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4TH ANNUAL

# CAMPGROUND OWNERS EXPO

BRANSON, MISSOURI



**DECEMBER 4-7, 2024**  
**HILTON BRANSON CONVENTION CENTER**





# CONTACT & LOCAL INFO

COE STAFF CONTACT NUMBERS AND EXPLORE BRANSON/DISCOUNT INFO.

**HAVE A QUESTION? WE HAVE THE ANSWER!  
CONTACT ANY STAFF MEMBER BELOW FOR ASSISTANCE!**

## COE Staff Contacts

<b>Lori Severson</b>	<b>(608) 792-5915</b>
<b>Danielle Todd</b>	<b>(608) 386-0752</b>
<b>COE Office</b>	<b>(608) 525-2323</b>
<b>Registration Desk</b> (At event only - not for pre-show inquires.)	<b>(608) 399-4817</b>

**EARLY CHECK-IN AVAILABLE  
DURING THE PRE-SHOW  
NETWORKING NIGHT  
TUESDAY (12/3) FROM 4-7PM**  
REGISTRATION DESK  
OPENS AT 7:30AM DAILY!



**Welcome to Branson! Experience world-famous live entertainment, thrilling attractions, outdoor beauty, delicious food and genuine Ozarks hospitality that will make you feel right at home.**

In Branson, precious moments with your family become memories to last a lifetime. No matter what brings you here or what your crew enjoys doing, Branson offers activities and natural wonders that will transform your visit into an unforgettable adventure.

**See the Welcome To Branson bags inside your COE attendee bag for more goodies, discount coupons and information on all the beautiful city of Branson has to offer!**

For more information on things to do, live shows, food and drink options, and even things like ground transportation to/from the airport, visit [www.explorebranson.com](http://www.explorebranson.com)!

## NEW THIS YEAR! LEVEL 1 RV TECH TRAINING



The RV Women's Alliance (RVWA) and the RV Technical Institute (RVTI) are partnering with COE to offer an all-women Level 1 RV technician training!

Attendees will have the opportunity to receive RVTI's gold standard Level 1 RV technician training. This training will provide attendees with the knowledge and skills necessary to prepare an RV for customer delivery by verifying the operation of all components.

Additionally, with this training, campground operators will be able to provide RV repair services for their customers, improving the campers' experience and create new revenue streams.

This Level 1 training program is being offered **FREE OF CHARGE** to just 15 COE attendees, and trainees will have access to the Level 2 training online or in-person at the RV Technical Institute.

**ONLY 15 SPOTS AVAILABLE!  
PRE-REGISTRATION REQUIRED.**



**DAYS & TIMES:**  
Mon. 12/2 - Thur. 12/5: 8a to 4p  
Friday 12/6: 8a to 1p

**LOCATION:**  
Hensley Ferry Room  
Located on the second level,  
just past hotel elevators.





# BUSINESS SERVICES

UTILIZE THESE FREE SERVICES RIGHT HERE AT COE TO HELP YOUR BUSINESS!



## LEGAL CONSULTATIONS

Book your free & private legal consultation at COE! Meet with Mark Hazelbaker to chat about things like seasonal or work camper agreements (feel free to bring yours for them to review!), employment issues, abandoned campers, park regulations, or other general legal questions! **Stop by his table located next to the COE registration desk to book your consult session!**



## KNOW YOUR NUMBERS!



Bring your P&L statement to COE, then book a free and confidential consultation with John Jaszewski from Campgrounds4sale.com!

He will show you exactly what your park is worth now and share some quick & easy ways to increase the value!

Whether you are thinking of selling, or just need leverage for refinancing or an expansion, see exactly what the Banker and Appraiser will be looking for!

**Stop by his booth in the expo hall on Wednesday or Thursday, or schedule an appointment by texting John at (507) 450-5626.**



## QUICKBOOKS CONSULTING



Set up a time to learn more about just how QuickBooks works, upgrading or getting started. **Call or text Chris Metcalf of CSAW Associates at (608) 667-0142 to set up your free consultation appointment!**



## STATE ASSOCIATION INFORMATION AND ASSISTANCE

You may already have a State Association and want to help grow it. Or, maybe your State doesn't yet have an association, and you're interested in helping to get one started.

Even if your State has an Association and you need more information before joining, stop by to chat with multiple State Association Executive Directors to see how belonging can benefit you and your park. Many states offer legal, marketing, legislative issues, and more aid. They also provide education and additional training at annual conventions and workshops. **Stop by their booth in the expo hall on Wednesday or Thursday to chat!**







# EVENT GIVEAWAYS

## AND ALL THE IMPORTANT DETAILS!

# WIN!

Collect tickets throughout the entire event and be entered to win these great prizes! Drawing held on Saturday at the 11:30a Wrap-Up & Send-Off session in the Main Ballroom!

Must be present to win, OR have name and phone number written on your ticket.

### HOW TO EARN ENTRY TICKETS:

- 1 ticket per person in your registered group just for attending the 2024 COE!
- 2 tickets for each educational seminar you attend!
- 2 tickets for a seminar evaluation completed after each session!
- 5 tickets for attending group events: Wednesday evening networking, Thursday dinner, Friday 'Behind The Scenes' event and Saturday wrap-up!
- 10 tickets for each exhibitor that you purchase products and/or services from here at the expo! To claim your tickets, simply bring your receipt of purchase to the registration!

### COE GIVEAWAY - TOP 3 PRIZES!

#### 1ST: ONE WEEK TRIP FOR TWO!

You choose where you go! Options include locations throughout the USA, Mexico & the Caribbean! **Donated by Bud Styer Associates**



#### 2ND: \$500 VISA GIFT CARD!



#### 3RD: FREE 2025 COE REGISTRATION!



We will also draw for ten great additional prizes as well, on top of these three giveaways!

We're giving away over \$10k in prizes this year! If you ever have questions about how any giveaway works, please stop by our registration desk to ask our staff!

# 10K



# EXPO

CONNECT  
GIVEAWAY

If you participate in the Tuesday evening ExpoConnect event, collect a ticket from each exhibitor you meet with. Keep one half and drop the other half in the bucket! You could win \$1,000 to spend with **ANY** exhibitor who also participated! Winner will be drawn at 7pm in the Ballroom Tuesday!





# MORE EVENT GIVEAWAYS

## AND ALL THE IMPORTANT DETAILS!

# \$1000

### \$1000 DRAWING!

Get your shopping list ready! During our networking bingo on Wednesday night, we will draw one lucky winner from **ALL** registered attendees to receive \$1,000 to spend at ANY exhibitor in the COE Expo Hall on Thursday morning! Must be in attendance to win!

# \$500



### NETWORKING BINGO GIVEAWAY!

### TWO WINNERS DRAWN!

Grab your networking bingo card on Wednesday, starting at 5pm in the Ballroom. Mingle around the room to chat with other attendees and see what squares you can mark off! Get at least two 'bingos' and turn it in to registration by 2pm on Thursday for a chance to win \$500 to spend with any exhibitor at COE!

### THURSDAY MORNING EXPO GIVEAWAY! NEW FORMAT!

Don't sleep in on this giveaway! Head down to the Thursday morning Cracker Barrel sessions and earn chances to win some great prizes!

#### Here's how it will work:

Join us at the 9am Cracker Barrel sessions and **ONLY** those who attend will get **SIX** tickets to win one of six prizes every hour, on the hour during the expo! Six tickets, six prizes...yes, that means you could win multiple times!

Every hour, starting at 10am, we will draw for a prize, and if you're still on the show floor and claim your prize within 2 minutes, you win!

If not, we will draw another ticket!

#### Prizes and times drawn:

- **10am:** \$1,500 to spend with any exhibitor!
- **11am:** \$1,250 to spend with any exhibitor!
- **Noon:** \$1,000 to spend with any exhibitor!
- **1pm:** \$750 to spend with any exhibitor!
- **2pm:** \$500 to spend with any exhibitor!
- **3pm:** Free registration for COE 2025!



**If you weren't counting, that's a total of \$5,000 up for grabs during the expo on Thursday!**

### LET'S GET SOCIAL!

# \$500

Post a selfie here at COE and tag our Facebook page (@campgroundownersexpo), then use **#FunAtCOE** in the post to be entered to **win \$500** to spend with any exhibitor at the expo! Drawn for at 1pm on Thursday during the expo!







# PRE-EVENT OVERVIEW

TUESDAY DECEMBER 3

9:00a -  
4:30p

**Boston  
Ferry**  
(2nd Level)

## CAMP MEETING - DAY ONE

For State Executive CAMP members only. Must be a paid member to attend this meeting. To inquire about membership contact: Lisa Thibodaux - LARVC Executive Director at (225) 235-2166, or by email at [lisa@campinglouisiana.com](mailto:lisa@campinglouisiana.com)



1:00 -  
5:00p

**Cooper  
Creek**  
(2nd Level)

## MISSOURI ASSOCIATION OF RV PARKS AND CAMPGROUNDS (MOARC) - ANNUAL MEETING AND STATE CONVENTION MEETINGS

Open to MOARC members, and those looking to become members. Please check in at their booth in the convention center lobby, near the COE registration desk. A networking reception for MOARC members will follow meetings in this same room at 6:00 pm! Sponsored in part by First Mid Bank and Trust!

4:00p -  
7:00p

**Convention  
Center  
Lobby**

## REGISTRATION DESK OPEN FOR EARLY EVENT CHECK-IN

Check-in to grab your event bags and name badges! Get ready for a week of fun!

JOIN US FOR THIS BRAND NEW EVENT!



## ExpoConnect / Pre-Show Networking

Held From 4:00 - 7:00pm

Second Level Hallway Near Classrooms

Cash Bar Located in Ballroom  
Snacks Provided by The Gilbert Brown Foundation - Donations Appreciated

Book a meeting with our 2024 COE exhibitors before the expo even starts! This is a great way to connect in a private and personal setting. Maximize your time here at COE and meet with the people you need to based on your specific needs/interests, ensuring your time here is spent efficiently and effectively.

Looking to do business with a service-based company? Connect with them during one of these meetings and you could potentially leave COE with a quote in-hand versus having to follow-up in the weeks/months following the show!



SCAN ME

Scan here to see the list of exhibitors participating in ExpoConnect and how to book a meeting with the ones of your choice!

Beyond these meetings, or if you choose not to participate in them, feel free to join us in the main Ballroom for some fun pre-show networking!

Catch up with old friends, or meet new ones you can continue to connect with over the next few days!



Just for participating in ExpoConnect, you could win \$1,000 to spend with ANY exhibitor who also participated! Check page 4 for all the details!

ALL EDUCATION SESSIONS AND EVENT TIMES ARE SUBJECT TO CHANGE.



# DAILY OVERVIEW

WEDNESDAY DECEMBER 4

7:00a - Noon	Second Level	<b>BREAKFAST/SNACKS &amp; COFFEE CART OPEN</b> Located on the second level, items for purchase like breakfast, snacks, coffee, drinks, etc. - Water stations available as well.
8:00 - 8:45a	Main Ballroom	<b>EVENT KICKOFF AND WELCOME SESSION</b> Get your positive attitude and mindset ready for the week! Hear a rundown of the schedule so you're well prepared to make the best use of your time here at COE! Plus, learn how you can win BIG! There's over \$10k in giveaways! Also, meet the State Executives that are in attendance and how they can help you!
9:00a - Noon	Boston Ferry (2nd Level)	<b>CAMP MEETING - DAY TWO</b> For State Executive CAMP members only. Must be a paid member to attend this meeting. To inquire about membership contact: Lisa Thibodaux - LARVC Executive Director at (225) 235-2166, or by email at <a href="mailto:lisa@campinglouisiana.com">lisa@campinglouisiana.com</a>
9:00a - 12:30p	Second Level	<b>EDUCATION SESSIONS</b> Three one-hour sessions (15-min breaks between). Six class options in each session!
12:00 - 2:00p	Expo Hall	<b>GRAB-N-GO LUNCH AVAILBLE</b> Grab lunch in the expo hall and shop around the great exhibitors here!
1:00 - 5:00p	Expo Hall	<b>EXPO HALL OPEN</b> Shop the expo floor! A wide variety of exhibitors with the products/services you need to run a successful park! Many have specials for purchasing right here at the show! Remember, you can earn TEN tickets to enter in the COE Giveaway on Saturday for each exhibitor you purchase products/services from here at the expo! To claim your tickets, simply bring a receipt of purchase to the registration desk!
5:00 - 7:00p	Main Ballroom	<b>NETWORKING BINGO - <i>Fun networking session open to both campground owner attendees as well as our exhibitors. Cash bar is open until 7p! Snacks provided by The Gilbert Brown Foundation - donations appreciated.</i></b> Grab your networking bingo card - mingle around the room, chat with other attendees and see what squares you can mark off! Get at least two 'bingos' on your card, turn it to the registration desk in by 2pm on Thursday for a chance to win \$500 to spend at the expo (two winners drawn)! Other fun networking games during this time too where you can get to know your fellow attendees!
6:00p	Main Ballroom	<b><i>\$1,000 GIVEAWAY - Must be present to win!</i></b> We will draw one lucky winner from <b>ALL</b> registered campgrounds to receive \$1,000 to spend with ANY exhibitor! Must be in the Ballroom at 6pm to win!



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# SEMINAR LINE UP



## WEDNESDAY DECEMBER 4

	9:00 - 10:00a	10:15 - 11:15a	11:30a - 12:30p
<b>Roark Creek</b>	<p><b>SESSION COMING SOON!</b> Jimmy Banish <i>The Bear Factory</i></p>	<p><b>BACK TO BASICS: THE BEGINNER'S GUIDE TO ELECTRICITY AT AN RV PARK</b> Heidi Doyle <i>Utility Supply Group</i></p>	<p><b>STAND OUT: 20 CREATIVE WAYS TO MARKET YOUR CAMPGROUND AND BOOST REVENUE</b> Craig Alsup <i>Askew's Landing RV Campground</i></p>
<b>Compton Ferry</b>	<p><b>CAMPGROUND PURCHASES FROM OUT OF STATE VENDORS</b> Holly Hoffman <i>Sales Tx Advisory Network</i></p>	<p><b>LEVERAGING RECENT DEMOGRAPHIC CHANGES TO MAKE BROADBAND A PROFIT CENTER</b> Jeff McCaskill <i>AccessParks</i></p>	<p><b>CONSIDERATIONS TO MAKE WHEN PURCHASING INSURANCE FOR YOUR CAMPGROUND</b> Eric Haun &amp; Crystal Erickson <i>Coverra Insurance Services</i></p>
<b>Cooper Creek</b>	<p><b>INCREASE YOUR BOTTOM LINE: STEP UP YOUR GAME ON DIGITAL MARKETING; WHAT WORKS, WHAT DOESN'T?</b> Mark Koep <i>Campground Views</i></p>	<p><b>STOP WASTING MONEY: STEP BY STEP ON HOW TO MEASURE, CONTROL AND REVISE YOUR MARKETING STRATEGIES</b> Mark Koep <i>Campground Views</i></p>	<p><b>NAVIGATING ROI...AND IT'S <u>NOT</u> RETURN ON INVESTMENT</b> John Jaszewski <i>Campgrounds4Sale.com</i></p>
<b>Short Creek 3/4</b>	<p><b>THE GUEST EXPERIENCE</b> Jen Rice <i>WhoaZone - Commercial Recreation Specialists</i></p>	<p><b>DRIVE RESULTS WITH YOUR RECREATION</b> Ron Romens <i>Commercial Recreation Specialists</i></p>	<p><b>8 THINGS YOU CAN DO IN AN AFTERNOON TO IMPROVE YOUR BUSINESS</b> Kim Seidel <i>Newbook</i></p>
<b>Short Creek 1/2</b>	<p><b>ADAPTING TO MARKET SHIFTS: HOW YOU CAN ATTRACT NEW GENERATIONS OF TRAVELERS WITH SUSTAINABLE 3D PRINTED TINY HOMES</b> Gene Eidelman <i>Azure Printed Homes</i></p>	<p><b>YOUR BUSINESS IS DOWN: WHY IS THAT AND WHAT CAN YOU DO ABOUT IT?</b> Michael Moore <i>AGS Guest Guides</i></p>	<p><b>MAXIMIZING YOUR STATE OR NATIONAL ASSOCIATION BENEFITS</b> Michael Moore <i>AGS Guest Guides</i></p>
<b>Fall Creek</b>	<p><b>BANK READY: WHAT DOES IT MEAN AND HOW TO PREPARE!</b> Phil Whitehead &amp; Kim Lantta <i>First Mid Bank &amp; Trust</i></p>	<p><b>WHY DO WHAT WE DO?</b> Don Bennett</p>	<p><b>LOCAL SEO: HOW TO GET CUSTOMERS TO FIND YOUR CAMPGROUND ONLINE</b> Anthony Schultz <i>Good Sam</i> Sean MacCarthy <i>Good Sam/Camping World</i></p>

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# SEMINAR DESCRIPTIONS

WEDNESDAY 12/4 - 9:00A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	<b>Jimmy Banish</b> The Bear Factory	<b>SESSION DESCRIPTION COMING SOON!</b>
Compton Ferry	<b>Holly Hoffman</b> Sales Tax Advisory Network	<b>CAMPGROUND PURCHASES FROM OUT OF STATE VENDORS</b> In this session, you'll get an overview of sales & use tax liability for purchases from vendors in other states. You'll learn what to do if those out-of-state vendors charge you their state's tax rate, or if they don't charge tax. Also learn what to do if you're in another state making purchases for your campground.
Cooper Creek	<b>Mark Koep</b> Campground Views	<b>INCREASE YOUR BOTTOM LINE: STEP UP YOUR GAME ON DIGITAL MARKETING; WHAT WORKS, WHAT DOESN'T?</b> Unlock the potential of your park's website to drive early-year bookings! This session focuses on innovative strategies and practical methods to turn your website into a powerful booking magnet. Learn how to engage visitors effectively, streamline their journey from browsing to booking, and implement conversion tactics that resonate with your target audience. Whether you're looking to optimize your website layout, refine your content, or employ persuasive calls-to-action, this session will provide you with the toolkit to elevate your online presence and boost your early season occupancy rates.
Short Creek 3/4	<b>Jen Rice</b> WhoaZone/ Commercial Recreation Specialists	<b>THE GUEST EXPERIENCE</b> Learn how to create a guest-focused culture with your employees. From defining service standards to hiring, training & implementation - it all plays a vital role in creating The Guest Experience.
Short Creek 1/2	<b>Gene Eidelman</b> Azure Printed Homes	<b>ADAPTING TO MARKET SHIFTS: HOW YOU CAN ATTRACT NEW GENERATIONS OF TRAVELERS WITH SUSTAINABLE 3D PRINTED TINY HOMES</b> The presentation will cover how the travel industry is evolving, especially with the preferences of Gen Z and Millennials for unique, eco-conscious stays, and how campgrounds can attract these audiences with modern, 3D-printed tiny homes.
Fall Creek	<b>Phil Whitehead &amp; Kim Lantta</b> First Mid Bank and Trust	<b>BANK READY: WHAT DOES IT MEAN AND HOW TO PREPARE!</b> Is your park 'bank ready' for any situation that arises? Join this session to learn what numbers on your P&L statement are critical to success, when to borrow and what items drop to the bottom line to increase your borrowing power. We'll also chat about what you can do to build the relationship with your banking partner.

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# SEMINAR DESCRIPTIONS

WEDNESDAY 12/4 - 10:15A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	<b>Heidi Doyle</b> Utility Supply Group	<b>BACK TO BASICS: THE BEGINNER'S GUIDE TO ELECTRICITY AT AN RV PARK</b> Join us for this open forum chat designed with the electrical novice in mind. We will explain the basics of electrical connections, how sub metering works and how you can recoup utility costs, why do GFI's and breakers trip and what can be done about it, and much more. This class is very informal and is perfect for someone new to the industry, new to their role or who just wants to understand some basic electrical concepts. NO question is a dumb question!
Compton Ferry	<b>Jeff McCaskill</b> AccessParks	<b>LEVERAGING RECENT DEMOGRAPHIC CHANGES TO MAKE BROADBAND WI-FI A PROFIT CENTER</b> The way your guests are using Wi-Fi today is different than five years ago – it has become the fourth utility. Learn how to leverage new technologies and business models to increase bookings, NOI and valuation.
Cooper Creek	<b>Mark Koep</b> Campground Views	<b>STOP WASTING MONEY: STEP BY STEP ON HOW TO MEASURE, CONTROL AND REVISE YOUR MARKETING STRATEGIES!</b> Step up your digital marketing game and outshine the competition! In this session, we'll dive into what really works in the realm of digital marketing for campgrounds and RV parks. From leveraging social media to exploring the latest digital advertising trends, we'll cover the full spectrum of online marketing. You'll learn how to craft campaigns that resonate with your audience, understand the pitfalls to avoid, and discover tools for measuring and controlling your marketing efforts. Whether you're a novice or a seasoned marketer, this session will equip you with insights and strategies to elevate your digital footprint and connect with more outdoor enthusiasts.
Short Creek 3/4	<b>Ron Romens</b> Commercial Recreation Specialists	<b>DRIVE RESULTS WITH YOUR RECREATION</b> Discover how launching exciting amenities creates more value for guests, boosts occupancy and strategically justifies rate increases. Ron Romens, industry veteran and recreation specialist, will explore simple, scalable, low-staff solutions that deliver maximum impact, plus demonstrate how to calculate ROI and finance upgrades for all types of budgets and capacities. In addition, he'll cover creative marketing tips like renaming a simple "playground" to an "Adventure Zone" to hype up your investments, get guests excited and – in turn – improve your bottom line.
Short Creek 1/2	<b>Michael Moore</b> AGS Guest Guides	<b>YOUR BUSINESS IS DOWN: WHY IS THAT AND WHAT CAN YOU DO ABOUT IT?</b> Michael Moore, GM of AGS Guest Guides and Assistant Executive Director of Texas Campgrounds, looks at the business climate for campgrounds and what's caused business to feel off along with ways to stem the tide.
Fall Creek	<b>Don Bennett</b>	<b>WHY DO WHAT WE DO</b> This seminar will help us understand and evaluate what we do, how we do it and hopefully begin to help us understand "Why" we do what we do. To begin to understand your personal purpose.

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# SEMINAR DESCRIPTIONS

WEDNESDAY 12/4 - 11:30A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
<b>Roark Creek</b>	<b>Craig Alsup</b> Askew's Landing RV Campground	<b>STAND OUT: 20 CREATIVE WAYS TO MARKET YOUR CAMPGROUND AND BOOST REVENUE</b> Discover innovative and effective marketing strategies tailored specifically for RV parks and campgrounds in this engaging session. We'll explore 20 actionable tactics to attract more campers, enhance guest experiences, maximize occupancy rates, and grow your revenue. Whether you're a seasoned owner or just starting out, you'll leave with fresh ideas and practical tips to elevate your marketing game and drive more guests to your park.
<b>Compton Ferry</b>	<b>Eric Haun and Crystal Erickson</b> Coverra Insurance Services	<b>CONSIDERATIONS TO MAKE WHEN PURCHASING INSURANCE FOR YOUR CAMPGROUND</b> In this session, we will discuss how to make the most of our your insurance premium spend, factors which should go into the buying process, and how to determine the coverage & limits of insurance to purchase.
<b>Cooper Creek</b>	<b>John Jaszewski</b> Campgrounds 4Sale.com	<b>NAVIGATING ROI...AND IT'S NOT RETURN ON INVESTMENT</b> ROI is a term most business owners are familiar with. But, in this case, we're talking about <b>R</b> ates - as in interest rates, <b>O</b> ccupancy - some parks are seeing flat to declining occupancy numbers, and <b>I</b> nflation - we have got to reimagine how we offer people MORE when they have LESS to give.
<b>Short Creek 3/4</b>	<b>Kim Seidel</b> Newbook	<b>8 THINGS YOU CAN DO IN AN AFTERNOON TO IMPROVE YOUR BUSINESS</b> What's one thing we hear regularly you ask? "We don't have time to work on our business because we're working in it". We get it! So, we're going to deliver quick fire tips on 8 things you can do in just an afternoon to drive more bookings, revenue, streamline their operations and deliver a better guest experience.
<b>Short Creek 1/2</b>	<b>Michael Moore</b> AGS Guest Guides	<b>MAXIMIZING YOUR STATE OR NATIONAL ASSOCIATION BENEFITS</b> Michael Moore is the general manager of Texas Advertising and works with several state campground associations around the country from day-to-day operations to marketing programs and will run down the benefits you should take advantage of that can both make you and save you money!
<b>Fall Creek</b>	<b>Anthony Schultz</b> Good Sam <b>Sean MacCarthy</b> Good Sam/ Camping World	<b>LOCAL SEO: HOW TO GET CUSTOMERS TO FIND YOUR CAMPGROUND ONLINE</b> In this session we will explore ways of growing your online presence through Search Engine Optimization (SEO). We will do a deep dive into campground search trends, how search engines (like Google) decide which results to show and share our best practices for how to make sure users can find your campground online.

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# DAILY OVERVIEW

THURSDAY DECEMBER 5

8:00a - Noon	Second Level	<b>BREAKFAST/SNACKS &amp; COFFEE CART OPEN</b> - Located on the second level, items for purchase like breakfast, snacks, coffee, drinks, etc. Water stations available as well.
9:00a - 10:00a	Second Level	<b>CRACKER BARREL SESSIONS</b> - Join us in the classrooms on the second level of the convention center for some morning education before a fun day at the expo! There are multiple topics to choose from - something for everyone! Plus, by attending these cracker barrel sessions, you'll be entered to win up to \$5,000 that can be spent with ANY exhibitor here at the show! ONLY people who attend the cracker barrel sessions will get these entry tickets, so do not miss this first hour of the day!
Every Hour	Expo Hall	<b>\$6,500 IN GIVEAWAY DRAWINGS!</b> - If you joined us at the 9am Cracker Barrel sessions and collected your SIX tickets, be sure you're hanging around the expo hall, checking out all the great exhibitors, AND listening for your ticket to win! Every hour, starting at 10am, we will draw for a prize, and if you're still on the show floor and claim your prize within 2 minutes, you win! If not, we will draw another ticket! Plus we'll also draw for our \$500 social media tag winner, and our <b>TWO</b> \$500 network bingo winners! <b>Details on page 5!</b>
10:00a - 3:00p	Expo Hall	<b>EXPO HALL OPEN</b> - Shop the expo floor! A wide variety of exhibitors with the products/ services you need to run a successful park! Many have specials for purchasing right here at the show! Remember, you can earn TEN tickets to enter in the COE Giveaway on Saturday for each exhibitor you purchase products/services from here at the expo! To claim your tickets, simply bring a receipt of purchase to the registration desk!
11:30a - 1:30p	Expo Hall	<b>GRAB-N-GO LUNCH AVAILABLE</b> Grab lunch in the expo hall and shop around the great exhibitors here!
3:00 - 7:00p	Main Ballroom	<b>EVENING PROGRAM AND DINNER</b> - <i>This event is open to both campgrounds owners and exhibitors - dinner is included in your event registration!</i> Grab a drink, build your perfect snack at the popcorn bar, and find a dinner table to network with your peers before an evening of fun! Be sure to grab your ticket for the 6pm drawing! See below for drawing details - you don't want to miss it! <b>Evening event schedule:</b> <b>3:00p:</b> Networking time - some facilitated games will be available! <b>4:00p:</b> Awards, recognition and exhibitor charity auction - bid on great products and services for your park donated by our wonderful exhibitors! <b>5:00p:</b> Dinner served with time for networking over a good meal! The Ballroom and a cash bar open until 7pm! <b>6:00p: \$500 VISA GIFT CARD DRAWING!</b> Each person who attends tonight's evening program and dinner will get a ticket to win a \$500 VISA gift card! <b>EXHIBITORS! YOU'RE INCLUDED IN THIS DRAWING TOO!</b> If you're the winner, you get to choose between a \$500 VISA gift card OR a FREE booth at the 2025 COE!

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# CRACKER BARREL SESSIONS

THURSDAY DECEMBER 5 | 9:00-10:00A

**DON'T FORGET!** By attending these cracker barrel sessions, you'll be entered to win up to \$5,000 that can be spent with ANY exhibitor here at the show! ONLY people who attend the cracker barrel sessions will get these entry tickets, so don't miss out!

<b>Option 1</b>	<b>Roark Creek</b>	<b>SMALL PARKS - Facilitated by Mary Arlington</b> If you consider yourself to be a small park, join this session to chat about all the challenges that smaller parks can face. Get new ideas from other owners, share your tips/tricks, etc. Mary will bring topic ideas to keep the discussion flowing!
<b>Option 2</b>	<b>Compton Ferry</b>	<b>LARGE PARKS - Facilitated by Kelly Jones</b> If you consider yourself to be a large park, or if you're smaller but wanting to expand into a bigger park, join this session! Chat about issues that can arise in a large park and how you work through them, staffing challenges, running activities and more. Kelly will bring topic ideas, but feel free to bring your own questions to the group!
<b>Option 3</b>	<b>Cooper Creek</b>	<b>ACTIVITIES AND EVENTS - Facilitated by Sarah Krause</b> Looking for fresh new ideas for activities and events to host at your park? Don't miss out on this exciting cracker barrel! Sarah will share some of her best received events and activities that she's ran at her parks, as well as call on the group to share what things have worked the best for them! It's always amazing to hear about different activities that parks in a different state/region might do that you've never heard of!
<b>Option 4</b>	<b>Short Creek 3/4</b>	<b>STORE MERCHANDISING - Facilitated by Tiffany Pargman and Lisa Black</b> Whether your camp store offers just a few camp essentials and maybe a few gifts or toy items, or you have a full blown shopping experience - this session is for you! Our facilitators will chat about items they sell most, how they choose their items from the expo exhibitors, how they price their items, and also how to display items for the most sale potential! Bring your own ideas or issues to brainstorm with group!
<b>Option 5</b>	<b>Short Creek 1/2</b>	<b>PARK MAINTENANCE TIPS &amp; TRICKS - Ben Stefan and Matt Pargman</b> Send anyone on your crew who works in the maintenance department of your park for this session! Our facilitators will chat about some of the best tips and tricks they've learned, equipment they rely on most, and more. Bring your own best ideas too and learn from others in the group as well!
<b>Option 6</b>	<b>Fall Creek</b>	<b>MARKETING BEST PRACTICES - Facilitated by Lori Severson</b> Does your marketing plan need a bit of a facelift? Join this session to chat with Lori and the group about best marketing practices, things that have worked well (and also not worked so well!), and even chat about some low and no-cost marketing strategies that you can put to work for your park!

ALL EDUCATION SESSIONS AND EVENT TIMES ARE SUBJECT TO CHANGE.





# CHARITY AUCTION

THURSDAY DECEMBER 5 | 4PM

Check out some of the amazing auction items that have been donated by our exhibitors right here at the show! These items will be on display in the Main Ballroom and available to bid on during the auction!



Display rack full of fun Dog Breed socks!  
Donated by Foozy's Fun Socks



Carnival Crane Game  
20.5" W x 25" D x 62" H  
Donated by St. Louis Game Co.

**MORE GREAT ITEMS**

**COMING  
SOON**





# DAILY OVERVIEW

## FRIDAY DECEMBER 6

7:00a -  
Noon

Second  
Level

### BREAKFAST/SNACKS & COFFEE CART OPEN

Located on the second level, items for purchase like breakfast, snacks, coffee, drinks, etc. Water stations available as well.

8:30a -  
Noon

Second  
Level

### EDUCATION SESSIONS

Three one-hour sessions (15-min breaks between). Six class options in each session!

**'BEHIND THE SCENES' SPECIAL EVENT - *This is a separately ticketed event. Scan the QR code below to get tickets your online, or purchase at the registration desk anytime! Limited tickets available!***

1:00 -  
5:00p

Off Site  
Event

Join us for a fun afternoon as we go 'Behind The Scenes' at the Grand Country Music Hall for the Grand Jubilee! Your \$50 ticket includes lunch at the Grand Country Buffet, a one-hour variety show, followed by a panel Q&A with various members of the cast, and operations at the venue. Like you, they're in the business of FUN and tourism! They'll talk about ways they get creative with marketing, introduce new ideas and work with family to keep customers coming back time and time again....and how they still want to see each other outside of work!

Scan here  
for tickets!



### BUFFET LUNCH INCLUDED!

The Grand Country Buffet has over 125 items to choose from. There is something for everyone. Select from several scatter bars featuring meats, salads, soup and potatoes, fruits, vegetables, bakery breads and desserts, ice cream sundae bar and more. The famous buffet is known for great food, wonderful atmosphere and warm, personal service!

Audiences fall in love with the tight harmonies and dynamic performance of Branson's BEST Quartet, New South! This incredible group entertains with spectacular music, great harmonies, family comedy, and Ozarks hospitality. Mark, Luke, Barry & Eric sing all of your favorite songs. You'll hear Top 40, Country & Gospel classics, and Rock & Roll hits from the 70's, 80's and 90's. The Grand Jubilee surpasses expectations of any age.

And the comedy is abundant! Jamie Haage, as Jim Dandy and Emcee, Mike Patrick, will keep you absolutely doubled over in laughter. Along with the power vocals of Jackie Brown, this show is a bomb with the fuse lit! Branson's #1 band, The Rhinestone Mafia, is the backbone of the show.

Having won "Entertainers of the Year", "Branson's Best Show", "Branson's Best Variety Show" among MANY others, it's not hard to see why Grand Jubilee is the one show that will stay with you long after it's over.

ALL EDUCATION SESSIONS AND EVENT TIMES ARE SUBJECT TO CHANGE.



# SEMINAR LINE UP



FRIDAY DECEMBER 6

	8:30 - 9:30a	9:45 - 10:45a	11:00a - 12:00p
<b>Roark Creek</b>	<b>LEADERSHIP CRACKER BARREL</b> JoAnn DeVescio <i>Exec. Director for NJCOA</i>	<b>COMPLAINTS ARE GIFTS: TURNING FEEDBACK INTO LOYALTY</b> Mark Maynard <i>Maynard Consulting</i>	<b>GROWING YOUR VIRTUAL TEAM: WORK ON YOUR BUSINESS, NOT IN IT!</b> Heather Meuer <i>The Embers Branson</i>
<b>Compton Ferry</b>	<b>MANAGING A PR CRISIS</b> Ben Quiggle <i>Woodall's Campground Magazine</i>	<b>WHY SHOULD RV PARKS GO SOLAR?</b> Greggory Brown <i>BATL Ranch RV Resort</i>	<b>CANVA 101</b> Danielle Lee <i>Holiday Hills Resort - Eddyville, KY</i>
<b>Cooper Creek</b>	<b>HOUR ONE: TRAIN THE TRAINER</b> Kelly Jones <i>Jenkins Organization</i>	<b>HOUR TWO: TRAIN THE TRAINER</b> Kelly Jones <i>Jenkins Organization</i>	<b>HOUR THREE: TRAIN THE TRAINER</b> Kelly Jones <i>Jenkins Organization</i>
	<b>Train the Trainer course is limited to 40 people. Arrive early if you plan to participate.</b>		
<b>Short Creek 3/4</b>	<b>10 THINGS MILLIONAIRE CAMPGROUND OWNERS DO</b> Lori Severson <i>Severson &amp; Associates</i>	<b>FOR THE LOVE OF ALL THINGS SEASONAL!</b> Mark Hazelbaker <i>Kasieta Legal Group</i>	<b>SESSION COMING SOON!</b> Lori Severson <i>Severson &amp; Associates</i>
<b>Short Creek 1/2</b>	<b>RV INDUSTRY TRENDS</b> Dennis Ramsarran and Stephanie Grylls <i>Blue Sky RV Resort, Canada</i>	<b>WRITING A GREAT PRESS RELEASE</b> Jeff Crider <i>Industry Journalist</i>	<b>WRITING A GREAT PRESS RELEASE (REPEAT)</b> Jeff Crider <i>Industry Journalist</i>
<b>Fall Creek</b>	<b>BINGO MADNESS: CREATIVE TWISTS TO A CLASSIC GAME!</b> Carla Brown <i>Severson &amp; Associates</i>	<b>WORKING WITH LOCAL ZONING AND BEST EXPANSION PRACTICES</b> Anders Helquist <i>Weld Riley</i>	<b>THE IMPORTANCE OF BRANDING IN TODAY'S WORLD</b> Sarah Krause <i>C&amp;D Hospitality</i>

ALL EDUCATION SESSIONS AND EVENT TIMES ARE SUBJECT TO CHANGE.





# SEMINAR DESCRIPTIONS



FRIDAY 12/6 - 8:30A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
<b>Roark Creek</b>	<b>Session Facilitated by Joann DeVescio</b>	<p><b>LEADERSHIP CRACKER BARREL</b></p> <p>Are you the Executive Director, President or leader of an association? Don't have an association yet, but looking for one? Or, are you the leader in your campground? This session will focus on brainstorming what works and what doesn't work in a leadership position. This is a great way to gather new ideas from other leaders on how they continue to motivate their teams, improve themselves and their skills and more!</p>
<b>Compton Ferry</b>	<b>Ben Quiggle</b> Woodall's Campground Magazine	<p><b>MANAGING A PR CRISIS</b></p> <p>Fires, Domestic Violence, Natural Disasters, Drugs, Guns...etc. As a Park owner, you may have to deal with all of these situations and the media may come knocking. How do you handle questions from the media or your campers without hurting your brand or opening yourself to lawsuits? This session will tackle all of those questions and more, and it will include some examples of how parks have managed these situations....the good and bad.</p>
<b>Cooper Creek</b>	<b>Kelly Jones</b> Jenkins Organization	<p><b> HOUR ONE - TRAIN THE TRAINER</b></p> <p>Are you ready to elevate your facilitation skills and become a catalyst for transformative team dynamics? Join us for an immersive Train the Trainer course on teambuilding, where theory meets practice in an experiential learning environment. This hands-on workshop empowers you to effectively lead teambuilding activities, dissect their underlying goals, and master the art of debriefing to solidify key messages. Upon completion of this course, participants will emerge as confident and competent trainers equipped with the knowledge, skills, and tools necessary to design, facilitate, and debrief impactful teambuilding sessions that drive positive organizational change.</p>
<b>Short Creek 3/4</b>	<b>Lori Severson</b> Severson & Associates	<p><b>10 THINGS MILLIONAIRE CAMPGROUND OWNERS DO</b></p> <p>Visionary leaders possess specific traits, and that's why they are so successful! Do you have these traits, or are you surrounding yourself with employees who do? Find out how to keep a pulse on your "business baby!"</p>
<b>Short Creek 1/2</b>	<b>Dennis Ramsarran and Stephanie Grylls</b> Blue Sky Resort, Canada	<p><b>RV INDUSTRY TRENDS</b></p> <p>Our fun and interactive seminar will cover the following: RV Industry trends, camper demographics, manufacturing stats, tourism statistics, traveling patterns, campground amenity trends and economic impacts.</p>
<b>Fall Creek</b>	<b>Carla Brown</b> Severson & Associates	<p><b>BINGO MADNESS: CREATIVE TWISTS TO A CLASSIC GAME!</b></p> <p>Join this fun session to learn different variations that you can use to make the classic game of Bingo fun for all ages in your park!</p>

ALL EDUCATION SESSIONS AND EVENT TIMES ARE SUBJECT TO CHANGE.



# SEMINAR DESCRIPTIONS



FRIDAY 12/6 - 9:45A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	<b>Mark Maynard</b> Maynard Consulting	<b>COMPLAINTS ARE GIFTS: TURNING FEEDBACK INTO LOYALTY</b> Transform complaints into opportunities for growth and customer loyalty. This talk challenges the notion that complaints are necessarily negative, while providing strategies for a complaint management process that emphasizes compassion and team coordination to build strong customer relationships. Attendees will learn how to: Handle complaints with an open mind, develop proactive complaint management strategies, and build a team-based approach to customer loyalty.
Compton Ferry	<b>Greggory Brown</b> BATL Ranch RV Resort	<b>WHY SHOULD RV PARKS GO SOLAR?</b> With everyone from Scientist to Politicians talking about Climate change and all the bad press about how expensive Solar is why is it great for RV parks? Learn how the "Inflation Reduction Act" is a game changer for this industry.
Cooper Creek	<b>Kelly Jones</b> Jenkins Organization	<b>OUR TWO - TRAIN THE TRAINER</b> Are you ready to elevate your facilitation skills and become a catalyst for transformative team dynamics? Join us for an immersive Train the Trainer course on teambuilding, where theory meets practice in an experiential learning environment. This hands-on workshop empowers you to effectively lead teambuilding activities, dissect their underlying goals, and master the art of debriefing to solidify key messages. Upon completion of this course, participants will emerge as confident and competent trainers equipped with the knowledge, skills, and tools necessary to design, facilitate, and debrief impactful teambuilding sessions that drive positive organizational change.
Short Creek 3/4	<b>Mark Hazelbaker</b> Kasieta Legal Group	<b>FOR THE LOVE OF ALL THINGS SEASONAL!</b> A session reviewing all things legally related to including Seasonal Guests on your property - agreements to use, renewal letters, removal letters with step-by-step process to remove, important phrases to include and those to NOT include. A guide to making things very clear for your Seasonal guests and you as an owner!
Short Creek 1/2	<b>Jeff Crider</b> Industry Journalist	<b>WRITING A GREAT PRESS RELEASE</b> Former newspaper reporter, Jeff Crider has worked with the campground industry for about 25 years. Learn from his culmination of PR, journalism, and advertising! Review how to craft solid press releases and leverage activities and events to bring people to your park! Understand what stories Jeff will be writing and how you can contribute. <b>Bring your laptop for a hands-on session to write your own!</b> <b>NOTE: This session repeats next hour if you need to attend another class!</b>
Fall Creek	<b>Anders Helquist</b> Weld Riley	<b>WORKING WITH LOCAL ZONING AND BEST EXPANSION PRACTICES</b> Dealing with land use and zoning issues when starting or expanding a campground can be some of the most frustrating and challenging experiences for campground owners. Please join us for an interactive discussion regarding best practices and collaborative approaches to build and expand your campground.

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# SEMINAR DESCRIPTIONS



FRIDAY 12/6 - 11:00A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	<b>Heather Meuer</b> The Embers Branson	<b>GROWING YOUR VIRTUAL TEAM: WORK ON YOUR BUSINESS, NOT IN IT!</b> Learn how to grow a virtual team by hiring virtual assistants. Heather's team of assistants from the Philippines help run her business from managing her emails and calendar, communicating with guests, social media management, bookkeeping and so much more. Hiring someone virtually can feel intimidating, but Heather will share processes and resources on how to interview, train and pay VA's so you can get more done, and focus on the part of your business you do best!
Compton Ferry	<b>Danielle Lee</b> Holiday Hills Resort Eddyville, KY	<b>CANVA 101</b> Canva is an outstanding Graphic Design tool that is often underutilized because it can be overwhelming to new users. Learn how to navigate this useful tool for all your graphic design needs in this interactive session! Watch and take notes, <b>or bring your laptop to work through actual design processes!</b>
Cooper Creek	<b>Kelly Jones</b> Jenkins Organization	<b>HOOR THREE - TRAIN THE TRAINER</b> Are you ready to elevate your facilitation skills and become a catalyst for transformative team dynamics? Join us for an immersive Train the Trainer course on teambuilding, where theory meets practice in an experiential learning environment. This hands-on workshop empowers you to effectively lead teambuilding activities, dissect their underlying goals, and master the art of debriefing to solidify key messages. Upon completion of this course, participants will emerge as confident and competent trainers equipped with the knowledge, skills, and tools necessary to design, facilitate, and debrief impactful teambuilding sessions that drive positive organizational change.
Short Creek 3/4	<b>Lori Severson</b> Severson & Associates	<b>SESSION DESCRIPTION COMING SOON!</b>
Short Creek 1/2	<b>Jeff Crider</b> Industry Journalist	<b>WRITING A GREAT PRESS RELEASE (Repeat Session)</b> Former newspaper reporter, Jeff Crider has worked with the campground industry for about 25 years. Learn from his culmination of PR, journalism, and advertising! Review how to craft solid press releases and leverage activities and events to bring people to your park! Understand what stories Jeff will be writing and how you can contribute. <b>Bring your laptop for a hands-on session to write your own!</b>
Fall Creek	<b>Sarah Krause</b> C&D Hospitality	<b>THE IMPORTANCE OF BRANDING IN TODAY'S WORLD</b> In this session, we'll explore how strong branding can set your business apart in a competitive market. Learn essential strategies to build, enhance, and sustain a brand that resonates with your audience and drives success in the digital age.

ALL EDUCATION SESSIONS AND EVENT TIMES ARE SUBJECT TO CHANGE.



# DAILY OVERVIEW

SATURDAY DECEMBER 7

8:00 -  
11:30a

Second  
Level

## **BREAKFAST/SNACKS & COFFEE CART OPEN**

Located on the second level, items for purchase like breakfast, snacks, coffee, drinks, etc. Water stations available as well.

9:00 -  
11:15a

Second  
Level

## **EDUCATION SESSIONS**

Three one-hour sessions (15-min breaks between). Six class options in each session!

11:30a -  
12:30p

Main  
Ballroom

## **EVENT WRAP-UP, FINAL COE GIVEAWAY DRAWINGS & SEND OFF**

Join us as we recap the week, have a short Cracker Barrel session, share our best takeaways and share the dates of the 2025 Campground Owners Expo. PLUS! We'll draw for the final COE giveaways from those tickets you've been collecting all week! Must be in the room to win! Prizes include a one week trip for two, a \$500 VISA gift card, a free COE 2025 registration + ten other great prizes! See details on page 4!

12:30p

Main  
Ballroom

## **COE 2024 CONCLUDES!**

Thank you so much for attending the 4th Annual Campground Owners Expo! We hope that you learned many new things to take back and implement in your business, bonded with your teammates you brought along, and most importantly...HAD FUN! We wish you all the best of luck in your 2025 season and can't wait to welcome you back to the 5th Annual COE in 2025!



**WE SINCERELY WANT TO THANK ALL OF OUR COE STAFF VOLUNTEERS WHO HELP MAKE THIS EVENT HAPPEN! WE COULDN'T DO IT WITHOUT YOU!**

**AND THANK YOU TO THE ATTENDEES AND EXHIBITORS FOR MAKING THIS SUCH A FUN AND EDUCATIONAL OPPORTUNITY! WE ARE SO PROUD OF THIS EVENT AND HOPE YOU ARE TOO!**

**WE CAN'T WAIT TO WELCOME YOU BACK IN 2025!**





# SEMINAR LINE UP

SATURDAY DECEMBER 7



	9:00 - 10:00a	10:15 - 11:15a
<b>Roark Creek</b>	<p><b>SOCIAL MEDIA BEST PRACTICES</b> Sarah Krause <i>C&amp;D Hospitality</i></p>	<p><b>EFFORTLESSLY CONTENT CREATION: UNLEASH THE POWER OF THE SOCIAL CYCLE</b> Jackie Sinclair <i>Go Digital Diva</i></p>
<b>Compton Ferry</b>	<p><b>TOP 5 LEGAL ISSUES IN CAMPGROUNDS TODAY</b> Anders Helquist <i>Weld Riley</i></p>	<p><b>KNOW YOUR CUSTOMER: USING YOUR CAMPGROUND'S DATA FOR MARKETING AND OPERATIONS</b> Billie McNamara <i>Loon's Haven Family Campground</i></p>
<b>Cooper Creek</b>	<p><b>SHARING THE JOURNEY: GROW THROUGH SOCIAL MEDIA</b> Heather Meuer <i>The Embers Branson</i></p>	<p><b>FUN FOR ALL!</b> Caity Taylor <i>Greenwood Acres Family Campground</i></p>
<b>Short Creek 3/4</b>	<p><b>HOW UP-TO-DATE IS YOUR HIRING PROCESS?</b> Mark Hazelbaker <i>Kasieta Legal Group</i></p>	<p><b>UNDERSTANDING HOW TO MANAGE GUEST REMOVALS</b> Mark Hazelbaker <i>Kasieta Legal Group</i></p>
<b>Short Creek 1/2</b>	<p><b>CREATING EXPERIENCES IN YOUR PARK!</b> Lori Severson <i>Severson &amp; Associates</i></p>	<p><b>K-9 PET FRIENDLY MATTERS!</b> Paul Rhodes</p>
<b>Fall Creek</b>	<p><b>RECOVERING FROM DISASTER</b> Danielle Lee <i>Holiday Hills Resort - Eddyville, KY</i></p>	<p><b>SESSION COMING SOON!</b> Speaker coming soon!</p>

ALL EDUCATION SESSIONS AND EVENT TIMES ARE SUBJECT TO CHANGE.



# SEMINAR DESCRIPTIONS

SATURDAY 12/7 - 9:00A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	<b>Sarah Krause</b> C&D Hospitality	<p><b>SOCIAL MEDIA BEST PRACTICES</b></p> <p>This session will share essential strategies for optimizing your social media presence. Learn the latest tactics in content creation, audience engagement, platform-specific techniques, and analytics. Ideal for all skill levels, this session will equip you with practical tips to enhance your social media impact and achieve your goals.</p>
Compton Ferry	<b>Anders Helquist</b> Weld Riley	<p><b>TOP 5 LEGAL ISSUES IN CAMPGROUNDS TODAY</b></p> <p>Whether you're a seasoned campground owner, just getting started, or someone who simply loves the smell of legal briefs in the morning, grab a cup of coffee and enjoy an interactive discussion regarding some of the top legal issues with campgrounds today. From land use/zoning to contracts to the issues that can arise with campground guests, we'll cover some of the top legal issues we've seen campground owners deal with over the past year.</p>
Cooper Creek	<b>Heather Meuer</b> The Embers Branson	<p><b>SHARING THE JOURNEY: GROW THROUGH SOCIAL MEDIA</b></p> <p>Hear how Heather started sharing the development of their glamping and RV Resort on social media and went "viral," growing to over 180k followers and 2M view in just 2 months. With that, they were able to create a landing page for their resort that wasn't even close to being complete, and capture hundreds of email addresses. They now have a growing following of future guests that feel like they have been a part of the journey. People love a transformation, and they love a story. Heather will share how storytelling through social media can help grow your business by capturing potential guests.</p>
Short Creek 3/4	<b>Mark Hazelbaker</b> Kasieta Legal Group	<p><b>HOW UP-TO-DATE IS YOUR HIRING PROCESS?</b></p> <p>In this session, we'll discuss resident managers and employee agreements, job descriptions, on-site housing leases, and performance metrics. We will also take a peek at the new Employment Verification Form and what you should know!</p>
Short Creek 1/2	<b>Lori Severson</b> Severson & Associates	<p><b>CREATING EXPERIENCES IN YOUR PARK!</b></p> <p>Description coming soon!</p>
Fall Creek	<b>Danielle Lee</b> Holiday Hills Resort - Eddyville, KY	<p><b>RECOVERING FROM DISASTER</b></p> <p>Natural disasters are inevitable. From the phone call you dread receiving, to changing your mindset for the good, and coming back better when everyone says it is impossible. Learn how to work through problems when a natural disaster hits your park from someone who has been there! Hear Danielle from Holiday Hills Resort in Eddyville, KY on how they dealt with &amp; recovered from a tornado in 2021.</p>

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# SEMINAR DESCRIPTIONS

SATURDAY 12/7 - 10:15A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	<b>Jackie Sinclair</b> Go Digital Diva	<p><b>EFFORTLESS CONTENT CREATION: UNLEASH THE POWER OF THE SOCIAL CYCLE</b></p> <p>Unleash strategies to conquer burnout and ditch the crash when it comes to digital media marketing - learn how to get your content creation mojo working for you, not against you, through mastering the social cycle. The Social Cycle ® is a special process that leads you to effective planning and execution for social dynamics and online platform success.</p>
Compton Ferry	<b>Billie McNamara</b> Loon's Haven Family Campground	<p><b>KNOW YOUR CUSTOMER: USING YOUR CAMPGROUND'S DATA FOR MARKETING AND OPERATIONS</b></p> <p>Data is a valuable resource that is often neglected, or misunderstood. In the campground industry we have so much data available to us, but we also have data that is specific for our parks. Whether it be through reservation software, Google Analytics, or other connected data sources, we have access to use it to better our marketing and operations. This class will give you the tools to use that data to improve your customer base, marketing, and the way your park operates.</p>
Cooper Creek	<b>Caity Taylor</b> Greenwood Acres Family Campground	<p><b>FUN FOR ALL!</b></p> <p>Join this fun open-forum discussion on all things activities! Your host, Caity, will start by sharing different activities and events that she has done in her campground and how she's sure to have something for all age groups! She'll chat about what worked great, but also what didn't! Then Caity will open it up to discussion from the group for others to share their successes, lessons learned and any tips &amp; tricks that people have to share. You're sure to leave with many new ideas you can try in your own park!</p>
Short Creek 3/4	<b>Mark Hazelbaker</b> Kasieta Legal Group	<p><b>UNDERSTANDING HOW TO MANAGE GUEST REMOVALS</b></p> <p>Sometimes it is necessary to show a guest the door. Those actions have the potential to be unhappy experiences or worse. This session teaches you have to understand your rights as the campground owner, how you initiate a removal, how to handle it and what to do if it goes bad. It also includes a discussion on the importance of working with your local sheriff or law enforcement well before you need them,</p>
Short Creek 1/2	<b>Paul Rhodes</b>	<p><b>K-9 PET FRIENDLY MATTERS!</b></p> <p>Understanding the pet owner(s) and the pet(s) and why it's important to the success, safety, and liability of the campground and facility. To educate in order to minimize issues before they might happen. It doesn't matter if the facility has the most expensive and best of the best pet amenities, if you have pet chaos. To incorporate the philosophy of animal behavior into your developed environment can only improve the bottom line.</p>
Fall Creek	<b>Speaker coming soon!</b>	<p><b>SESSION COMING SOON!</b> Description coming soon!</p>

ALL EDUCATION SESSIONS AND EVENT TIMES ARE SUBJECT TO CHANGE.



# THANK YOU TO OUR 2024 SPONSORS!

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COMMERCIAL RECREATION SPECIALISTS



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• CAMPGROUND MAGAZINE •

## GRAND SHOW SPONSORS - \$5,000 LEVEL



*Thank you*

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# THANK YOU TO OUR 2024 SPONSORS!

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# 2024 SPEAKER BIOS

*New this year - an online speaker bio library!*

**A BIG THANK YOU TO ALL OF OUR 2024 SPEAKERS FOR PROVIDING TOP-NOTCH INDUSTRY EDUCATION & KNOWLEDGE FOR OUR COE ATTENDEES!**



To read more about any of our great presenters, please use the camera on your smartphone to scan the QR code and view their bios on our website!

