping study as well.

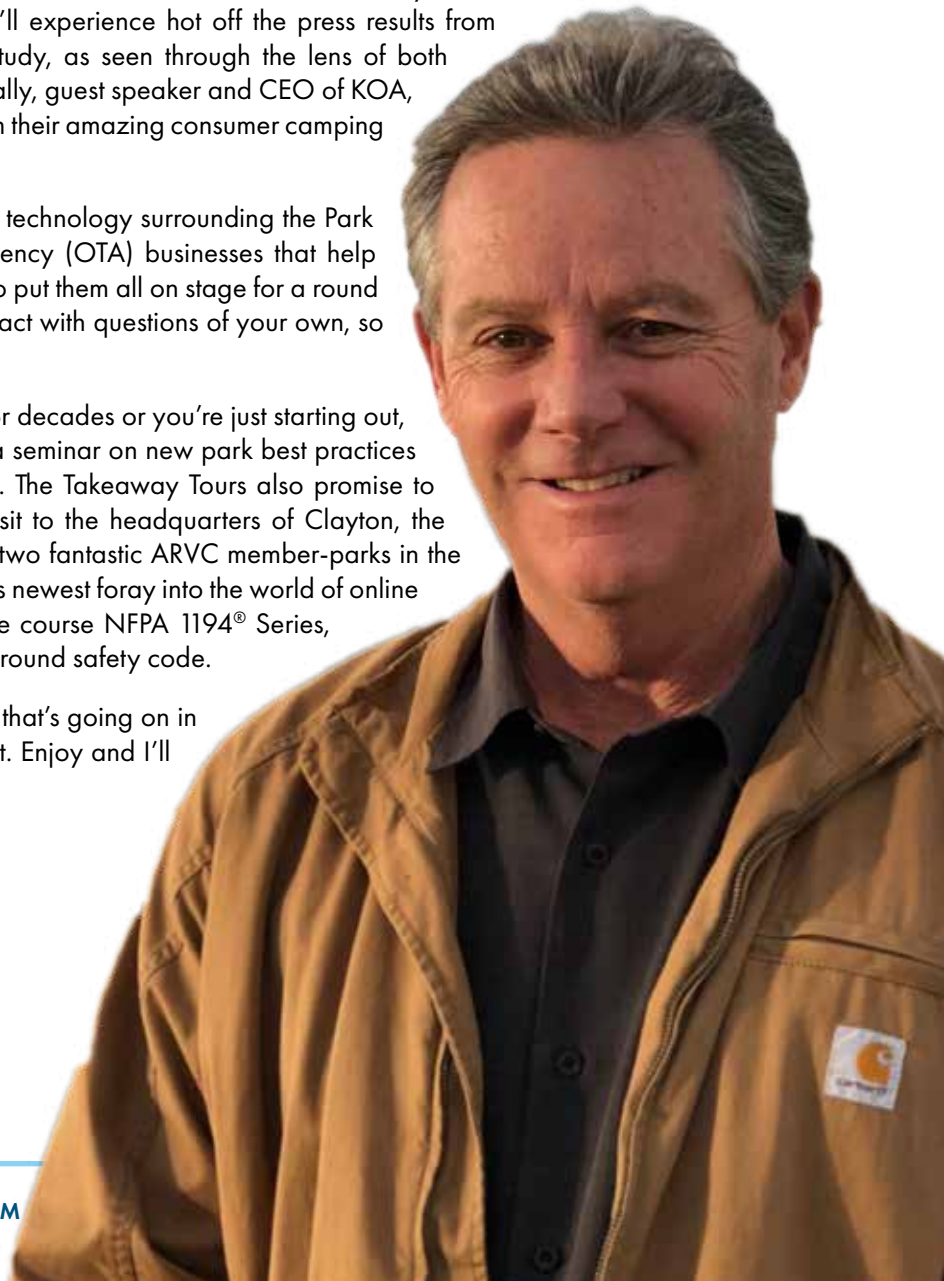
In a new twist, we've seen great interest in the latest technology surrounding the Park Management System (PMS) and Online Travel Agency (OTA) businesses that help members process their reservations, so we decided to put them all on stage for a round robin panel discussion. You'll have a chance to interact with questions of your own, so this is one session you won't want to miss!

Whether you've been in the campground business for decades or you're just starting out, we've designed something for everyone, including a seminar on new park best practices along with a first-ever emergency planning session. The Takeaway Tours also promise to be different this year in many ways, including a visit to the headquarters of Clayton, the Knoxville-based builder of park models, as well as two fantastic ARVC member-parks in the area. You'll also witness live demonstration of ARVC's newest foray into the world of online education and training with the unveiling of the nine course NFPA 1194® Series, providing must-know information on national campground safety code.

This is the best opportunity of the year to capture all that's going on in our industry and I'm so glad you're here to take part. Enjoy and I'll look forward to seeing you again in the hallways!

A handwritten signature in black ink, appearing to read "Paul Bambei".

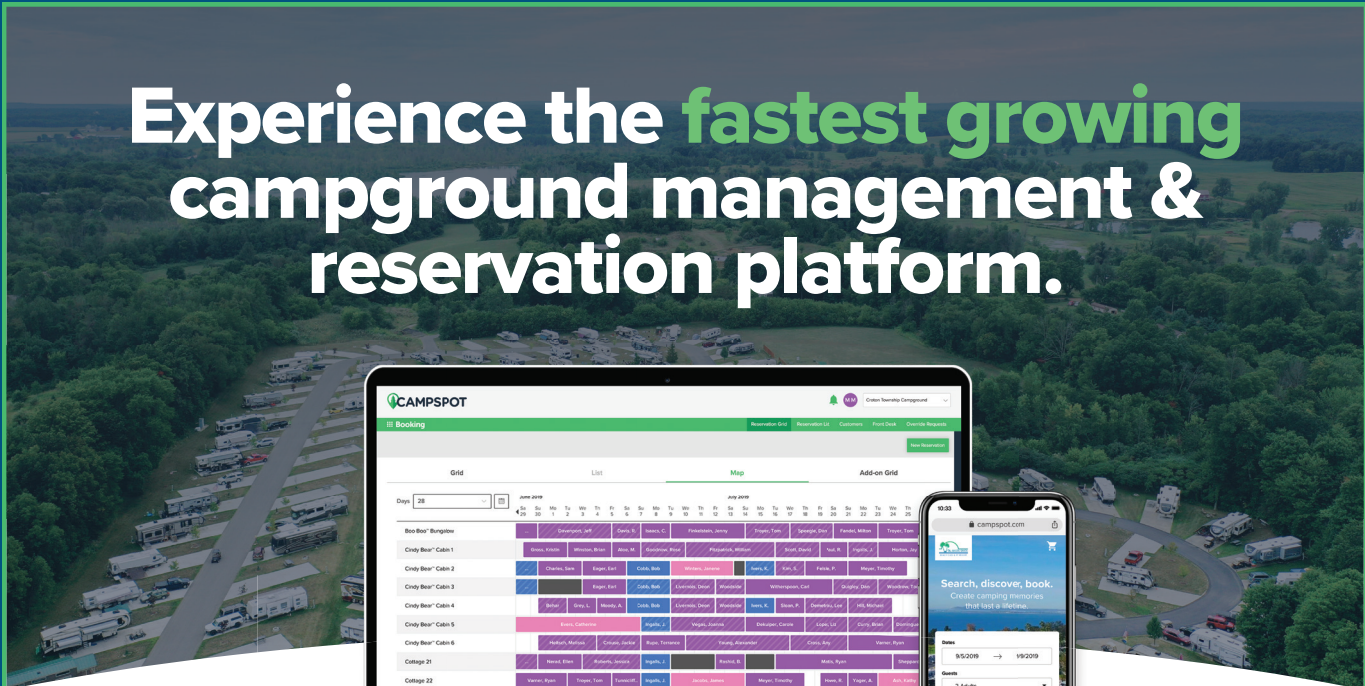
Paul Bambei, ARVC President & CEO



# GENERAL INFO

GENERAL INFO

# Experience the **fastest growing** campground management & reservation platform.



## Now **just \$2** per online booking.

- ✓ Real-time, cloud based reservations
- ✓ No setup fees or import fees
- ✓ No monthly subscriptions
- ✓ Dynamic pricing
- ✓ Grid optimization
- ✓ Site lock revenue
- ✓ Unlimited rules customization
- ✓ Unlimited customer support
- ✓ Free multi-park management
- ✓ Guaranteed revenue increase

## Visit our booth at OHCE!

Have a drink, join us for a product demo, and win some great prizes.

SPONSOR PAVILION 521 / 620



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## BADGES

An OHCE 2019, eco-friendly, name badge is required for entry to all 2019 OHCE education sessions, meals, social events, and the Expo. Attendees with "Expo Only" badges are unable to access sessions and events outside the Expo hall. Lost badges can be replaced at the Welcome Desk in the Clinch Concourse (3rd floor, street level).

Post event, you can discard of your name badge in any trash receptacle without fear of waste! All badge products, including the lanyard, are made from 100% bio-degradable materials. ARVC is proud to be a part of the "Plan-It Green" initiative through this eco-friendly option.

**Badge sharing, splitting, or reprints are strictly prohibited.**

## THE #OHCE2019 APP, sponsored by CampLife

ARVC is thrilled to bring back the engaging and interactive conference app to OHCE2019 where you can find the general schedule, sessions and speakers, exhibitors and much more, all in the palm of your hand!

The ARVC-OHCE app has everything you need! Check out the entire schedule, education overview, speaker bios, a fully interactive Expo floor map, and much more just by downloading the OHCE app today! To download the app on your smartphone or tablet, visit your app store (Google Play, Apple App Store, etc.) and search "ARVC-OHCE." Once the app has downloaded, use event pin OHCE2019.

## EVALUATIONS


When you provide feedback on your experience, you provide vital information to our speakers, organizers, and developers. Not only that, you have the option to earn Continuing Education Units (CEUs) for select sessions by successfully completing session assessments. All attendees will receive a post conference survey and, along with it, the option to complete session specific assessments for CEUs. Assessments will be completed in our new on-line learning portal allowing for immediate results and CEU tracking!

## RESOURCES

With a packed schedule and the potential for "information overload" ARVC wants to ensure you walk away with everything you need to take the learning back to your business. How? By providing each attendee with a pre-loaded USB drive containing presentations, handouts, and other resources from participating sessions. As part of ARVC's "Plan-It Green" initiative, we are proud to make steps toward a paperless event.

## SOLUTION SPOTTER GAMECARD

This year we've created a fun way to engage, have fun and win fabulous prizes at OHCE! On pg 65 you'll find the "Solution Spotter Gamecard". Throughout the conference, you'll have the opportunity to complete activities and network with attendees, exhibitors and the ARVC team. Answer trivia or complete an activity to collect entries into a drawing to win prizes. On the Expo floor, collect a sticker from each of the exhibitors on the game card, and for every 10 stickers you collect you'll get another entry in the drawing. Questions about the game? Visit the Welcome Desk on the Clinch Concourse.

More ways to win! We've hidden an image of an RV on three pages of this program. Can you find them? When you do, write the page numbers on your Solution Spotter Gamecard and you'll receive bonus entries into the drawing—five (5) to be exact. The RV image looks exactly like this . The size and color have not been altered. Happy hunting!

Rules: Submit your game card to the ARVC booth (# 801) in the Sponsor Pavilion before 4 pm Thursday to enter. Winners will be announced during the ARVC Awards of Excellence Dinner and After Party Thursday night. Winners must be present to collect their prize.

Prizes include: One all expense paid trip to OHCE2020 (up to \$2,100 value); One full registration to OHCE2020 with an Add-On Experience of winner's choice (\$795 value); One full registration to OHCE2020 (\$495 value); 50% off a full registration to OHCE2020 (\$247 value); and a free online registration to NFPA 1194 (\$299 value).



## NETWORKING OPPORTUNITIES

ARVC has countless ways for members to get involved at conference and beyond. Make sure to “star” the following events in the OHCE2019 app to find out ways to meet your peers, share ideas, and take in all the conference has to offer!

### Welcome Reception, sponsored by NewBook

**WHEN:** MONDAY, NOVEMBER 4TH | **TIME:** 5:30 PM - 7:30 PM | **WHERE:** PLAZA TERRACE *(Rain out Location: Cumberland Concourse)*

Join us Monday evening to kick off the exciting week of learning and networking in a fun and social environment. Connect with old friends and meet a few new ones over light snacks and drinks brought to you by NewBook.

### Young Professional Networking Event

**WHEN:** TUESDAY, NOVEMBER 5TH | **TIME:** 8:00 PM - 11:00 PM | **WHERE:** MAPLE HALL, 414 S. GAY STREET

The ARVC Young Professionals Group continues to grow each year and bring more valuable and innovative ideas to the industry on a daily basis. Are you a young professional in the industry between the ages of 18 and 40 looking for ways to get more involved? Be sure to join the group for a fun, no-pressure evening of socializing, networking, bowling and more! Welcome new faces, high five old friends, and meet the committee leaders poised to continue the influence of the YP group.

### Expo Reception

**WHEN:** WEDNESDAY, NOVEMBER 6TH | **TIME:** 5:45 PM - 6:00 PM | **WHERE:** EXPO HALL (FIRST FLOOR)

With education sessions still fresh on your mind, it is time to switch gears to business decisions! Join us for a welcome reception in the Expo Hall where you can “rub elbows” with Title Sponsors and also hear about some of the newest additions and features of the 2019 Expo Floor.

### Awards Reception

**WHEN:** THURSDAY, NOVEMBER 7TH | **TIME:** 5:30 PM - 6:00 PM | **WHERE:** CUMBERLAND CONCOURSE

Ready to get the celebrations under way? Join us for a cocktail reception to start the evening off right. Chat with old friends and meet some new ones as we prepare to wrap up another exciting week celebrating the best of the ARVC community.

### After Party

**WHEN:** THURSDAY, NOVEMBER 7TH | **TIME:** 8:30 PM - 10:30 PM | **WHERE:** BALLROOM A

Help us celebrate another successful Outdoor Hospitality Conference and Expo! The After Party will have music, dancing, games and lots of fun! This will be your last opportunity to network and enjoy time with old friends and any new ones you met throughout the week. This year the After Party is sponsored by the ARVC Young Professionals.

## AREA NETWORKS

AREA 1 CT, ME, MA, NH, RI, VT

AREA 2 DE, MD, NJ, NY, PA, VA, WV

AREA 3 IL, IN, KY, MI, MN, OH, WI

AREA 4 AL, FL, GA, MS, NC, SC, TN

AREA 5 AR, CO, IA, KS, LA, MO, NE, NM, ND, OK, SD, TX

AREA 6 AK, AZ, CA, HI, ID, MT, NV, OR, UT, WA, WY

## EMERGENCY ASSISTANCE

**For a medical or security emergency, please contact emergency personnel by dialing 911.**

In a non-emergency, contact the Knoxville Convention Center’s security number 865-251-6040 (24 hours) or notify an ARVC staff member.

## LOST AND FOUND

Found something you’d like to see returned to its proper owner? Misplaced something yourself? Stop by the Welcome Desk (located on the Clinch Concourse) for all your Lost and Found needs. Welcome Desk hours:

|                  |   |
|------------------|---|
| <b>SUNDAY</b>    | 4:00 pm - 6:30 pm   |
| <b>MONDAY</b>    | 7:00 am - 12:00 pm; 1:00 pm - 5:30 pm                     |
| <b>TUESDAY</b>   | 7:00 am - 12:00 pm; 1:00 pm - 5:00 pm                     |
| <b>WEDNESDAY</b> | 7:00 am - 12:00 pm; 1:00 pm - 4:00 pm; 6:00 pm - 8:00 pm, |
| <b>THURSDAY</b>  | 7:00 am - 4:00 pm   |



# GENERAL SCHEDULE

## SUNDAY, NOVEMBER 3

4:00 pm - 6:30 pm Welcome Desk Open

## MONDAY, NOVEMBER 4

7:00 am - 12:00 pm Welcome Desk Open  
8:00 am - 5:30 pm **[NEW!]** Takeaway Tours\*  
8:00 am - 5:30 pm NFPA 1194 Completion Certificate\*  
1:00 pm - 5:30 pm Welcome Desk Open  
5:30 pm - 7:30 pm Welcome Reception, *sponsored by NewBook*

## TUESDAY, NOVEMBER 5

7:00 am - 12:00 pm Welcome Desk Open  
8:00 am - 9:00 am Opening General Session  
9:30 am - 11:45 am Education Sessions  
12:00 pm - 1:30 pm **[NEW!]** Membership Luncheon  
1:00 pm - 5:00 pm Welcome Desk Open  
1:45 pm - 2:45 pm Education Sessions  
3:00 pm - 4:30 pm Cracker Barrels  
4:30 pm - 5:30 pm Young Professionals Meeting  
6:30 pm - 8:00 pm Joint 20 Group Meeting  
8:00 pm - 11:00 pm Young Professionals Networking Event

## WEDNESDAY, NOVEMBER 6

7:00 am - 12:00 pm Welcome Desk Open  
8:00 am - 9:00 am **[NEW!]** Trends and Insights Presentation  
*Featuring Toby O'Rourke, president and CEO of KOA, Inc.*  
9:30 am - 11:45 am Education Sessions  
12:00 pm - 1:30 pm Keynote Lunch, *Featuring Matt Havens*  
1:00 pm - 4:00 pm Welcome Desk Open  
1:45 pm - 2:45 pm Education Sessions  
3:00 pm - 4:30 pm Reservations Systems Panel and Q&A  
4:45 pm - 5:45 pm Town Hall and Voting Area Caucuses  
5:45 pm - 6:00 pm **[NEW!]** Expo Welcome Reception  
6:00 pm - 8:00 pm Welcome Desk Open  
6:00 pm - 9:00 pm Expo Hall Open  
6:30 pm - 7:50 pm **[NEW!]** Campfire Sessions

## THURSDAY, NOVEMBER 7

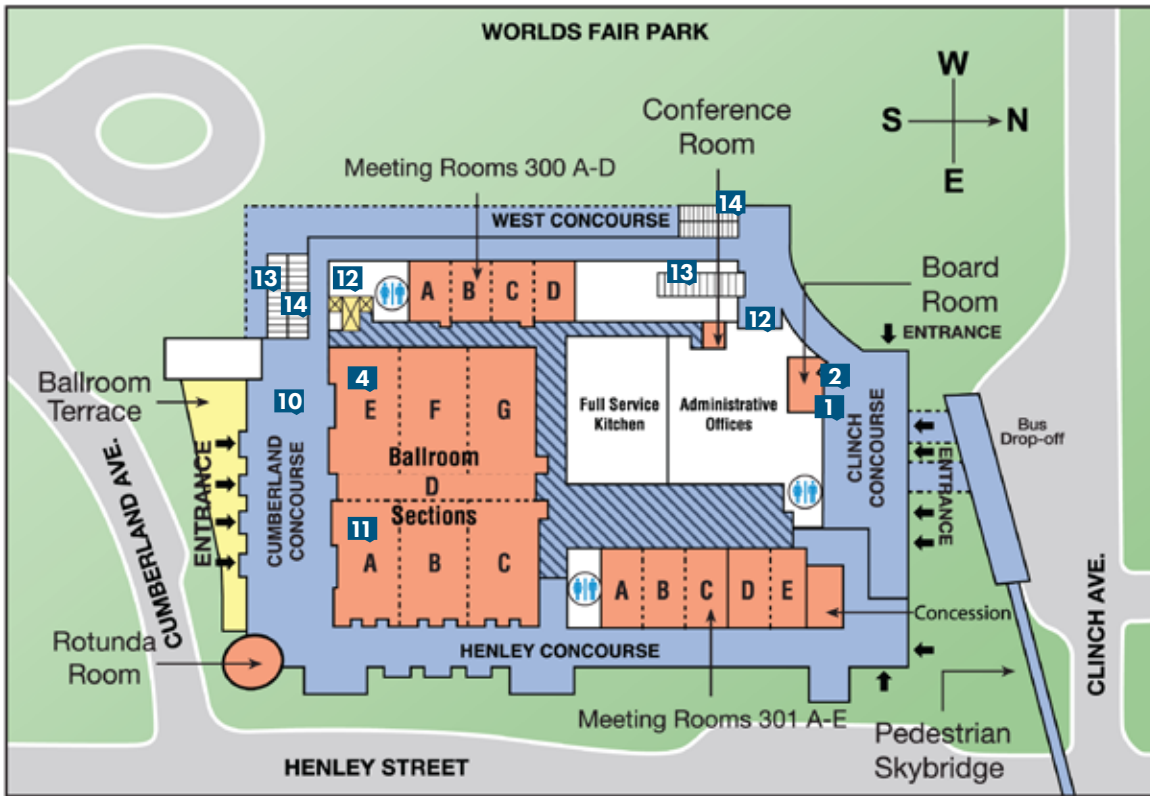
7:00 am - 4:00 pm Welcome Desk Open  
7:30 am - 8:30 am Annual Membership Meeting & Breakfast  
8:30 am - 4:00 pm Expo Hall Open  
9:30 am - 2:20 pm **[NEW!]** Campfire Sessions  
12:00 pm - 1:30 pm Expo Lunch  
5:30 pm - 6:00 pm Awards Reception  
6:00 pm - 8:30 pm Awards of Excellence Dinner & Foundation Auction  
8:30 pm - 10:30 pm After Party, *sponsored by the ARVC Young Professionals*

Learn more about the events happening each day in the respective tabs. \*Add-On Experiences scheduled on Monday are not included as part of Full Registration. Additional registration is required.

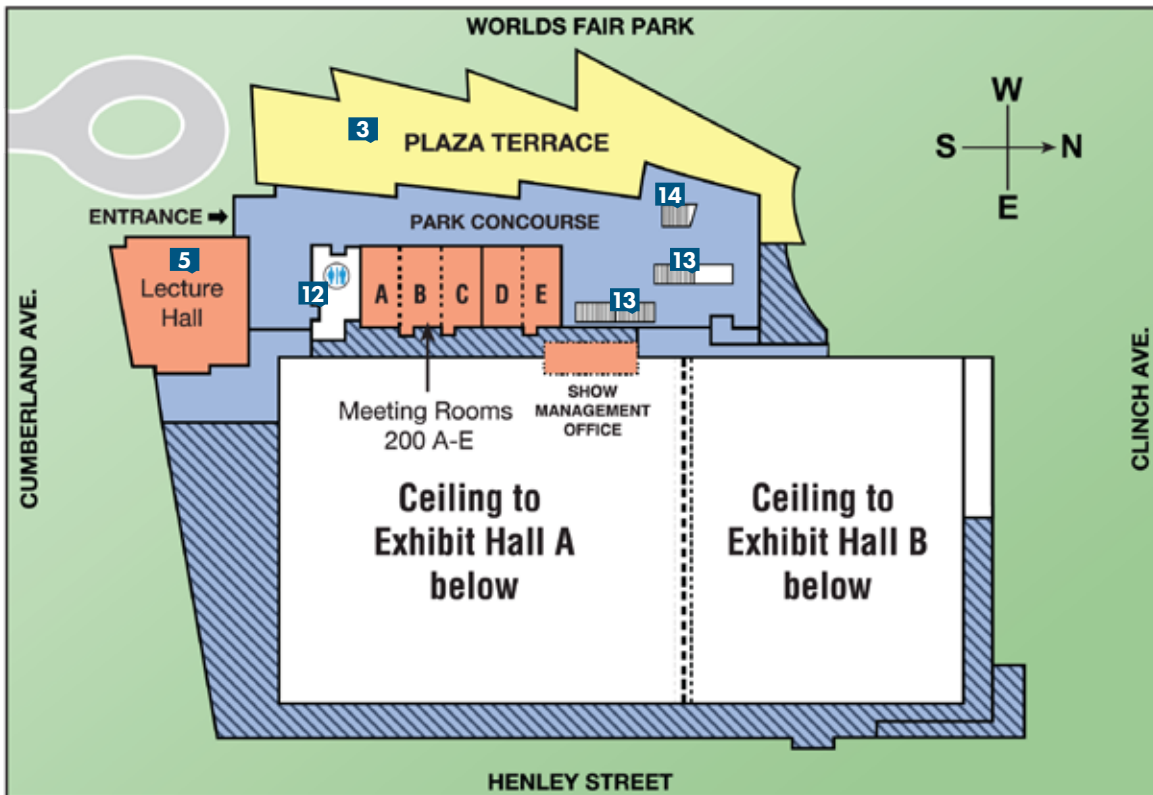


# CONFERENCE MAP

LEVEL 3 (STREET LEVEL)

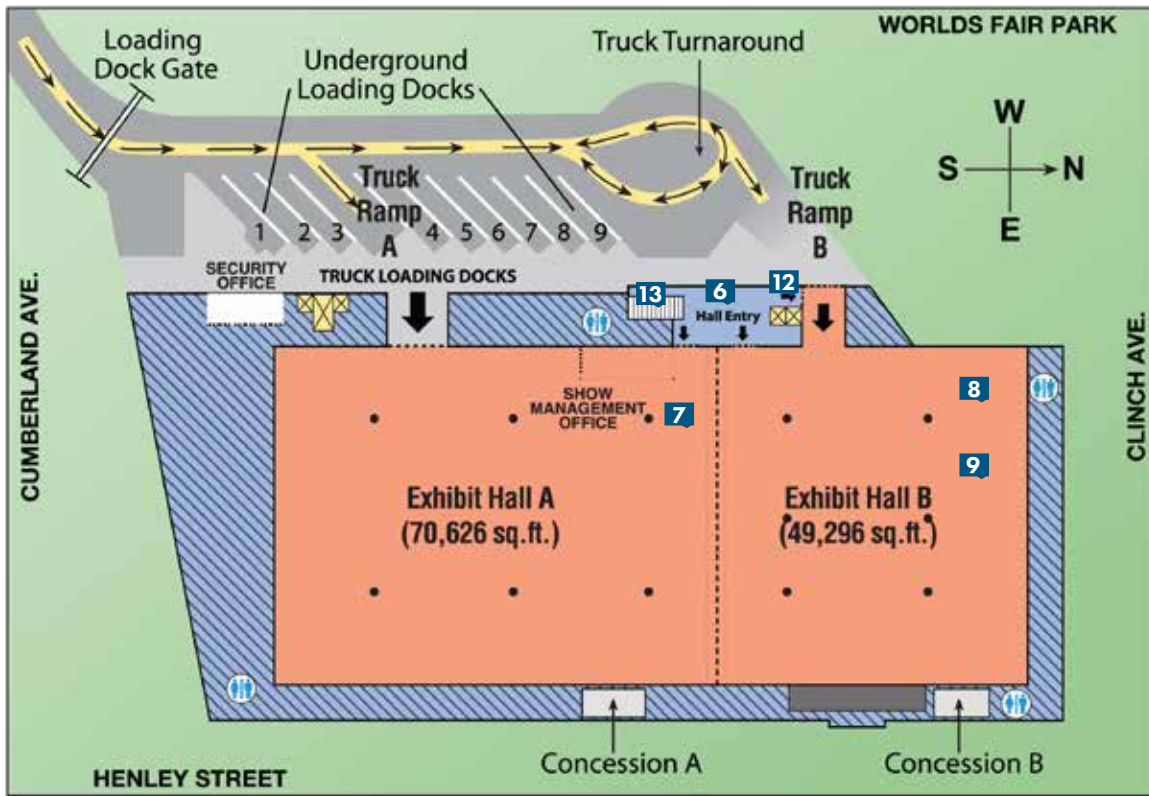


LEVEL 2





LEVEL 1



## KEY PLACES TO KNOW

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1. Welcome Desk</li> <li>2. <b>[NEW!]</b> ARVC Store</li> <li>3. Welcome Reception</li> <li>4. Ballroom E</li> <li>5. Lecture Hall</li> <li>6. Expo Hall Entrance</li> <li>7. ARVC Booth</li> <li>8. <b>[NEW!]</b> Campfire Session Stage</li> </ol> | <ol style="list-style-type: none"> <li>9. Attendee Lounge, <i>sponsored by the ARVC Young Professionals</i></li> <li>10. Cumberland Concourse</li> <li>11. Ballroom A</li> <li>12. Elevators</li> <li>13. Escalators</li> <li>14. Stairs</li> </ol> |
|---|---|



# 2019 ARVC BOARD OF DIRECTORS

## At-Large Representatives



**Al Johnson, OHE\***  
Mt. Rushmore/Hill City KOA



**Tim Deputy, OHM\***  
Myrtle Beach Travel Park



**David L. Berg, CPO, OHC**  
Red Apple Campground



**Paul Bambei\***  
ARVC

## Voting Area 1



**Peter Brown, OHC\***  
*First Vice Chair*  
Lone Oak Campsites



**Todd Southwick, OHC\***  
*Treasurer*  
Kokatosi Campground

## Voting Area 2



**Judy LaPorta, CPO, OHC**  
Little Oaks Campground



**Eileen Vaughan, OHM**  
Mountain Vista Campground

## Voting Area 3



**Steve Cross, CPO, OHE**  
Cross Creek Camping Resort



**Bert Davis, OHC\***  
*Second Vice Chair*  
Dells Camping Resort

## Voting Area 4



**Michael Hobby, CPO, OHC**  
Moon Landing RV Park & Marina



**Thomas Sparrow, OHC**  
Sparrow Pond Family Campground  
Auburn RV Park at  
Leisure Time Campground

## Voting Area 5



**Patty Claney, OHC\***  
*Secretary*  
Big Creek RV Park



**Mari Garland, OHM**  
Junction West RV Park

## Voting Area 6



**Charles Amian, CPO, OHC**  
Pismo Coast Village RV Resort



**Robert Rolle, OHC**  
Rolle's Lynda Vista RV Park

## Additional Representatives



**Cyndy Zbierski**  
Northeast Campground Assn.



**Mike Beckelhymer**  
Highway West Vacations



**Kathy Dyer**  
Maine Campground  
Owners Assn.



**Joe Moore, CPO, OHE**  
Moore's Campground Consulting

## ARVC FOUNDATION BOARD OF TRUSTEES

**CHAIR**  
**Cyndy Zbierski**  
Northeast Campground Assn.

**VICE CHAIR**  
**David L. Berg, CPO, OHC**  
Red Apple Campground

**SECRETARY**  
**Marcia Galvin**  
Normandy Farms

**TREASURER**  
**Michael Hobby, CPO, OHC**  
Moon Landing RV Park & Marina

**Paul Bambei**  
ARVC

**Jim Button**  
Evergreen Campsites and Resort

**Rob Schutter, OHE**  
Leisure Systems, Inc.

**Jaron Starner**  
Cedar Lake Campground

**Dawn Watanabe**  
Good Sam Enterprises

\* Executive Committee



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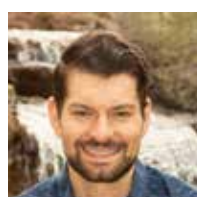
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# AWARDS OF EXCELLENCE NOMINEES

Thank you to all the following parks, suppliers and state associations who took the time to participate in the ARVC Awards of Excellence. Winners of the 2019 Awards of Excellence will be announced Thursday evening during the Awards of Excellence dinner.

## PARK OF THE YEAR – SMALL

- Anvil Campground
- Brushcreek Falls RV Resort
- Chokoloskee Island Park & Marina
- Clarksville RV Park & Campground
- Cross Creek RV Park and Campground
- GSP RV Park
- J and H RV Park
- Big Meadow Family Campground
- The Lamp Camp

## PARK OF THE YEAR – MEDIUM

- Elizabethtown/Hershey KOA
- Jellystone Park Gloucester Point
- Little Arrow Outdoor Resort
- Meadville KOA Campground
- Naples KOA
- Shelby/Mansfield KOA Resort
- St Cloud Clearwater RV Park
- Triple R Camping Resort and Trailer Sales
- Whispering Hills Jellystone Park Camp Resort
- Wichita Falls Jellystone Camp Resort at Coyote Ranch
- Yogi Bear's Jellystone Park at Kozy Rest
- Yogi Bear's Jellystone Park Quarryville, PA
- Yogi Bear's Jellystone Park™ Camp-Resort Guadalupe River
- Yogi Bear's Jellystone Park™ Camp-Resort Hill Country
- Yogi Bear's Jellystone Park™ Camp-Resort Luray
- Yogi Bear's Jellystone Park™ Camp-Resort Memphis

## PARK OF THE YEAR – LARGE

- Castaways RV Resort
- Cava Robles RV Resort
- Evergreen Campsites & Resort
- Mi-Te-Jo Campground
- Motel & Camping Colibri
- Pismo Coast Village RV Resort
- Rincon Country RV Resort East
- Rivers Edge Campground
- Yogi Bear's Jellystone Park Lazy River Gardiner, NY
- Yogi Bear's Jellystone Park Mammoth Cave
- Yogi Bear's Jellystone Park™ Camp-Resort: Williamsport, Maryland
- Yogi Bear's Jellystone Park™ Tower Park

## PARK OF THE YEAR – MEGA

- Cherrystone Family Camping Resort
- Frontier Town
- Lakewood Camping Resort
- Rincon Country RV Resort West
- Voyager RV Resort

## PLAN-IT GREEN FRIENDLY PARK – SMALL/MEDIUM

- Shelby/Mansfield KOA Resort
- True West Campground
- Yogi Bear's Jellystone Park at Kozy Rest

## PLAN-IT GREEN FRIENDLY PARK – LARGE/MEGA

- Evergreen Campsites & Resort
- Santee Lakes Recreation Preserve

## SUPPLIER OF THE YEAR

- CampLife
- CampSpot
- Leavitt Recreation and Hospitality
- RMS - The Hospitality Cloud

## STATE DIRECTORY – SMALL

- Connecticut Campground Owners Association
- Louisiana Association of RV Parks and Campgrounds
- Maryland Association of Campgrounds

## STATE DIRECTORY – MEDIUM

- Arizona Association of RV Parks and Campgrounds
- ARVC Michigan
- Carolinas Association of RV Parks and Campgrounds
- Massachusetts Association of Campground Owners
- New Jersey Campground Owners Association
- Ohio Campground Owners Association
- Virginia Campground Association

## STATE DIRECTORY – LARGE

- Florida Association of RV Parks and Campgrounds
- Maine Campground Owners Association
- Pennsylvania Campground Owners Association

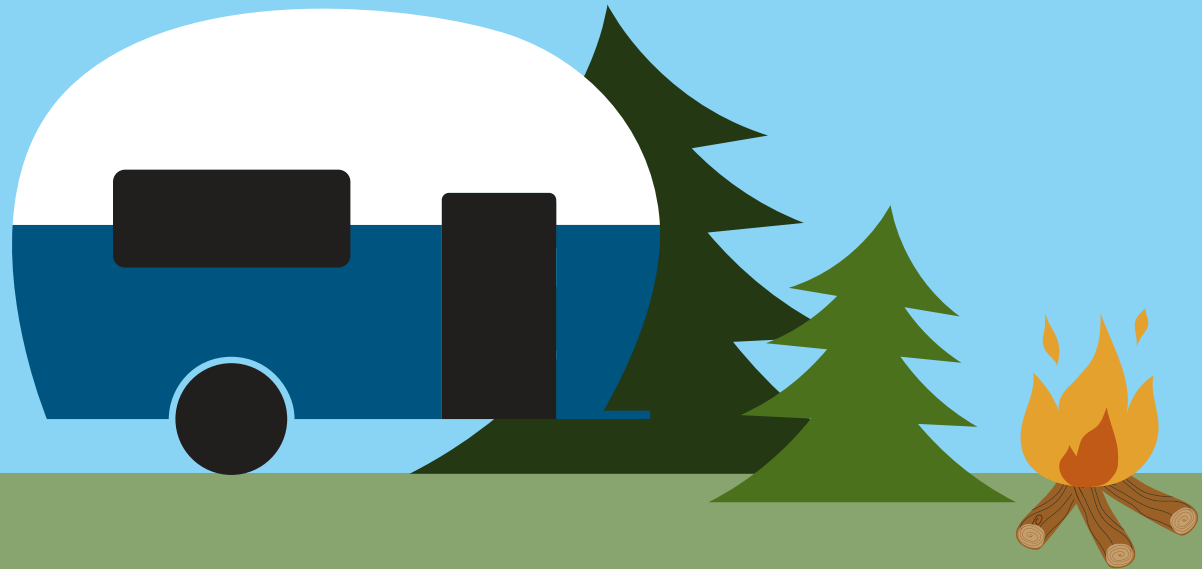
### PARK SIZE BREAKDOWN

Small: 0-100 site   Medium: 101-250 sites   Large: 251-499 sites   Mega: 500+ sites

**MONDAY**

MONDAY

MONDAY



*Join us to kick off OHCE2019*

# WELCOME RECEPTION

MONDAY, NOVEMBER 4

5:30 PM - 7:30 PM | PLAZA TERRACE

*Sponsored by*







# Monday, November 4 AT A GLANCE

|                    |  |                          |
|--------------------|--|--------------------------|
| 7:00 am - 12:00 pm | Welcome Desk Open .....  | Clinch Concourse         |
| 8:00 am - 5:30 pm  | Add-On Experience: Takeaway Tours, sponsored by Clayton Homes* ..... | Meet at Clinch Concourse |
| 8:00 am - 5:30 pm  | Add-On Experience: NFPA 1194® Completion Certificate* .....          | 300D                     |
| 1:00 pm - 5:30 pm  | Welcome Desk Open .....  | Clinch Concourse         |
| 5:30 pm - 7:30 pm  | Welcome Reception, sponsored by NewBook .....                        | Plaza Terrace            |

\*Add-On Experiences scheduled on Monday are not included as part of Full Registration. Additional registration is required.

**STAY IN THE LOOP**  
Download the OHCE2019 App

SPONSORED BY

Search ARVC-OHCE in your device's app store.

**START STEPPING AND MAKE A DIFFERENCE**

Support the ARVC Foundation and participate in a week-long walk!

Donate \$50, get a pedometer and get to stepping! Win great prizes for just getting from place to place at conference.

Winners will be determined Thursday evening at the Annual Awards of Excellence and ARVC Foundation Auction.

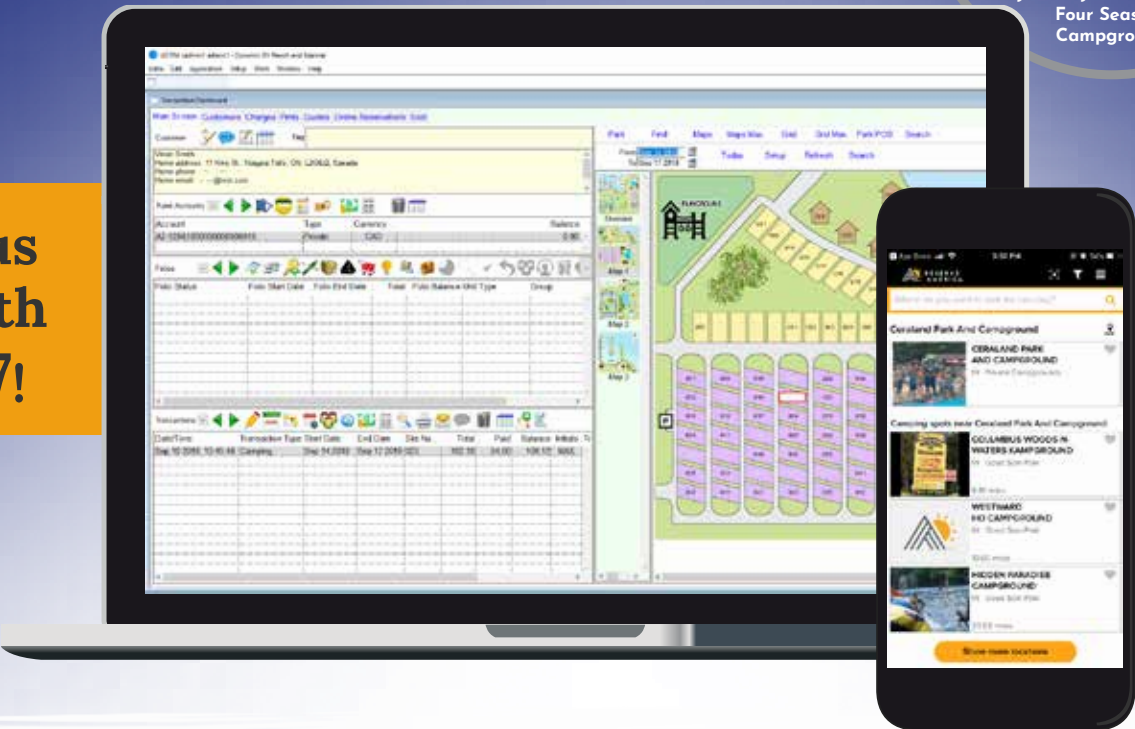
*First Place:* A full registration to OHCE2020  
*Second Place:* \$100 Nike gift card + \$100 off one full registration for OHCE2020  
*Third Place:* \$50 Nike gift card + \$50 off one full registration to OHCE2020

# Is your park ready to roll through the seasons?

## Streamline your operations with Astra Park Management Software

“We have been an Astra customer since 1996 and the level of support we’ve received has been consistently excellent.”  
John & Jack Robinson,  
Four Seasons Campground

Visit us at booth #707!



Increase visibility and occupancy



Improve productivity



Comprehensive training & support



Pre-built and custom reporting

Request your personalized demo today!



**ASTRA**<sup>™</sup>  
CAMPGROUND MANAGER

8:00 am - 5:30 pm

**ADD-ON EXPERIENCES \***

**TAKEAWAY TOURS, Sponsored by Clayton Homes**



MEET AT CLINCH CONCOURSE

Previously known as SPOT Tours, we’ve enhanced the experience and renamed this add-on “The Takeaway Tours” because you are sure to take away lots of great ideas you can use at your park as soon as you get home! Promising an in-depth look at the operations and infrastructure of two Knoxville area ARVC-member parks, these tours will allow you to interact with the park’s owners, operators and industry-respected guides along the way. You will encounter an abundance of lessons and real-life problem-solving strategies, providing new and improved best practices you can “takeaway” and use at your own park. Owners of the parks will be on hand to give advice, especially providing insight about how to create the best business model and infrastructure for success.

The day will begin with breakfast and a behind-the-scenes tour at the headquarters of Knoxville-based Clayton Homes, giving you a chance to learn more about the revenue-driving benefits of park model RVs (PMRVs).

Tours will take place at two ARVC member-parks: **Big Meadow Family Campground** and **Little Arrow Outdoor Resort**. Both parks are located near the entrance to the beautiful Great Smoky Mountains National Park.

**NFPA 1194® COMPLETION CERTIFICATE**

300D | Jeff Sims, ARVC; Wade Elliott, Utility Supply Group;  
 and Chris Hipple, Leavitt Recreation & Hospitality Group

ARVC’s annual NFPA 1194 class designed to ensure park owners and operators have an in-depth understanding of the current standards for RV park and campgrounds. Led by a selection of experts in each of the key topic areas including general park design, fire, electrical, water and sanitation and risk management. You will leave with more knowledge and confidence to tackle projects and build relationships with local authorities.

5:30 pm - 7:30 pm

**WELCOME RECEPTION, sponsored by NewBook**



PLAZA TERRACE

Join us to kick-off a fun-filled week of community, networking, growth and learning. This welcome reception is the place to reconnect with old colleagues, introduce yourself to new friends and find out what #OHCE2019 has in store this year. Enjoy food, drink, live music and roast a few s’mores over the open fire out on the terrace. This reception promises to start the week of with high energy!

\*Add-On Experiences scheduled on Monday are not included as part of Full Registration. Additional registration is required.

## NOTES

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**TUESDAY**

TUESDAY

TUESDAY

# CRACKER BARRELS

Networking

Guided Conversations

Idea Exchange

**TUESDAY, NOVEMBER 5 | 3:00 PM - 4:30 PM**

Park Manager 200A

Owner/Operator 200B

Working with Authorities Having Jurisdiction (AHJs) 300E

Legal, Human Resources and Finance 200D

Park Build and Expansion 200C



# Tuesday, November 5

# AT A GLANCE

**FIND THE RIGHT SESSION FOR YOU:** ■ HUMAN RESOURCES ■ BRAND MANAGEMENT  
 ■ PROFESSIONALISM AND LEADERSHIP ■ BUSINESS MANAGEMENT AND PRACTICES ■ SITE AND FACILITY MANAGEMENT

|                     |  |
|---------------------|--|
| 7:00 am - 12:00 pm  | Welcome Desk Open.....Clinch Concourse   |
| 8:00 am - 9:00 am   | Opening General Session..... Ballroom E  |
| 9:30 am - 10:30 am  | <b>Education Sessions</b> <i>choose one</i><br>■ Be Prepared: Creating An Emergency/Disaster Plan ..... 300A<br>■ Roundtable: Your Marketing Questions Answered ..... 200D<br>■ Merchandising Best Practices: Running a Successful Park Store .....300B<br>■ Reach More Campers: Maximize Your Marketing Reach ..... 300C<br>■ Preparing the Next Generation: Living Trust and Family Transfers ..... 300D<br>■ 10 Ways to Improve Your Time Management ..... 200C   |
| 10:45 am - 11:45 am | <b>Education Sessions</b> <i>choose one</i><br>■ Best Practices: Constructing a Dog Park Your Campers (and Their Dogs) Will Love ..... 300A<br>■ Targeting Your Marketing to the Millennial Camper ..... 300C<br>■ Attracting Electrical Vehicles to Your RV Park or Campground.....300B<br>■ Impact of OTAs on the RV Park and Campground Industry ..... 200D<br>■ Service Animals: What You Need to Know ..... 200C<br>■ How to Create A Better Culture so Your Employees Don't Want to Leave ..... 300D |
| 12:00 pm - 1:30 pm  | <b>[NEW!]</b> Membership Luncheon ..... Ballroom E   |
| 1:00 pm - 5:00 pm   | Welcome Desk Open.....Clinch Concourse   |
| 1:45 pm - 2:45 pm   | <b>Education Sessions</b> <i>choose one</i><br>■ Best Practices: 10 Easy Ways to Make Your Park "Green" ..... 300A<br>■ Handling The Good, the Bad and the Ugly of Online Reviews ..... 300C<br>■ Put Down Your Bullhorn: The Best Ways to Communicate with Campers .....300B<br>■ Share Shop: Standard Operating Procedures ..... 200D<br>■ Is Your Park ADA Compliant? ..... 200E<br>■ Human Resources Best Practices for RV Park and Campgrounds ..... 300D   |
| 3:00 pm - 4:30 pm   | <b>Cracker Barrel Sessions</b> <i>choose one</i><br>Park Manager .....200A<br>Owner/Operator.....200B<br>Working with Your Authorities Having Jurisdiction (AHJs) ..... 200E<br>Legal, Human Resources and Finance ..... 200D<br>Park Build and Expansion ..... 200C   |
| 4:30 pm - 5:30 pm   | Young Professional Meeting..... 200D   |
| 6:30 pm - 8:00 pm   | Joint 20 Group Meeting.....200A  |
| 8:00 pm - 11:00 pm  | Young Professional Networking Event ..... Maple Hall (414 S. Gay St.)  |



# THE MARKETING MIX THAT KEEPS THE FOCUS ON YOU



Web



Mobile



Social



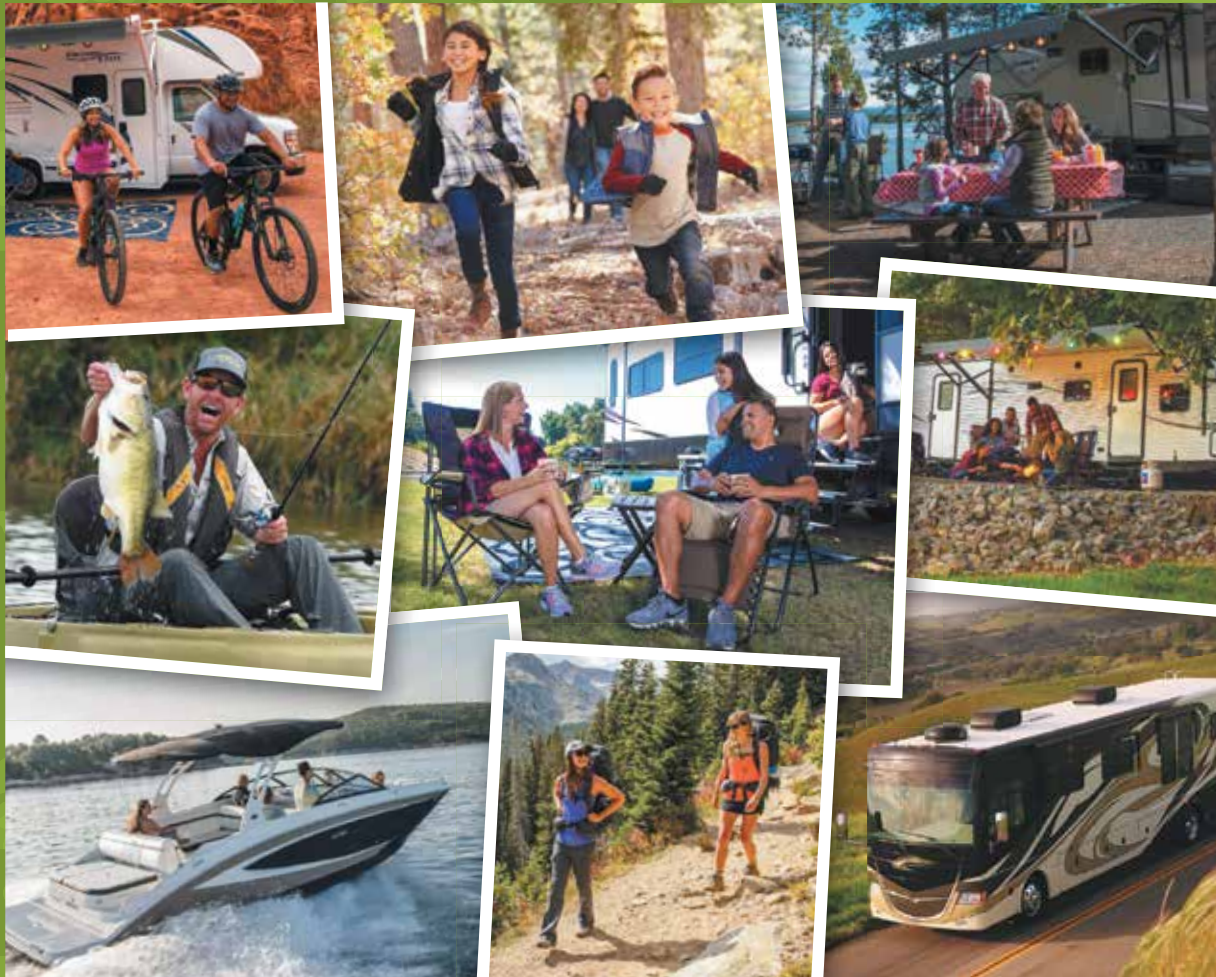
Blog



Print



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**FIND THE RIGHT SESSION FOR YOU:** ■ HUMAN RESOURCES ■ BRAND MANAGEMENT  
 ■ PROFESSIONALISM AND LEADERSHIP ■ BUSINESS MANAGEMENT AND PRACTICES ■ SITE AND FACILITY MANAGEMENT

8:00 am - 9:00 am

## OPENING GENERAL SESSION

**BALLROOM E | Kyle Sanders, SEEK More Solutions**

Join us for a fun and interactive Opening General Session where you will witness first-hand, how we truly are “stronger together!” Kyle Sanders, a two-time Big Ten champion in football (as a walk-on), has a compelling story of goal setting, perseverance and teamwork to tell and your team will be the next to benefit from his message. A lucky team in the audience will join Kyle on stage for a valuable teambuilding activity that will have everyone (on stage and in the audience) fully engaged for the entire hour! Through all the fun and laughter, you’ll take away valuable lessons you can implement with your team as soon as you get home.

9:30 am - 10:30 am

## EDUCATION SESSIONS *(six sessions, choose one)*

### ■ BE PREPARED: CREATING AN EMERGENCY/DISASTER PLAN

300A | Patrick Hardy, Hytropy

Do you know what it really takes to design a plan that will keep your guests and staff safe in an emergency? It is far more than just having your local emergency responders on “speed-dial.” In this session, you’ll learn from industry expert, Patrick Hardy, about the key elements of an effective plan and how to train your staff to act fast when an emergency of any type strikes.

### ■ ROUNDTABLE: YOUR MARKETING QUESTIONS ANSWERED

200D | Brian Searl, Insider Perks and Mark Koep, CampgroundViews.com

Have a question about marketing? In this open Q&A session with two industry leaders in marketing and technology, you can bring your questions and you’ll leave with the answers you need. No marketing topic is off limits—from improving operations, using the latest technology, and marketing online or offline, we’ll help you decide what to do next.

### ■ MERCHANDISING BEST PRACTICES: RUNNING A SUCCESSFUL PARK STORE

300B | Kitty Winship, Papoose Pond Family Campground and Cabins

The best way to learn how to run a successful park store is from an owner with a great track record, and in this session, you’ll learn from one of the best. You will learn everything you need to know about purchasing for, setting up, and running a great park store—from where to find unique items and how to price them, to training your staff and how to set up your store for maximum revenue. Come with your questions and your own great ideas to share.

*Education sessions continued on page 19*

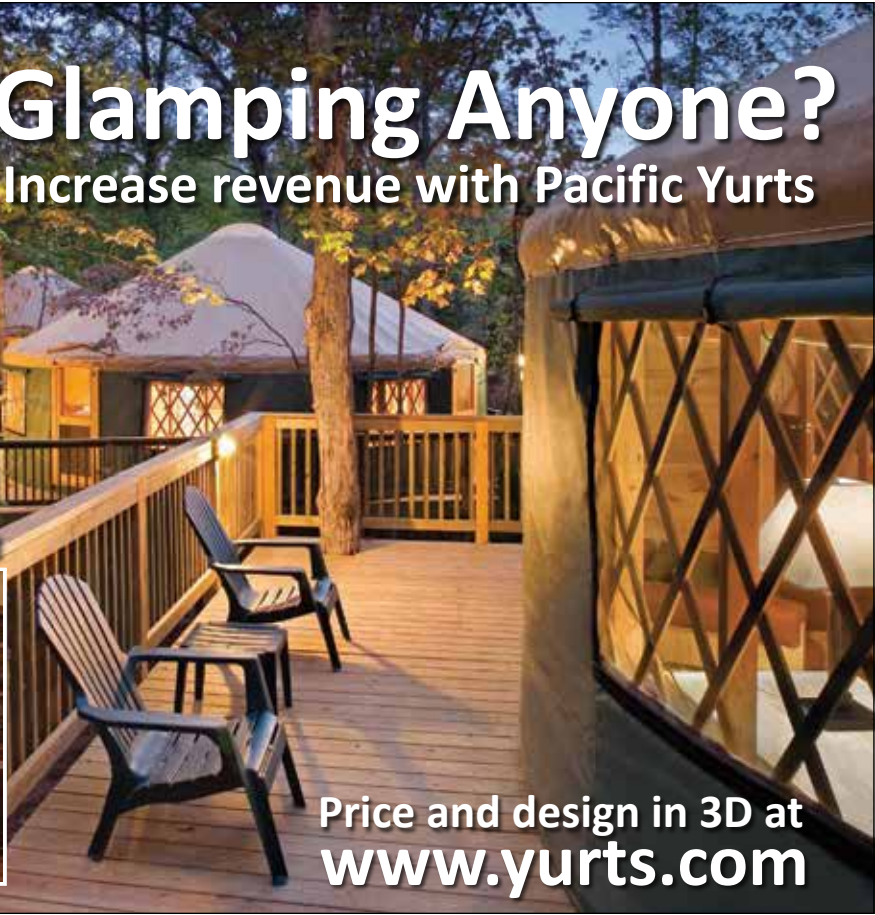


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FIND THE RIGHT SESSION FOR YOU: ■ HUMAN RESOURCES ■ BRAND MANAGEMENT  
■ PROFESSIONALISM AND LEADERSHIP ■ BUSINESS MANAGEMENT AND PRACTICES ■ SITE AND FACILITY MANAGEMENT

**REACH MORE CAMPERS: MAXIMIZE YOUR MARKETING REACH**

300C | [Andy Robinowitz, RV LIFE Network](#)

In our session you'll discover new digital marketing trends, marketing tools available to campground owners and explore how to use those tools to reach RVers at the exact time they are selecting a campground. You'll learn where RVers are doing their research and how to make sure they consider your campground in their selection process.

**PREPARING THE NEXT GENERATION: LIVING TRUST AND FAMILY TRANSFERS**

300D | [Amy Wirtz, Family and Business Success](#)

Are you getting ready to transfer your park's ownership to your child/children? The utilization of trusts to transfer your business entities is often recommended to owners of family-held businesses, but do you know where to start? In this session, you'll learn what you need to know about the use of living trusts, irrevocable trusts and trust planning when designing a succession plan, which will set you up for a successful family transfer.

**10 WAYS TO IMPROVE YOUR TIME MANAGEMENT**

200C | [Lee Silber, LeeSilber.com](#)

In this highly-interactive session, you will learn the Top 10 ways to improve time management—regardless of how busy you are at peak season. You'll leave with quick, clever ways to make the most of your phones and time-saving apps, learn how to work with your natural tendencies and make the most of your work style instead of managing the clock. This is time management with a fresh, modern spin.

10:45 am - 11:45 am

**EDUCATION SESSIONS** *(six sessions, choose one)*

**BEST PRACTICES: CONSTRUCTING A DOG PARK YOUR CAMPERS (AND THEIR DOGS) WILL LOVE**

300A | [Sean Murphy, Atwell](#)

In this session you will learn the requirements for constructing a safe and enjoyable dog-park as well as more about some of the latest trends in dog-park design and amenities. This interactive discussion will start with practical advice on selecting the best location and continue to cover topics like fencing, surfaces, gate products, shade, seating, water, plants and a visual review of some trend setting dog parks to give you some great ideas to take home!

**TARGETING YOUR MARKETING TO THE MILLENNIAL CAMPER**

300C | [Rachel Godbout, Advanced Outdoor Solutions](#)

The millennial generation is the fastest growing segment of the consumer sector today. In this session you will learn what they really want and how to effectively market to this growing segment. You'll learn practical, easy-to-follow steps to increase your market share among that consumer group and most importantly why marketing specifically to this generation is a MUST for a successful business!

*Education sessions continued on page 21*

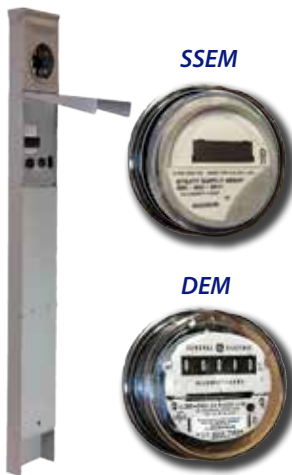
# Replacement RV Keys & Key Storage Bins

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 ■ PROFESSIONALISM AND LEADERSHIP ■ BUSINESS MANAGEMENT AND PRACTICES ■ SITE AND FACILITY MANAGEMENT

■ **ATTRACTING ELECTRICAL VEHICLES TO YOUR RV PARK OR CAMPGROUND**

300B | Steve Lomelle, National Renewable Energy Laboratory (NREL)

The future of vehicles is changing. We are entering a new era of vehicle production, and there are now more than 1 million all-electric and hybrid vehicles on the road in North America, and growing every year. Many of these vehicles are being towed behind RVs or are driven by campers looking for a place to charge their battery and their car. This session will teach you how to attract these vehicles and their owners to your park as a way of increasing your revenue.

■ **IMPACT OF ONLINE TRAVEL AGENCY (OTAs) ON THE RV PARK AND CAMPGROUND INDUSTRY**

200D | Anthony Sekinger, Resort Data Processing

While direct online bookings yield the highest gross revenue, Online Travel Agents (OTAs) can also be valuable. However, OTA partners and their bookings can create new day-to-day challenges that management needs to consider as part of the qualification process. As you begin to integrate technology into the many facets of your business, considering how OTAs can help your occupancy rates and revenue is an important factor. In this session, you can ask your questions and get an objective perspective on whether incorporating an OTA into your “Big Picture” might be a good move.

■ **SERVICE ANIMALS: EVERYTHING YOU NEED TO KNOW**

200C | Irene Jones, Marshall and Sterling

What is the difference between a service dog and an emotional support dog? What questions can I ask someone with a service animal? Are chickens, alligators or horses service animals? Can I charge for a service animal stay? Do I have to let a service animal in my no pet cabins? Can I require a service animal to leave? How is my park at risk? In this session, you’ll get the answers to these questions and more.

■ **HOW TO CREATE A BETTER CULTURE SO YOUR EMPLOYEES DON’T WANT TO LEAVE**

300D | Ashley Church, Blue Water

Does creating a culture really matter? Only if you want to keep your employees around. In this session you’ll learn an effective definition of “culture” and how it impacts your most important resource—your employees. You’ll learn how to create a good culture, manage it and change it when needed. Most importantly, you’ll leave armed with information and resources on how to start defining your culture or how to take your culture to the next level.

12:00 pm - 1:30 pm

**MEMBERSHIP LUNCHEON**

BALLROOM E

Join the entire ARVC community as we celebrate the strength of togetherness. Hosted by ARVC President and CEO, Paul Bambei, this new luncheon at OHCE will celebrate you—our members! Awards of Excellence will be presented to the best ARVC partnering state directories, as well as to the State Partner of the Year and Campground Partner of the Year. Come enjoy great food and fellowship with your ARVC community!

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**FIND THE RIGHT SESSION FOR YOU:** ■ HUMAN RESOURCES ■ BRAND MANAGEMENT  
 ■ PROFESSIONALISM AND LEADERSHIP ■ BUSINESS MANAGEMENT AND PRACTICES ■ SITE AND FACILITY MANAGEMENT

1:45 pm - 2:45 pm

**EDUCATION SESSIONS** *(six sessions, choose one)*

■ **BEST PRACTICES: 10 EASY WAYS TO MAKE YOUR PARK “GREEN”**

300A | Sean Murphy, Atwell

Environmentally-friendly don't have to be scary words. Making your RV park “GREEN” is as really as easy as 1-2-3. In this session, you walk away with ten easy ways to make your park “GREEN”, including new ideas on waste reduction, park maintenance, creating new wildlife habitats, reducing storm water run-off, replacing impervious surfaces, educating campers and generally increasing the sustainability and health of your park.

■ **HANDLING THE GOOD, THE BAD AND THE UGLY OF ONLINE REVIEWS**

300C | Andy Robinowitz, RV LIFE Network

In this day and age, the online review is king. RVers depend heavily on feedback from other RVers when deciding where to stay, and RV park and campground owners should be part of the conversation. Learn about best practices on how to respond to negative reviews (to minimize the damage) and also how to build rapport with your customers who leave favorable reviews.

■ **PUT DOWN YOUR BULLHORN: THE BEST WAYS TO COMMUNICATE WITH CAMPERS**

300B | Joe & Rose Duemig, Armstrong Software

Communication has evolved greatly throughout time, but one thing is constant—you must communicate clearly and concisely so your audience understands! Is your message being received by your audience—or even by the right audience? Is it being delivered in an efficient manner? In this session, you'll learn best practices used by campgrounds across the country. It's time to put down your bullhorn and communicate clearly year-round!

■ **SHARE SHOP: STANDARD OPERATING PROCEDURES**

200D | Larry Brownfield, KOA, Jeff Sims, ARVC, Lisa Courtney, Leisure Systems, Inc., Gary Quigley, Yogi Bear's Jellystone Park at Kozy Rest

Struggling to get a process in place? Looking for ideas on how to improve daily work guidelines? Maybe you're not sure what Standard Operating Procedures are? The all new “Share Shop” mini-workshop is bringing together four (4) industry experts with differing roles and perspectives in the industry to help you. Bring your current SOPs (if you have them) for one-on-one feedback. Don't have SOPs? Come for ideas on how to start.

■ **IS YOUR PARK ADA COMPLIANT?**

200E | Irene Jones, Marshall and Sterling

Where do you begin? Right here. Get started understanding how to apply the Americans with Disabilities Act (ADA) to your RV park or campground. You'll learn about non-discriminatory policies and practices, reservation and communication requirements, barrier removal and how to access the latest standards. Existing facilities will learn how to build a checklist. Those undergoing new construction or alterations will learn steps to new facility ADA compliance.

*Education sessions continued on page 25*

# NOTES

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FIND THE RIGHT SESSION FOR YOU: ■ HUMAN RESOURCES ■ BRAND MANAGEMENT  
 ■ PROFESSIONALISM AND LEADERSHIP ■ BUSINESS MANAGEMENT AND PRACTICES ■ SITE AND FACILITY MANAGEMENT

## ■ 5 HUMAN RESOURCES BEST PRACTICES FOR RV PARK AND CAMPGROUNDS

300D | Ashley Church, Blue Water

Human resources best practices have been around for decades, but in the modern age they change constantly. In this session, you'll learn how to apply five best practices into your park to make a big impact immediately.

3:00 pm - 4:30 pm

### **CRACKER BARRELS** *(five options, choose one)*

#### **PARK MANAGER**

200A | Moderator: Lisa Courtney, Leisure Systems, Inc.

Calling all RV park and campground managers! This cracker barrel is just for you, with a little twist! Join together with managers from across the industry to discuss challenges and successes you've experienced throughout the season. Following a "managers only" portion, this group will combine with the owner and operators cracker barrel group to help drive conversation on topics impacting both roles in different ways.

#### **OWNER/OPERATOR**

200B | Moderator: Gary Quigley, Yogi Bear's Jellystone Park at Kozy Rest

Calling all RV park and campground owners and operators! This cracker barrel is just for you, with a little twist! Join together with owners and operators from across the industry to discuss challenges and successes you've experienced throughout the season. Following an "owners and operators only" portion, this group will combine with the park manager cracker barrel group to help drive conversation on topics impacting both roles in different ways.

#### **WORKING WITH YOUR AUTHORITIES HAVING JURISDICTION (AHJs)**

200E | Moderator: Jeff Sims, ARVC

In this session you will have the opportunity to identify who your Authorities Having Jurisdiction (AHJs) are, how they impact your business and some best practices to achieve positive outcomes for your business. Too often our mindset becomes clouded with thinking of AHJ's as institutions to deal with, when the reality is these are the people who write, interpret and enforce the laws. Your business can flourish if you know how to work with your AHJs!

#### **LEGAL, HUMAN RESOURCES AND FINANCE**

200D | Moderators: Paul Bosley, Business Finance Depot and Ashley Church, Blue Water

Looking for guidance, discussion, or ideas specific to human resources, legal, and finance related topics? Join this cracker barrel for focused discussion on these very items. Maybe you are new to the industry, or maybe you want new insights from all employment levels. This session will allow you to share as well as gather ideas on the topics that matter to you.

*Cracker Barrels continued on page 27*



FIND THE RIGHT SESSION FOR YOU: ■ HUMAN RESOURCES ■ BRAND MANAGEMENT  
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## PARK BUILD AND EXPANSION

200C | Moderator: Joe Moore, Moore's Campground Consulting

Have questions about developing a new RV park or expanding your existing one? We don't know what we don't know, so here's your opportunity to talk about what we do know together. From land acquisition to certificate of occupancy and everything in between, this discussion will unveil the rocks in the road toward operating or expanding your park and smooth the path to completion.

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4:30 pm - 5:30 pm

## YOUNG PROFESSIONAL MEETING

200D

Are you a campground employee, manager or owner/operator between 18 and 40? Interested in joining a group of engaged young professionals and leaders in the outdoor hospitality industry? Then you should check out the ARVC Young Professionals Group. All are welcome to attend this meeting and the Young Professionals Networking Event Tuesday evening (see description below).

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6:30 pm - 8:00 pm

## JOINT 20 GROUP MEETING

200A

ARVC's 20 Groups are a great way to network, share ideas and receive business support from non-competing RV parks and campgrounds throughout the US and Canada. Current members and those interested in joining a 20 group are welcome to attend this event.

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8:00 pm - 11:00 pm

## YOUNG PROFESSIONAL NETWORKING EVENT

MAPLE HALL (414 S. GAY ST.)

Come out to meet and mingle with other young professionals! Congratulate the newly-elected YP Committee Chair and get to know other YPs in the industry who are making a difference. Hosted at Maple Hall bowling and social bar, come prepared to throw a few back...and a few strikes too! \*\*This venue is within walking distance of our host hotels, but if you will be drinking, please drink responsibly. Please use car sharing services instead of driving.



**WEDNESDAY**

WEDNESDAY

# YOUR VOICE MATTERS

**TOWN HALL + VOTING AREA CAUCUSES  
WEDNESDAY 4:45 PM - 5:45 PM**

AREA 1: 200D\* | AREA 2: 200C | AREA 3: 300A | AREA 4: 200E | AREA 5: 300B\* | AREA 6: 300C



\*Areas 1 and 5 will be voting for their area representative seats.  
If you did not vote online, you will have the opportunity to vote at your town hall meeting.

WEDNESDAY



# Wednesday, November 6 AT A GLANCE

FIND THE RIGHT SESSION FOR YOU: ■ HUMAN RESOURCES ■ BRAND MANAGEMENT

■ PROFESSIONALISM AND LEADERSHIP ■ BUSINESS MANAGEMENT AND PRACTICES ■ SITE AND FACILITY MANAGEMENT

|                     |  |
|---------------------|--|
| 7:00 am - 12:00 pm  | Welcome Desk Open.....Clinch Concourse   |
| 8:00 am - 9:00 am   | Trends and Insights Presentation .....Lecture Hall   |
| 9:30 am - 10:30 am  | <b>Education Sessions</b> <i>choose one</i><br><span style="color: #8B4513;">■</span> How to Choose the Best New Amenity for Your Park ..... 300A<br><span style="color: #FFC000;">■</span> Protecting Your Business in the Digital Age: Cyber Security for RV Parks and Campgrounds ..... 200D<br><span style="color: #92D050;">■</span> How to Track Key Performance Indicators and Take Your Business to the Next Level ..... 300B<br><span style="color: #006400;">■</span> Resolving Conflict Through Effective Communication ..... 200C<br><span style="color: #92D050;">■</span> Are You a New Park Owner? We've Been There . . . Here's What to Expect ..... 300C<br><span style="color: #0070C0;">■</span> Activities for Building Stronger Teams at Your Park ..... 300D |
| 10:45 pm - 11:45 am | <b>Education Sessions</b> <i>choose one</i><br><span style="color: #8B4513;">■</span> Getting Your Park Ready for Winter (and Spring) ..... 300A<br><span style="color: #FFC000;">■</span> The Importance of Strong Visuals ..... 200D<br><span style="color: #92D050;">■</span> How You Can Make More Money with Dynamic Pricing ..... 200C<br><span style="color: #006400;">■</span> Getting Involved in Local Government and Why You Should ..... 300B<br><span style="color: #006400;">■</span> Acquiring Emotional Intelligence to Diffuse Tension ..... 300C<br><span style="color: #8B4513;">■</span> The Future of Campgrounds: Technologies of Tomorrow ..... 300D  |
| 12:00 pm - 1:30 pm  | Keynote Lunch: Stop Acting Your Age!<br><i>An Entertaining Keynote to Help You Avoid Generational Warfare</i> ..... Ballroom E   |
| 1:00 pm - 4:00 pm   | Welcome Desk Open.....Clinch Concourse   |
| 1:45 pm - 2:45 pm   | <b>Education Sessions</b> <i>choose one</i><br><span style="color: #8B4513;">■</span> Pool Care 101 ..... 300A<br><span style="color: #FFC000;">■</span> Social Media Marketing 101 ..... 200C<br><span style="color: #FFC000;">■</span> Social Media Marketing 201 ..... 200E<br><span style="color: #92D050;">■</span> Financing Options for New and Existing Parks ..... 300B<br><span style="color: #006400;">■</span> Family Business Dynamics: Tips for Working Through Challenges ..... 300C<br><span style="color: #8B4513;">■</span> Starting an Outdoor Education Program at Your RV Park or Campground ..... 300D<br><span style="color: #006400;">■</span> You're Not an Acronym: Boring Leadership Isn't a Requirement ..... 200D                                     |
| 3:00 pm - 4:30 pm   | Reservation Systems Panel and Q&A.....Lecture Hall   |
| 4:45 pm - 5:45 pm   | Town Hall & Voting Area Caucuses ..... see page 41   |
| 5:45 pm - 6:00 pm   | Expo Welcome Reception.....Expo Hall (first floor)   |
| 6:00 pm - 8:00 pm   | Welcome Desk Open.....Clinch Concourse   |
| 6:00 pm - 9:00 pm   | Expo Hall Open   <b>Campfire Sessions</b> ..... Expo Hall   Expo Stage<br><span style="color: #006400;">■</span> 6:30 pm - 6:50 pm National and State Legislation Affecting the RV Park and Campground Industry<br><span style="color: #92D050;">■</span> 7:00 pm - 7:20 pm Attracting Electric Vehicle Drivers to Your RV Park or Campground<br><span style="color: #006400;">■</span> 7:30 pm - 7:50 pm Applying for Grants and Scholarships Through the ARVC Foundation   |



# Lakeside

## LUXURY PARK MODELS

Clayton Homes is excited to introduce an innovative collection of smart, tiny floor plans. Lakeside Luxury Park Models are vacation and seasonal use living accommodations made with the Clayton Built™ promise of quality, efficiency and affordability. Our park models compliment an adventurous outdoor lifestyle without sacrificing luxury amenities or modern design. As an affordable alternative to tiny houses, our Lakeside collection is the perfect choice for any recreational experience. Find our stylish park models across the United States from Texas and Florida to North Carolina.





FIND THE RIGHT SESSION FOR YOU: ■ HUMAN RESOURCES ■ BRAND MANAGEMENT  
■ PROFESSIONALISM AND LEADERSHIP ■ BUSINESS MANAGEMENT AND PRACTICES ■ SITE AND FACILITY MANAGEMENT

8:00 am - 9:00 am

## TRENDS AND INSIGHTS PRESENTATION

LECTURE HALL | SPEAKER: *Toby O'Rourke, KOA*

The campground industry is thriving as younger generations and new demographics are being drawn to the outdoors. With insights drawn from the 2019 North American Camping Report, this session will focus on the trends driving camping and travel and discuss how campgrounds can attract and retain these new legions of campers. Further, knowing the modern campground owner also has to be future-focused, this keynote will look ahead at what may be next for our industry and how you can prepare today for the campers of tomorrow.

9:30 am - 10:30 am

## EDUCATION SESSIONS (six sessions, choose one)

### ■ HOW TO CHOOSE THE BEST NEW AMENITY FOR YOUR PARK

300A | *Bud Styer, Bud Styers & Associates*

Every campground is a unique ecosystem of stuff! That "stuff" depends on who your camper is and what they consider fun, what they consider the perceived value and what they are prepared to spend. Simply, will your amenities provide the experience campers are looking for? In this session, you'll learn new ways to get your campers excited about your park—whether they're first timers or coming back for a new experience.

### ■ PROTECTING YOUR BUSINESS IN THE DIGITAL AGE: CYBER SECURITY FOR RV PARKS AND CAMPGROUNDS

200D | *Rick Murphy, Technowledge Inc.*

In this day and age, the world runs off of technology. It is unavoidable. So, how do you ensure your business isn't a victim of a cyber attack or threat? By being proactive and aware of your cyber security needs. In this session, you will better understand the potential impact on your business, and you'll walk away with an easy to use check list to ensure you are doing everything possible to protect your business.

### ■ HOW TO TRACK KEY PERFORMANCE INDICATORS (KPIs) AND TAKE YOUR BUSINESS TO THE NEXT LEVEL

300B | *Donna Bordeaux, CampgroundAccounting.com*

Cars have speedometers and gauges to help you operate them effectively and within their limits. The processes within your park need to run smoothly and efficiently, too, and need a measure for success. Tracking KPIs enables everyone within the business to focus on goals. This session will help you define the KPIs you need to help you and your staff take your business to the next level.

*Education sessions continued on page 33*



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**■ RESOLVING CONFLICT THROUGH EFFECTIVE COMMUNICATION**

200C | Kyle Sanders, SEEK More Solutions

Imagine using better communication skills to prevent conflict from happening in the first place or minimizing it once it rears its ugly head. This session will incorporate fun group, partner and individual activities to uncover these communication strategies and develop effective skills to resolve conflict.

**■ ARE YOU A NEW PARK OWNER? WE’VE BEEN THERE . . . HERE’S WHAT TO EXPECT**

300C | Joe Moore, Moore’s Campground Consulting,  
 Jeffrey Kirkman, J. Kirkman & Associates

Do you have that deer in the headlight look? Jeff & Joe have been there and done that. Taking on ownership or management of a campground for the first time can be overwhelming with campers needs, regulations, rules, reservation systems, marketing, scheduling, staffing and a slew of other surprises! Let these experts encourage you through the start-up process and help to jump the hurdles of new campground operations with our 60+ years of experience.

**■ ACTIVITIES FOR BUILDING STRONGER TEAMS AT YOUR PARK**

300D | Lisa Courtney, Leisure Systems, Inc.

Do you feel like there is something missing from your team? Trying to find a way to get everyone working together to create the best guest experience possible? Team building starts with finding unique ways to get your employees talking and interacting outside the normal work duties. This session will introduce you to fun, interactive ways to bridge communication, build respect, and have fun at the same time!

10:45 am - 11:45 am

**EDUCATION SESSIONS** *(six sessions, choose one)*

**■ GETTING YOUR PARK READY FOR WINTER (AND SPRING)**

300A | Wade Elliott, Utility Supply Group

Preparing your park for both winter and spring takes a lot of planning, and one of the most important aspects is ensuring your electrical elements are well cared for and ready for the seasonal rush. Getting your park ready for winter and spring is the session to join when looking for expert guidance on park prep!

**■ THE IMPORTANCE OF STRONG VISUALS**

200D | Erin Thiem, Inn Town Campground and Nichole Poisson, KOA, Inc.

You know the saying: a picture is worth 1,000 words. This rings true in all areas of your business from marketing, to real property, to personal engagements. Understanding the “Three Ps of Picture” and the science behind it will give you a complete picture. When you understand that a picture is no longer worth 1,000 words. It’s really worth 1,000 nights!

*Education sessions continued on page 35*



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■ **HOW YOU CAN MAKE MORE MONEY WITH DYNAMIC PRICING**

200C | Heather Blankenship, Yogi Bear’s Jellystone Park at Pigeon Forge Gatlinburg

Dynamic pricing is nothing new in the hospitality industry, but many campgrounds haven’t implemented it yet. In this session, you’ll learn directly from a campground owner how she has used dynamic pricing to increase net income without extra cost or time. It’s easy and you can do it too!

■ **GETTING INVOLVED IN LOCAL GOVERNMENT AND WHY YOU SHOULD**

300B | Joe Moore, Moore’s Campground Consulting and Jeff Sims, ARVC

Local government can be intimidating, so this session sets out to help you better understand it. Our topic experts will break down how local governments work to decrease your level of anxiety. Authorities Having Jurisdiction (AHJs)—mayor/city council, permitting, planning & zoning, code enforcement, police, public works, city secretary and others—all have responsibilities for their city/county. Jeff & Joe will address these departments and other local government issues to help put you in the driver seat.

■ **ACQUIRING EMOTIONAL INTELLIGENCE TO DIFFUSE TENSION**

300C | Kyle Sanders, SEEK More Solutions

In this session, you will learn about the power of emotions, starting with self-awareness, self-management, recognizing emotions in others and leading others through emotions to diffuse tensions. The session will incorporate interactive group, partner and individual activities so you can leave with the emotional intelligence you’ll need for success. No more losing control of heated situations—become the campground whisperer!

■ **THE FUTURE OF CAMPGROUNDS: TECHNOLOGIES OF TOMORROW**

300D | Eric Strumberg, TengolInternet

If you are building, buying or improving a campground, this session will provide current trends and best practices around key internet and connectivity technology such as fiber, internet TV and “internet of things” in addition to WiFi. Come with your questions!

12:00 pm - 1:30 pm

**KEYNOTE LUNCH: STOP ACTING YOUR AGE!**

*An Entertaining Keynote to Help You Avoid Generational Warfare*

BALLROOM E | Matt Havens

Matt Havens brings more than a decade of experience at the forefront of leadership and generational issues for a Fortune 50 company, but spices things up with a background in standup comedy. During his OHCE keynote you will learn how to understand, recognize and resolve every generational issue facing today’s workforce. You will also walk away with several immediately applicable strategies to solve problems caused by the disconnect between different generations, which will help you inspire a healthier and more robust work ethic and attitude in employees of all ages.

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 ■ PROFESSIONALISM AND LEADERSHIP ■ BUSINESS MANAGEMENT AND PRACTICES ■ SITE AND FACILITY MANAGEMENT

1:45 pm - 2:45 pm

**EDUCATION SESSIONS** *(seven sessions, choose one)*

■ **POOL CARE 101**

300A | Lisa Courtney, Leisure Systems, Inc.

Is your swimming pool ready for the hot summer days? The answer depends on your approach to pool maintenance. Swimming pools need regular upkeep and this session will give you the tips and tools to keep it crystal clear all summer long.

■ **SOCIAL MEDIA MARKETING 101**

200C | Brian Searl, Insider Perks

Are you intimidated by social media? Don't be. In this session, you'll learn why social media isn't as complicated as it seems and how a slightly different perspective will make it easier to use as part of your campground marketing. We'll cover why people use it, how it impacts your park, and where it might go in the future.

■ **SOCIAL MEDIA MARKETING 201**

200E | Rachel Godbout and Daina Behe, Advanced Outdoor Solutions

Are you already comfortable with creating posts for your social media pages? Do you catch yourself scrolling through feeds to see what competitors are doing? It's time to create your visual brand across all your social media channels and this session is a chance to learn how to drill down your content, as well as create defined audiences and targeted ads so your posts are seen by the right people to get the most out of your marketing dollars.

■ **FINANCING OPTIONS FOR NEW AND EXISTING PARKS**

300B | Paul Bosley, Business Finance Depot

In this session, you will learn about the various elements involved in preparing an application for underwriting, including personal and business credit, business plans, establishing the corporation and bank accounts. You will also learn about the various methods of financing available including SBA loans, unique SBA loan programs for veterans, women-owned and minority-owned businesses and equipment leasing. This will be an interactive session, so bring your questions!

■ **FAMILY BUSINESS DYNAMICS: TIPS FOR WORKING THROUGH CHALLENGES**

300C | Amy Wirtz, Family and Business Success

Working in a multi-generational family business is dynamic. How do families and business navigate the needs of each generation? What are some tips for balancing everyone's needs? It is often a mixture of benefits and detriments. In this session, you'll learn how the evolution of the business and generational needs impacts the strategic planning for the business.

*Education sessions continued on page 39*

NOVEMBER 6

# WEDNESDAY

## NOTES

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**■ STARTING AN OUTDOOR EDUCATION PROGRAM AT YOUR RV PARK OR CAMPGROUND**

300D | [Greg Emmert, Homerville KOA](#)

What is something that so many campgrounds have in common? Nature. We're surrounded by it and part of it. Whether they know it or not, all of our campers want to experience it to some extent. Feeling skeptical? In 2016, nearly 104 million Americans, 41% of the country's population, spent \$157 billion on wildlife-related recreational activities. Why not embrace this desire of campers to reconnect with the natural world in order to attract, retain and build memories for them? In this session, award-winning environmental educator, Greg Emmert, will lead via Skype and teach you how to harness the power of the great outdoors.

**■ YOU'RE NOT AN ACRONYM: BORING LEADERSHIP ISN'T A REQUIREMENT**

200D | [Matt Havens](#)

Have you ever suspected leadership may be about more than just you? Then "You're Not An Acronym" is the kind of leadership presentation you'll truly appreciate. Matt Havens, ARVC's OHCE 2019 Keynote speaker, has spent more than a decade in various leadership positions at a Fortune 25 company. He's taken dozens of personality assessments, and he's recognized a fundamental flaw in the way all of them attempt to help people become better leaders. By addressing and then correcting this oversight, this session will help you expand your understanding of leadership exponentially.

3:00 pm - 4:30 pm

**RESERVATION SYSTEM PANEL AND Q&A**

LECTURE HALL | [Brad Illich, Newbook](#); [Jeff Reed, Staylist](#); [Matt Smithson, Astra](#); [Anthony Sekinger, Resort Data Processing](#); [Todd Sabo, RMS](#); [Tyler Duffy, CampLife](#); [Casey Cochran, CampSpot](#); and [Mary Moeller, Campground Commander](#)

Do you have questions about reservations systems? Which is right for you? Do you have the right reservation system to meet the needs of your business and guests? Which is the right reservation system to help you meet new trends in pricing, booking, and guest satisfaction? Well, ARVC has taken the guess work out of the process, and back by popular demand, we've assembled all the major reservation system providers in one place. Bring your questions to this interactive session that takes place shortly before the opening of the Expo hall. Get an introduction to each option and then continue with one-on-one conversations at the Expo to make sure you have the information you need to make the best decision for your business.



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4:45 pm - 5:45 pm

## TOWN HALL & VOTING AREA CAUCUSES

AREA 1: 200D\* | AREA 2: 200C | AREA 3: 300A | AREA 4: 200E | AREA 5: 300B\* | AREA 6: 300C

Need support or just have a question about ARVC? Your park is represented on the Board of Directors by area representatives, and these sessions are your time to meet with them face to face. Hear how your current area representatives are serving as your voice and share your thoughts and ideas on how ARVC can better support you!

\*NOTE: Areas 1 and 5 will be voting for area representative seats. If you did not vote online, you will have the opportunity to vote at your town hall meeting.

5:45 pm - 6:00 pm

## EXPO WELCOME RECEPTION

EXPO HALL (FIRST FLOOR)

Before the Expo officially opens this year, ARVC is hosting a short reception to give everyone a little extra networking time. Show up early before the Expo opens for food, drink and socializing with this year's Title and Expo Sponsors (see pg. 67) and then hit the ground running at this year's Expo!

6:00 pm - 9:00 pm

## EXPO HALL OPEN

EXPO HALL (FIRST FLOOR)

This is a banner year for the ARVC Expo! More than 35% of the exhibitors this year are new, so take your time and meet with everyone! The deals you make at the Expo are sure to improve your overall business revenue, PLUS this year there's an incentive to stop by as many exhibitor booths as possible. Check out pg. 65 in the program for this year's ARVC Solution Spotter Gamecard. When you stop by to talk with an exhibitor ask them to put a sticker on their logo. For every 10 stickers you collect, you'll get one entry into a drawing for fabulous prizes (see pg. 65 for prize listing and rules).



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6:00 pm - 9:00 pm

## **EXPO HALL OPEN** *cont.*

### **CAMPFIRE SESSIONS**

EXPO HALL | EXPO STAGE

New this year, we are extending your opportunity for education onto the Expo floor. Taking place on the Expo stage, these “TED-talk style” sessions offer additional tidbits of information to expand your knowledge on trending topics in the industry.

#### ■ 6:30 pm - 6:50 pm | **National and State Legislation Affecting the RV Park and Campground Industry**

**SPEAKER:** Jeff Sims, ARVC

2019 has been a record-breaking year for legislation at both state and national levels and ARVC’s public affairs guru, Jeff Sims, has been on top of all of it—reading more than 10,000 pieces of legislation. Come hear what ARVC has done for you this year and what we are planning on next year. Bring your questions—Jeff has all the answers!

#### ■ 7:00 pm - 7:20 pm | **Attracting Electric-Vehicle Drivers to Your RV Park or Campground**

**SPEAKER:** Steve Lommele, National Renewable Energy Laboratory (NREL)

We are entering a new era of vehicle production with more and more all-electric and hybrid vehicles on the road. Many of these vehicles are being towed behind RVs. This session will teach you how to attract these vehicles and their owners to your park as a way of increasing your revenue.

#### ■ 7:30 pm - 7:50 pm | **Applying for Grants and Scholarships Through the ARVC Foundation**

**SPEAKER:** ARVC Foundation Board

One word defines the ARVC Foundation: Support. Whether it is support following an unpredictable disaster that strikes at your RV parks and campground or support to attend an ARVC educational opportunity like OHCE or National School, the ARVC Foundation provides grants and scholarships to the outdoor hospitality industry. In this session, find out how you can benefit from these amazing programs.

NOVEMBER 6

# WEDNESDAY

## NOTES

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**THURSDAY**

THURSDAY

**AND THE WINNER IS....**



THURSDAY

**ANNUAL AWARDS OF EXCELLENCE  
DINNER AND ARVC FOUNDATION AUCTION**

THURSDAY, NOVEMBER 7 | 6:00 PM - 8:30 PM | BALLROOM E





# Thursday, November 6 AT A GLANCE

FIND THE RIGHT SESSION FOR YOU: ■ HUMAN RESOURCES ■ BRAND MANAGEMENT  
■ PROFESSIONALISM AND LEADERSHIP ■ BUSINESS MANAGEMENT AND PRACTICES ■ SITE AND FACILITY MANAGEMENT

|                    |  |   |
|--------------------|--|---|
| 7:00 am - 12:00 pm | Welcome Desk Open.....   | Clinch Concourse  |
| 7:30 am - 8:30 am  | Annual Membership Meeting & Breakfast.....                         | Ballroom E  |
| 8:30 am - 4:30 pm  | Expo Hall Open   <b>Campfire Sessions</b> .....                    | Expo Hall   Expo Stage  |
|                    | <span style="color: #92D050;">■</span> 9:30 am - 9:50 am           | Find Extra Money With the ARVC Savings Calculator                       |
|                    | <span style="color: #800000;">■</span> 10:00 am - 10:20 am         | Reverse Polarity: What You Need to Know to Protect Your Park            |
|                    | <span style="color: #FFC000;">■</span> 10:40 am - 11:00 am         | Marketing to Diverse Campers  |
|                    | <span style="color: #92D050;">■</span> 11:20 am - 11:40 am         | Tips for Making Your Website ADA Compliant                              |
|                    | <span style="color: #0070C0;">■</span> 1:00 pm - 1:20 pm           | Take Your Career to the Next Level: ARVC's New Online Learning Programs |
|                    | <span style="color: #FFC000;">■</span> 1:30 pm - 1:50 pm           | Photography 101   |
|                    | <span style="color: #92D050;">■</span> 2:00 pm - 2:20 pm           | ARVC Data Results Q&A   |
| 12:00 pm - 1:30 pm | Expo Lunch .....   | Expo Hall (first floor)   |
| 5:30 pm - 6:00 pm  | Awards Reception .....   | Cumberland Concourse  |
| 6:00 pm - 8:30 pm  | Annual Awards of Excellence Dinner & ARVC Foundation Auction ..... | Ballroom E  |
| 8:30 pm - 10:30 pm | After Party, sponsored by the ARVC Young Professionals .....       | Ballroom A  |



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7:30 am - 8:30 am

## ANNUAL MEMBERSHIP MEETING & BREAKFAST

### BALLROOM E

Join us for the annual ARVC membership meeting and breakfast to hear an update from ARVC president and CEO Paul Bambei as well as members of the ARVC Board of Trustees including the latest in member benefits, initiatives and data results. The annual membership breakfast will leave you with no doubt your ARVC membership is valuable.

8:30 am - 4:00 pm

## EXPO HALL OPEN

### EXPO HALL (FIRST FLOOR)

Are you ready to make business decisions? Thinking about what vendor or supplier can help you get the most out of your season? The Expo hall is jam packed with vendors ready to help you find success and growth. This year's expo has more than 130 vendors ready to answer questions and help you find success. Check out the OHCE2019 mobile app for a full list of vendors and interactive map to find them on the Expo floor!

Looking to have a little fun too? Play our game using the Solution Spotter Gamecard on pg. 65. Collect a sticker for every time you visit a vendor at their booth or complete an activity and for every 10 stickers you collect you'll be entered to win fabulous prizes! Show your completed game card to an ARVC staff member at the ARVC booth before the Expo closes or at the ARVC Awards of Excellence Reception. The game ends at 6pm Thursday and winners will be announced during the Awards of Excellence and After Party.

## CAMPFIRE SESSIONS

### EXPO HALL | EXPO STAGE

#### ■ 9:30 pm - 9:50 am | Find Extra Money With the ARVC Savings Calculator

**SPEAKER:** Jaqueline Gloria, ARVC

ARVC offers you exclusive discounts on products and services you are already purchasing/using at your RV park or campground, and you may not know you could be saving money. This session will show you how to find these discounts and put them to use to cut your park's expenses and pay for your ARVC membership!

#### ■ 10:00 am - 10:20 am | Reverse Polarity: What You Need to Know to Protect Your Park

**SPEAKER:** Wade Elliott, Utility Supply Group

Want the "quick run-down" on reverse polarity and how to protect your park? Industry expert and leader Wade Elliott will review the importance of testing for reverse polarity and provide tips on what to do if you find it at your park.



**FIND THE RIGHT SESSION FOR YOU:** ■ HUMAN RESOURCES ■ BRAND MANAGEMENT  
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■ **10:40 am - 11:00 am | Marketing to Diverse Campers**

**SPEAKER:** *Becky Arreaga, Mercury Mambo*

The campground industry, and campers themselves, do anything but “fit the mold.” Stop by to hear a few easy-to-implement tips on how you can amp up your marketing efforts to this ever-changing demographic.

■ **11:20 am - 11:40 am | Tips for Making Your Website ADA Compliant**

**SPEAKER:** *Roxi Baxley, Strait Web Solutions*

ADA compliance is not something that can be done in one sitting, but this session will highlight a few key things to get you started as well as highlight resources to help make your website ADA compliant.

■ **1:00 pm - 1:20 pm | Take Your Career to the Next Level: ARVC’s New Online Learning Programs**

**SPEAKER:** *Paula Horwitz, ARVC*

There is a lot to come as ARVC puts focus on meeting the varying needs of RV park and campground owners, managers and employees. Stop by this campfire to hear what’s coming and how it will help you have a successful season!

■ **1:30 pm - 1:50 pm | Photography 101**

**SPEAKER:** *Katie Maynard, Katie Maynard Photography*

In the age of social media, everything is visual—and strong photos can make all the difference. Join Katie Maynard, ARVC’s freelance photographer, for a quick session on the do’s and don’ts of capturing the best photo moments that tell your campground’s story.

■ **2:00 pm - 2:20 pm | ARVC Data Results Q&A**

**SPEAKER:** *David Basler, ARVC*

Have questions about the ARVC survey and data results? Stop by the Campfire Session Stage for an open Q&A on the 2019 Industry Trends and Insights report presented by ARVC.

5:30 pm - 6:00 pm

**AWARDS RECEPTION**

**CUMBERLAND CONCOURSE**

Ready to get the celebrations under way? Join us for a cocktail reception to start the evening off right. Chat with old friends and meet some new ones as we prepare to wrap up another exciting week celebrating the best of the ARVC community.



FIND THE RIGHT SESSION FOR YOU: ■ HUMAN RESOURCES ■ BRAND MANAGEMENT  
■ PROFESSIONALISM AND LEADERSHIP ■ BUSINESS MANAGEMENT AND PRACTICES ■ SITE AND FACILITY MANAGEMENT

6:00 pm - 8:30 pm

## ANNUAL AWARDS OF EXCELLENCE DINNER & ARVC FOUNDATION AUCTION

### BALLROOM E

Join the ARVC community as we celebrate another year of success, growth, and community. With full bellies and well-deserved congratulations to the winners done, we'll turn our attention to supporting the ARVC Foundation in their efforts to provide ongoing support to the industry through grants and scholarships. Get ready to bid because this year's auction block is FULL of items you won't want to miss out on—from RVs to marketing packages, Club Cars to WiFi networks, this year has something for everyone!

8:30 pm - 10:30 pm

## AFTER PARTY, *sponsored by the ARVC Young Professionals*



### BALLROOM A

Help us celebrate another successful Outdoor Hospitality Conference and Expo! The After Party will have music, dancing, games and lots of fun! This will be your last opportunity to network and enjoy time with old friends and any new ones you met throughout the week. This year the After Party is sponsored by the ARVC Young Professionals.

# NOTES

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NOVEMBER 7

# THURSDAY

## NOTES

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# SPEAKERS

SPEAKERS

# IS THIS MIC ON?

we want to hear from you!



*Share your  
topic ideas!*

*Call for speakers  
will be made in  
January!*

Email us your ideas for #OHCE2020 at [education@arvc.org](mailto:education@arvc.org)

SPEAKERS

# SPEAKERS



## **Becky Arreaga, Mercury Mambo**

Serial entrepreneur and outdoor enthusiast, Becky Arreaga co-founded multicultural marketing agency Mercury Mambo in 1999. Mercury Mambo specializes in developing targeted experiential and shopper marketing campaigns designed to drive sales at the point “Where Commerce & Culture Collide!”. Throughout the past 20 years, Becky has worked on marketing with world-class brands such as 7-Eleven, Anheuser-Busch InBev, Dr Pepper Snapple Group, Moët-Hennessy, REI, and Outdoor Retailers Association. Becky received a Bachelors of Arts in Advertising from Texas Tech University and a Masters of Advertising from the University of Texas at Austin.



## **David Basler, ARVC**

David joined ARVC in March of 2018. He started his career as a journalist, but his entrepreneurial spirit drove him to start his own publishing company and marketing firm in 2002, which he owned and operated until 2008. He is a proud native of Cincinnati, Ohio and a graduate of Kent State University. He and his family enjoy the year-round outdoor lifestyle of Colorado—hiking, biking and camping in the spring, summer and fall and skiing and snowshoeing in the winter. An avid traveler, he has visited all 50 U.S. states, all but two Canadian provinces and multiple countries on four continents.



## **Roxi Baxley, Strait Web Solutions**

Roxi has been involved in web design and the RV park and campground industry for more than 20 years! She continues to expand her knowledge to accommodate the changes that occur and the shift in web development and accessibility.



## **Daina Behe, Advanced Outdoor Solutions**

Daina earned her Master of Science degree in Integrated Marketing and Communications from West Virginia University. She started her focus on outdoor hospitality when working as the director of marketing and events for Blue Water Development in Ocean City, Maryland. This is where she and Kathleen Walsh crossed paths and started their collaboration on RV parks and campgrounds. She is an expert at making digital marketing work for AOS's RV parks and campground clients and gets the most bang for the buck out of promotional budgets.



## **Heather Blankenship, OHM, OHP, Yogi Bear's Jellystone Park at Pigeon Forge Gatlinburg**

Heather is the owner of Pigeon Forge Jellystone RV Park in Pigeon Forge, Tenn. She also owns 4 mobile home parks, section 8 rental properties, and student housing in Knoxville. In addition, she is the director of business development for Colliers International's Manufactured Housing & RV Group. In addition to managing her portfolio of assets and working in brokerage, Heather is also the co-chair for the ARVC Young Professional's organization, and is a former board member of the Tennessee Association of RV Parks and Campgrounds.



## **Donna Bordeaux, CampgroundAccounting.com**

Donna has years of experience as an entrepreneurial CPA, and has owned businesses and helped business owners exceed their wildest dreams. She camps and travels across the country every chance she gets, so it's just a natural fit that she focus her CPA skills on helping campground owners throughout the US grow their businesses and minimize the impact of taxes. She understands the key performance indicators and specialized issues that face RV park owners every day.



## **Paul Bosley, Business Finance Depot**

Paul Bosley, founder of Business Finance Depot (BFD), specializes in financing new and existing businesses in the campground, franchise and fitness industries. Paul is a long-time volunteer counselor for SCORE, a division of the Small Business Administration (SBA), a department within the US government. Paul was also selected to provide the financing, budgeting and cash flow courses at that ARVC National School earlier this year. Business Finance Depot specializes in packaging equipment leasing and SBA loans.



## **Larry Brownfield, KOA Inc.**

In January of 2008, Larry joined the Business Development Team of KOA as a business development consultant in franchisee services where he had responsibilities for the Northeast and then the Southwest Regions. In this position he assisted franchisees with all matters of general campground operations management; marketing strategy, rate and revenue analysis as well as providing training on a wide variety of issues. Currently, he is the director of franchise development, working with independent campgrounds in the KOA conversion process, and franchise sales. Larry is also an instructor at the National School of RV Park & Campground Management.



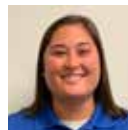
## **Leelah Campo, Cozy Hills Campground**

Since Leelah purchased Cozy Hills Campground, in Bantam, Conn. in June 2014, she has immersed herself in the industry joining ARVC and participating in 20 Group IV. As a result, Cozy has grown from 120 sites to 174 and from 1 rental to 8. Major renovations have also been completed to the rec hall and house. Revenue growth has exceeded 300%. Leelah is known for running a tight ship, a non-nonsense approach, thinking outside the box and dreaming BIG! She is most proud of her much-complimented staff, many of which come back year after year despite the seasonal nature of the industry.



## **Ashley Church, Blue Water**

Ashley Church, SHRM-CP, is a human resource professional with more than ten years experience in training and development. With an initial background in corporate training she quickly fell into a career in human resources where she has leveraged her training abilities to lead executive development programs, create exciting recruitment and retention strategies and drive a strong employee centered culture. With a proven track record in hiring tough and using the right recruitment strategies, Ashley has been able to successfully increase retention rates across the board.



## **Lisa Courtney, Leisure Systems, Inc.**

Lisa Courtney joined Leisure Systems, Inc. (LSI) in May 2019 as the company's franchise sales manager. Lisa has more than ten years experience in the campground industry as a park operator and more than 4 years as a certified pool operator. Lisa is also a graduate of the National School of RV and Campground Management. Lisa earned her BS from Middle Tennessee State University in Leisure, Sports, and Tourism Studies with a focus on recreation management.



## **Joe & Rose Duemig, Armstrong Software**

Rose began her hospitality career learning the importance of creating the unforgettable guest experience with Ritz Carlton, while Joe's professional experience focused on streamlining customer support services for Fortune 100 companies. While staying at an RV Resort in 2017, they experienced common communication lapses. Pulling from both of their professions, they joined the outdoor industry by creating a mobile app designed specifically to enhance communication and aligns with the technology that we are all accustomed to in our daily lives.



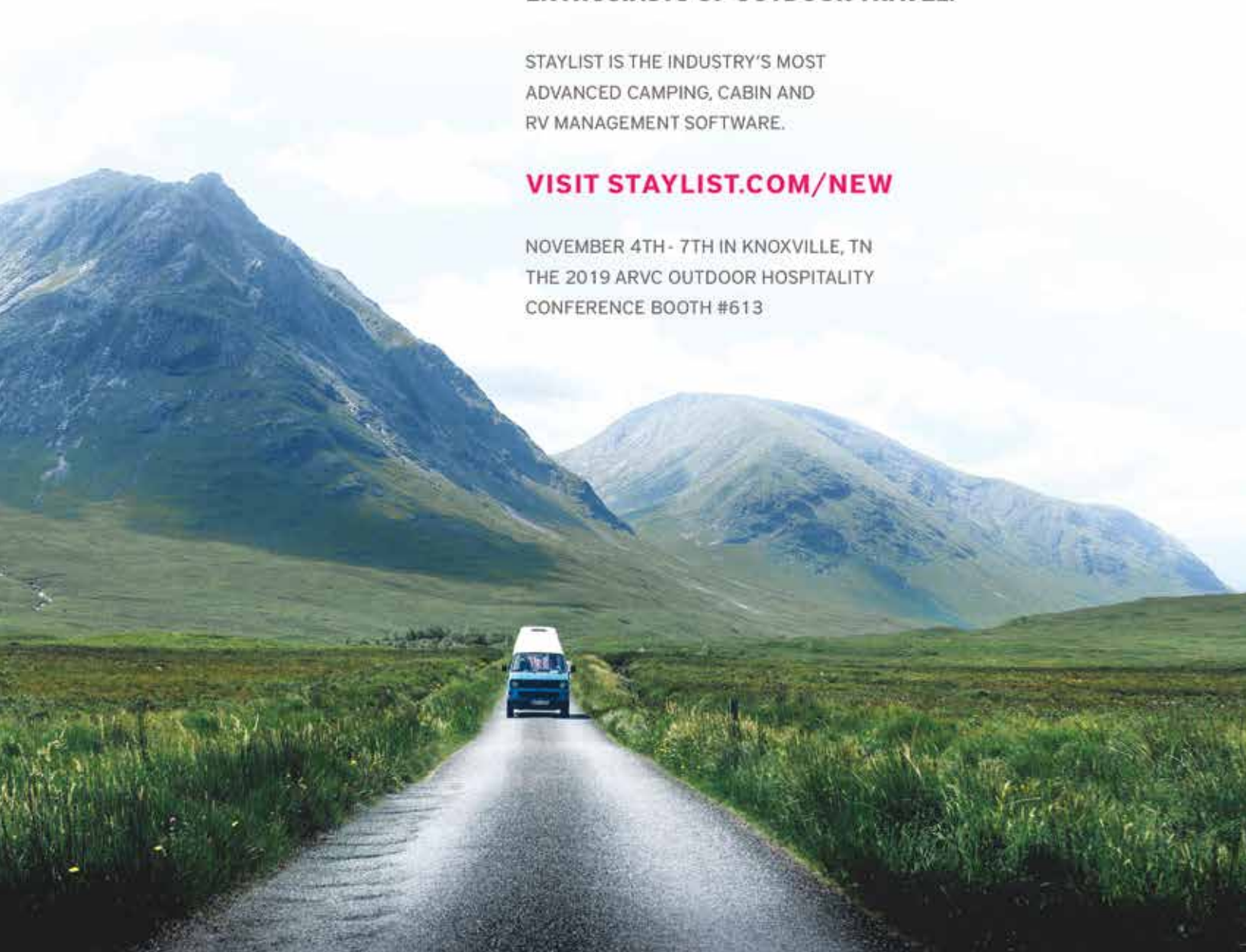
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THE 2019 ARVC OUTDOOR HOSPITALITY  
CONFERENCE BOOTH #613



# SPEAKERS



## Wade Elliott, Utility Supply Group

Wade founded Utility Supply Group in 2001 as a distributor of electrical, gas and water utility supplies to RV resorts and manufactured housing communities throughout North America. Wade has served as the Supplier Council & Business Forum representative on the ARVC board, is a primary member on Code Making Panel 7 of the NFPA's National Electric Code panel and is a member of the Underwriters Laboratory Standards Technology Panel 231. Additionally, Wade is an alternate member of the NFPA's 1192/1194 committees, representing ARVC. Wade is a member of the Board of Directors for the Care Camps Foundation and serves as its Chairman.



## Greg Emmert, Homerville KOA

Outstanding Environmental Educator Award, Greg Emmert is a lifelong Ohioan and camper. His family enjoyed the campground lifestyle so much that, in 1994, the Emmert family purchased Wild Wood Lakes Campground which became the Homerville KOA in 2012. Greg manages the 119-acre, 250-site campground and uses the beautiful grounds to do what he is most passionate about: bringing nature experiences to his campers. In his spare time, Greg enjoys traveling, hunting, fishing, birding, and generally "nerding out." He currently resides in Akron, Ohio with his wife and two canine companions.



## Jaqueline Gloria, ARVC

Jaqueline (Jaq) hails from the Great State of Texas. She is a graduate of the University of North Texas and has experience in a diverse array of industries, but it's her enthusiasm for the great outdoors and broad experience in outdoor hospitality that brought her to ARVC in August of 2019. She's lived in some beautiful places – Ocean Beach, CA and Red River, NM to name a few, but they just didn't hold a candle to her beloved Texas. She now calls Austin home, sweet home. Keep an eye out as Jaq travels around the South representing ARVC! She may show up at your park with a big smile and her famous peanut butter and jelly cookies.



## Rachel Godbout, Advanced Outdoor Solutions

Rachel is the director of operations for Advanced Outdoor Solutions, working with clients to help identify various opportunities in order to maximize growth potential and revenue. She believes that being able to identify specified target markets, gaps in process, new opportunities, utilizing cutting edge technology, is the recipe for success. She has vast experience in both outdoor hospitality and with Marriott International. Rachel's passion for the RV Industry started at Castaway's RV Resort in Ocean City, MD, where she spent significant time working on Business Development & Marketing alongside Kathleen Walsh.



## Patrick Hardy, Hytropy

As a disaster planning expert, Patrick holds certifications as a certified risk manager, a certified emergency manager, a certified storm spotter (NOAA) and a master of exercise practitioner (FEMA). With more than 15 years experience, Patrick's company, Hytropy, is focused on helping RV parks and campgrounds (as well as other businesses) plan for and recover from any emergency that presents itself.



## Matt Havens

Engaging. Hilarious. Unique. These are just a few of the words that Matt uses to describe himself. Fortunately, others seem to agree. For the past decade, Matt has been at the forefront of leadership and generational issues, working in various leadership roles at a Fortune 50 company in areas as diverse as marketing, employee retention, and management. Matt has quickly become a must-have for any event where audiences want to learn something new while laughing at the same time. You'll soon learn why one of Matt's clients has called him "both the funniest and most informative speaker I have ever heard in my life."



## Chris Hipple, Leavitt Recreation and Hospitality Insurance

Chris Hipple is a 25-year veteran of the commercial insurance industry at his agency Leavitt Recreation & Hospitality Insurance which focuses on the needs of the RV park and campground industry nationwide. He holds a commercial insurance counselor degree, is a featured speaker and educator at the National Association of RV Parks and Campgrounds, the national KOA convention, as well as having taught at KOA University. The agency currently employs 30 people and has agents located in Maine, Florida, Arizona, Washington and South Dakota. When he's not selling insurance or speaking at conventions he makes his home in the Black Hills of South Dakota and spends his time hunting, fishing, and camping with his two boys and two dogs.



## Paula Horwitz, ARVC

Instrumental in developing Colorado State University's Global Campus online education program, Paula brought her expertise to ARVC in July 2018. A lifelong learner, she is a graduate of Penn State and has two masters degrees—one in arts and literature and one in curriculum and instructional design. Paula also serves on The International Association for Continuing Education and Training (IACET) Board of Directors. A native of Pennsylvania, she now calls Colorado home and loves the outdoors. You'll often find her on weekends riding one of her nine motorcycles and spending time with her husband and two daughters.



## Irene Jones, Marshall and Sterling Insurance

Irene leads business development and risk management for Marshall & Sterling's campground & hospitality insurance program. She creates and teaches campground safety, regulatory and insurance workshops for campground associations throughout the US. Irene also develops and presents the Marshall & Sterling "Press Play" safety and insurance video series, and works one on one with campground policyholders on their specific risk management needs.



## Jeffrey Kirkman, J. Kirkman & Associates

Jeffrey is a forward-thinking, pragmatic and realistic business owner and operator who designs, develops and executes business and operational plans for hospitality- and tourism-based businesses. With almost 30 years experience in civil construction, Jeff advises and consults companies on estimates, tenders, project designs and plan execution while building and fostering client relationships through influence, education, knowledge, efficiency, and professionalism.



## Mark Koep, CampgroundViews.com

Mark is an industry leader at helping park owners and operators make the leap and reap the rewards of using 360 video for virtual tours of their campgrounds. If you are seeking answers on how to take advantage of digital technology to drive guests into your park, Mark will provide you with key insights to help you take advantage of the digital age.



## Steve Lommele, National Renewable Energy Laboratory (NREL)

Steve joined the National Renewable Energy Laboratory in 2008 and is a project leader in NREL's Transportation and Hydrogen Systems Center. He collaborates with alternative fuel providers, and supports industry efforts to develop standards for electric vehicle supply equipment data sharing. Steve also works with clean cities coalitions and other industry stakeholders on efforts related to the energy impacts of evolving transportation technologies, which falls under the umbrella of the Department of Energy.



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# SPEAKERS



## **Katie Maynard, Katie Maynard Photography**

Katie's expertise whether taking photos or crafting marketing and communications strategies, has always been rooted in delivering messages that drive consumer behavior and profits. Her passion for photography began at an early age as a 4-H kid, and she hasn't put her camera down since. Having led marketing and communications teams in the entertainment and high education sectors for more than a decade, Katie now weaves together her expertise in marketing and photography to create images that sell, communicate and brand her clients' businesses.



## **Joe Moore, Moore's Campground Consulting**

A graduate of Stephen F. Austin State University with a degree in Forestry /Recreation, Joe worked in the municipal parks & recreation field for 36 years. He managed The Vineyards Campground & Cabins in Grapevine, TX for 12 years, achieving state and national recognition. He is a graduate of the 2006 ARVC National School of RV Park and Campground Management and works closely with 20 Group IV. In 2014, he started Moore's Campground Consulting providing RV industry services from ground up construction and efficiency analysis. He currently represents the RV industry Suppliers on the ARVC Board of Directors.



## **Sean Murphy, Atwell**

Sean is a graduate of Purdue University's landscape architecture program and he has more than 25 years' experience. Currently he manages the planning and landscape architecture department of Atwell's Atlanta office. Atwell is a full service multi-disciplinary firm offering engineering, construction management, planning and landscape architecture, survey and other services. His clients have included The Atlanta Olympic Committee, Disney Development, the Trust for Public Land, Marriott, Chick-Fil-A, Hines, Post Properties, AMLI, Greystar, and Sun Communities. He was a featured Landscape Architect on HGTV's Landscaper's Challenge and designed the landscape for the 2005 Coastal Living Idea House for Coastal Living Magazine.



## **Rick Murphy, Technowledge**

Rick started Technowledge in 2009, because he wanted to make a positive impact in his local business community. As chief technical officer, Rick works to remain on the cutting edge of technology in order to support business of all sizes and needs in a scalable and manageable way. His relationship-based approach to business has challenged the standard for information security and business communications.



## **Nichole Poisson, KOA Inc.**

Nichole has been in the outdoor hospitality industry for 16 years, currently as franchise development manager for KOA. She began as an insurance professional traveling across the country visiting with campground owners, branded and independent, assessing their risk and consulting on how to best manage it. Nichole has a bachelor's degree in business from the University of Maine. She holds the OHE designation through ARVC, a nationally recognized designation for outdoor hospitality industry professionals.



## **Gary Quigley, Yogi Bear's Jellystone Park at Kozy Rest**

Two years into Gary's college education, his father Denny bought Kozy Rest Campground, which became Yogi Bear's Jellystone Park at Kozy Rest in Harrisville, Pa in 2011. Gary immediately began helping work on fixing the place up while finishing college. Now after 20 years in the business, Yogi Bear's Jellystone Park at Kozy Rest has won ARVC "Park of the Year" in 2011, 2014, 2015 & 2017. In 2018, Kozy Rest won ARVC "Plan-It Green" Friendly Park of the Year. As part of Leisure Systems, Kozy Rest has won 2012 "#1 Inspection Rating", 2012 & 2015 "#1 Restroom Facilities", 2013 "Entrepreneur of the Year", and 2014 "Facility of the Year" & "#1 Rental Units".



## **Andy Robinowitz, RV LIFE Network**

Andy Robinowitz is the founder of the RV LIFE. RV LIFE provides tools & resources that help millions of RVers locate their next campsite. Andy Robinowitz is an expert in digital marketing with a focus on the RVing audience.



## **Kyle Sanders, SEEK More Solutions**

Kyle, founder of SEEK More Training, conducts professional development workshops, team building, and motivational talks all over the country. As a former football and baseball player at Northwestern University, he experienced the power of teamwork & leadership when Northwestern football went from 22 losing seasons in a row to then win back-to-back Big Ten Championships during his tenure. He has since grown two companies that provide coaching, training, and development services. His passion for helping people build better lives is contagious and his engaging personality will captivate you to become the best version of yourself.



## **Brian Searl, Insider Perks**

Brian is founder & CEO of Insider Perks, a full-service digital agency providing best-in-class marketing and advertising for the outdoor hospitality industry. Searl works with more than 150 campgrounds, numerous investment groups, has designed websites for large industry trade publications, and believes true success comes through a combination of kindness, hard work, and excellent customer service.



## **Anthony Sekinger, Resort Data Processing**

As a software support specialist, project coordinator and now business development professional, Andrew has years of experience qualifying and integrating Online Travel Agents (OTAs) for clients across the US. Working closely with RV Resort Managers throughout the lifecycle of these decisions has given him a broad perspective free of bias from the many options in this booming market.



## **Lee Silber, LeeSilber.com**

Lee has written 24 books (including two best sellers), given more than 2,400 speeches (in 28 years), and founded a chain of retail stores. In addition, he coaches youth sports (and maintains the fields), is a working musician, and has a wife and two sons (he's been married for 25 years). As a result he is often asked how he manages to do it all and still have time to surf and play tennis. His session for ARVC will reveal all of his secrets.



## **Jeff Sims, ARVC**

Jeff is the senior director of state relations & program advocacy for the National Association of RV Parks & Campgrounds (ARVC). His primary role is monitoring state and federal legislative and regulatory issues, while providing actionable intelligence and guidance to ARVC members and state associations as well as coordinating action in collaboration with ARVC's industry-related coalition partners. He is a former park owner for 40 years in Branson, MO, a Past Chairman of ARVC and has received numerous awards for his service and efforts on local, state, national and international issues.



## **Eric Strumberg, TengolInternet**

Eric is an entrepreneur with expertise in services and wireless technology. He is the founder and CEO of TengolInternet, headquartered in Austin, Texas. Tengo designs, builds and supports outdoor connectivity solutions—including WiFi—and is dedicated to connecting people for success. Prior to founding TengolInternet in 2002, Eric served at Dell Corporation and H.B. Zachry Company, a family-owned global construction company. Eric received his MBA and BBA degrees from The University of Texas at Austin, and currently resides in Austin with his wife Keri and son, Ericson.





# SPEAKERS



### **Bud Styer, Bud Styer & Associates**

Bud likes nothing better than to share what he's learned in 40-plus years in business. Besides owning and operating several campgrounds, he leads a marketing cooperative of 18+ Wisconsin campgrounds called Camping For The Fun Of It. Through his consulting business, he helps others achieve their dream of making their campgrounds profitable and viable camping destinations. Bud currently serves as president of Wisconsin Association of Campground Owners (WACO). Over the years he's served as a board member for WACO as well as ARVC.



### **Erin Thiem, Inn Town Campground**

Co-owner of the Inn Town Campground in Nevada City, Calif., Erin, along with her husband Dan, built the campground from the ground up after years in the hospitality industry at a small motel. A strong love of social media was developed through years of blogging about local life and sharing things to do in her community. Showcasing both the campground and all the fun and excitement of life in her community is just one of the many tasks she's responsible for as a small business owner.



### **Kitty Winship, Papoose Pond Family Campground and Cabins**

Kitty is a second-generation campground owner of Papoose Pond Family Campground & Cabins in Waterford, Maine. She and her husband, Duncan, have owned Papoose since 2016 and helped run it since 2013. Kitty grew up in the camping industry and worked at Papoose in various departments during high school and college. While she oversees all aspects of the campground along with Duncan and their general manager, Jim Cameron, she is particularly involved in the areas of activities, purchasing for the store, marketing, security, HR and guest relations. Kitty is also a member of the MECOA Board of Directors and has earned her OHP certification through the ARVC National School of RV Park and Campground Management.



### **Amy Wirtz, Family and Business Success**

Amy Wirtz, C.E.P.A, J.D. brings more than 25 years experience, creativity and her distinctive approach to her consulting business. Amy is passionate about preserving small business in America. Her grandparents owned a two-generation business, and she grew up surrounded by the wonderfully complex issues a family business presents. She has been a practicing attorney for more than twenty-five years and believes in peaceful resolutions to complex issues. She utilizes the value enhancement and master business planning process to assist owners in the process of identifying how to plan for, and implement a transition of management, leadership or ownership of a business.

## NOTES

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**EXPO**

EXPO

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|   |   |   |   |  |   |   |   |
|---|---|---|---|--|---|---|---|
| <br>1100   | <br>1112         | <br>421                  | <br>514    | <br>707    | <br>1106     | <br>1313   | <br>415    |
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| <br>1309 | <br>1327       | <br>108                | <br>513  | <br>417  | <br>313    | <br>601  | <br>317  |
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| <br>1217 | <br>1612       | <br>901                | <br>1402 | <br>1000 | <br>1118   | <br>1009 | <br>915  |
| <br>1308 | <br>1315       | <br>1004               | <br>412  | <br>1013 | <br>1323   | <br>612  | <br>1008 |
| <br>1002 | <br>600        | <br>1301               | <br>1108 | <br>1022 | <br>1221   | <br>700  | <br>319  |
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|   | <br>1002       | <br>600                | <br>1301 | <br>1108  | <br>1022    | <br>1221 | <br>319  |

## COLLECT STICKERS + WIN BIG!

For every 10 stickers collected, be entered to a raffle to win great prizes! Show your completed game card to ARVC staff at the ARVC booth on Thursday to be entered in the raffle. See more details on pg 3 or pg 65.

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Please join us in thanking all of our valued exhibitors for OHCE2019:

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# EXPO FLOOR PLAN



## Key Places to Know

1. Entrance
2. Sponsor Pavilion
3. ARVC booth
4. Expo Stage: Campfire Sessions
5. Attendee Lounge, sponsored by the ARVC Young Professionals
6. Exhibitor Lounge
7. Restrooms



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**BOOTH# 1106**

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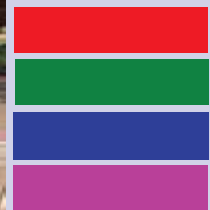
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# SOLUTION SPOTTER

## GAMECARD

### THE GAME & HOW TO PLAY

Win great prizes when you use your Solution Spotter Gamecard while visiting the first 100 #OHCE2019 exhibitors. Stop by a booth, meet with an exhibitor and ask them to give you a sticker. Place the sticker on the company's logo on the back of this page. For every 10 blue stickers you collect, you receive one entry into a drawing to win fabulous prizes! Red stickers are worth twice as much as blue stickers—you'll find these at Title and Expo Sponsor booths. Winners will be announced Thursday evening at the Annual Awards of Excellence Dinner & Auction and the After Party—so be sure to stick around! Winners must be present to claim their prize.

### WANT MORE STICKERS?

\* Describe the three places and list the page numbers you've found the hidden RV throughout this Program.

1. \_\_\_\_\_ Page Number \_\_\_\_\_
2. \_\_\_\_\_ Page Number \_\_\_\_\_
3. \_\_\_\_\_ Page Number \_\_\_\_\_

\* Get a red sticker! **Make a donation to the ARVC Foundation** by submitting your Giving Tuesday card when you show us your game card.

\* Get a red sticker! **Download the OHCE2019 app** and show us when you show us your game card!

\* Use these conversation starters to get to know some of our OHCE2019 exhibitors—and earn an additional sticker!

1. What makes **Astra** (booth 707) different from other reservation software?
2. What are two of **NewBook's** (booth 713) latest innovations?
3. How can you drive more bookings to our campground? Find out from **RV LIFE Network** (booth 921).
4. Are **Lakeside Park Models** (booth 721) available in my area?
5. Have **Utility Supply Group** (booth 700) tell you about the new D series pedestals.
6. Why do we need new park signage? Find out from **RV Park Signs** (booth 1116).
7. How is **Campground Connection** (booth 600) different from the other companies?
8. Ask **Leavitt Recreation & Hospitality Insurance** (booth 821) if your pedestals are covered.
9. How many replacement keys for campers are sold each year? Find out from **Creative Products Group** (booth 1215).
10. Will **It's All About Satellites** (booth 601) give you a new HD System for FREE?
11. Learn three critical components for great outdoor wifi from **TengoInternet** (booth 507).
12. What is the benefit of purchasing an **ARVC** (booth 801) Combined Music License?

Ready to turn your sticker collection in? Show the your Solution Spotter Gamecard at the ARVC booth 801 on Thursday during the expo before 4 pm or stop by the ARVC table in the Cumberland Concourse during the Awards Reception Thursday evening from 5:30 pm - 6:00 pm.

|  |  |  |  |   |   |   |   |   |   |
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| <br>1100                | <br>1112                  | <br>421                                   | <br>514                   | Title Sponsor<br><br>707 | <br>1106     | <br>1313                        | <br>415    | Expo Sponsor<br><br>607  | <br>1021                   |
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