

# CAMPGROUND OWNERS EXPO (COE)



**1<sup>ST</sup> ANNUAL EXPO**

**December 15-18, 2021**

**Branson, Missouri**



**LEARN.**

**GROW.**

**INSPIRE.**

**"Learn and grow all  
you can; serve and  
befriend all you can;  
enrich and inspire  
all you can."**

**--William Arthur Ward**

The COE is brought to you by seasoned trade show and industry professionals, and their staff, who have successfully participated in hundreds of shows with a combined 50 years of experience!



**Lori Severson**  
Severson & Associates



**Bud Styer**  
Camping For The Fun Of It



**Good  
Morning  
COE!**

Before you start your day, be sure to fuel up for some serious learning!

In the \_\_\_\_\_ area, there will be complimentary coffee, soda and munchies provided!

## How May We Help You?

Have a question? We have the answer!  
Contact any staff member below for assistance!

### Organizers

Lori Severson (608) 792-5915  
Bud Styer

### COE Staff

Carla Brown (608) 790-1756  
Tina Severson (608) 386-3673  
Danielle Todd (608) 386-0752

**EARLY REGISTRATION  
BEGINS TUESDAY  
EVENING (12/14)  
5:00 – 7:00pm**

**REGISTRATION DESK IS  
OPEN AT 7:30AM DAILY!**

*Schedule is subject to change without notice.*

# Breakfast Restaurant Sponsors

*This page will highlight some nearby dining options that are sponsors of the COE Support those who support us!*

Logo of  
restaurant  
here.

**NAME OF RESTAURANT – Phone Number**

Address | Distance from Hotel

Description of menu or special they are offering  
our attendees.

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# Dinner Restaurant Sponsors

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Description of menu or special they are offering  
our attendees.

# Daily Overview – Wednesday 12/15

## Breakfast

Fuel up for your day of fun and learning by choosing from one of our preferred breakfast sponsors! Support those who support us!

8:30 – 9:30 am

Seminar Session 1 – Four educational options to choose from!

9:45 – 10:45 am

Seminar Session 2 – Four educational options to choose from!

11:00 am – 12:00 pm

Seminar Session 2 – Four educational options to choose from!

## Lunch

Grab lunch from our preferred food partners and take time to explore Branson!

3:00 – 6:00 pm

We're going backstage to the Presley's Country Jubilee Show! Learn how this family business has succeeded for over 54 years! This show is a lot of Country, Bluegrass, Gospel, Picking, Singing, and Laughs in the theatre each night. When the theatre opened, they were still a few miles outside of city limits. Times have changed but they are still greeting audiences, kids who are now grown and bringing their families, new guests celebrating special occasions along with continued loyalty where all families express how they now feel a part of the Presleys' family!

This exclusive COE group session includes a Q&A with cast members is your chance to learn how they work with family, create a guest experience that fills seats night after night, how they've had to adapt & recreate themselves over the years and discover how they create ancillary income. Your event ticket includes a whiskey tasting from a Missouri Ridge Distillery & Brewery, the Presley's show, meet & greet and the Q&A.



**As seen on the Discovery Channel's "Moonshiners"!**

## Dinner

Grab dinner from our preferred food partners and take time to explore Branson!

*All seminar sessions & times are subject to change.*

# Seminar Options – Wednesday 12/15

8:30 am – 9:30 am Sessions



## CAMPING RENTAL UNITS (Room)

Bud Styer | Camping For The Fun Of It

Focusing on the ins-and-outs of all things rental units! Learn about park models, cabins, yurts, trailers, tents and more!



## SOCIAL MEDIA (Room)

Mark Koep | CampgroundViews.com

Learn another side of the social media world including Google AdWords for beginners, Facebook ads, My Google listings, and how to get great quality reviews!



Insert  
photo of  
presenter  
here.

## THEMED WEEKENDS & ADULT ACTIVITIES (Room)

Name of presenter | Company Name

Themed weekends can be a big factor in a campers decision on choosing where to camp! Learn some fun new theme ideas, activities to engage the adult crowd and how to use them in your campground! Plus, learn about low & no cost resources too!



Insert  
photo of  
presenter  
here.

## STORE DISPLAYS THAT BLOW OUT PRODUCT! (Room)

Name of presenter | Company Name

Learn how to best display items in your store that will continue to move product consistently!

*All seminar sessions & times are subject to change.*

# Seminar Options – Wednesday 12/15

9:45 am – 10:45 am Sessions



## MAKING FOOD SERVICE WORK (Room)

Bud Styer | Bud Styer & Associates

The easiest path to a campers wallet is through their mouth! Learn why food service is important and how to make it one of your biggest assets!

## START WITH THE END IN MIND (Room)

PANEL | Names coming soon!

We'll talk about Capital gains, what taxes will be paid, what cash do you want to end with, discover how to sell on contract for deed, best banking options, the various ways to value your campground and what decisions need to be made in the beginning with the end in mind!

## BUILDING A SWIM POND & INFLATABLE FUN! (Room)

Name of presenter | Company Name

Campers love them, but what's all involved? Come learn things you need to know before building a swim pond and what to put in it!

## LEGAL EAGLE (Room)

Name of presenter | Company Name

All things legal! Learn what should and should not be in your seasonal agreement as well as how to draft golf cart rental agreements and registration agreements. We'll also cover letters asking campers to leave.

*All seminar sessions & times are subject to change.*



# Seminar Options – Wednesday 12/15

11:00 am – 12:00 pm Sessions

Insert  
photo of  
presenter  
here.

## LOW & NO COST MARKETING (Room)

Name of presenter | Company Name

We'll chat about social media marketing, partnering for no-cost solutions, gang printing programs, getting charities to work with you, gathering your lists & creating a marketing campaign and branding that works!



## RENTAL EQUIPMENT (Room)

Bud Styer | Camping For The Fun Of It

Let's talk about rental equipment. What brings in the most money, how it works and the best practices!

Insert  
photo of  
presenter  
here.

## GUEST SERVICES (Room)

Name of presenter | Company Name

Learn some of the best ways to ensure your employees are giving your guests the best experience possible! We'll talk about using secret shoppers, how to put an incentive program together, and teaching everyone to sell!

Insert  
photo of  
presenter  
here.

## USING DATA TO RUN YOUR BUSINESS (Room)

Name of presenter | Company Name

Business is numbers game, learn how to play! Let's talk about what banks want to see, what decisions you can make using data and what you should personally collect and how to use it.

*All seminar sessions & times are subject to change.*



# 'Behind The Scenes' Workshop & Show!

Wednesday 12/15 - 3:00 - 6:00 pm

**PRESLEYS'**  
Country Jubilee

**PRESLEYS' COUNTRY JUBILEE**

2920 W 76 Country Blvd

Branson, MO 65616

Tickets - \$33.65 Adult | \$16.83 Child  
(Not Included in COE Registration.)

Back in 1967 the Presleys built the first LIVE music theatre in Branson, Missouri. Today, Presleys' Theatre is a Branson Landmark, and the Presley family is still here entertaining audiences with a one-of-a-kind mix of country, gospel, bluegrass and hilarious comedy!



*All 'Behind The Scenes' shows are subject to change.*

# Daily Overview – Thursday 12/16

## Breakfast

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Fuel up for your day of fun and learning by choosing from one of our preferred breakfast sponsors! Support those who support us!

## 9:30 am – 3:30 pm

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Check out the expo with over \_\_\_\_ vendors ready with the products and services you need to run a successful campground!

## Lunch

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Grab lunch with one of our preferred food partners!

## 4:00pm

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Evening Program – Enjoy time to network over cocktails and Cracker Barrels! Our program will also feature a special Awards ceremony & auctions! Awards to be given away include Executive Director Appreciation Awards, Partner of the Year Awards, Community Contributor Awards, Industry Pioneer Awards and more! Dinner tonight is included in your COE Registration!

*All seminar sessions & times are subject to change.*

# Night Show Options – Thursday 12/16

7:00 pm

Insert  
photo or  
logo of  
show here

**NAME OF SHOW (Location)**

Show ticket price

Description of show.

Insert  
photo or  
logo of  
show here

**NAME OF SHOW (Location)**

Show ticket price

Description of show.

Insert  
photo or  
logo of  
show here

**NAME OF SHOW (Location)**

Show ticket price

Description of show.

*All nightly show options are subject to change.*

# Daily Overview – Friday 12/17

## Breakfast

Fuel up for your day of fun and learning by choosing from one of our preferred breakfast sponsors! Support those who support us!

8:00 am – 2:00 pm

Check out the expo with over \_\_\_\_ vendors ready with the products and services you need to run a successful campground!

## Lunch

Grab lunch from one of our preferred food partners.

3:00 – 4:30 pm

Take a walk over to the Branson Landing ([www.bransonlanding.com](http://www.bransonlanding.com)) and listen to the owners at Andy B's chat about the ins & outs of what it takes to own multiple businesses and profit centers; like escape rooms, banquet food, snack shacks, mini golf, gift shops, arcades, and sightseeing tours! Gain valuable knowledge that you can take back to apply in your park! Be sure to visit the Tiki Bar, grab dinner at one of the many options on the Branson Landing and explore all the fun attractions this area has to offer!



*All seminar sessions & times are subject to change.*

# Night Show Options – Friday 12/17

Insert  
photo or  
logo of  
show here

NAME OF SHOW (Location)

Show ticket price

Description of show.

Insert  
photo or  
logo of  
show here

NAME OF SHOW (Location)

Show ticket price

Description of show.

Insert  
photo or  
logo of  
show here

NAME OF SHOW (Location)

Show ticket price

Description of show.

*All nightly show options are subject to change.*



# Daily Overview – Saturday 12/18

## Breakfast

Fuel up for your day of fun and learning by choosing from one of our preferred breakfast sponsors! Support those who support us!

8:30 – 9:30 am

Seminar Session 1 – Four educational options to choose from!

9:45 – 10:45 am

Seminar Session 2 – Four educational options to choose from!

11:00 am – 12:00 pm

Cracker Barrel – Expo evaluation and wrap up with final giveaway drawings!

## Lunch

Grab lunch at one of our preferred food partners!

## Campground Tours

Take a tour of some area campgrounds! Gain knowledge on their operational procedures, landscape, site set ups, store layouts and more! See what pieces you can take back and incorporate into your own park to level up!

To participate, please contact Bud Styer to reserve your spot.

Phone: \_\_\_\_\_

*All seminar sessions & times are subject to change.*

# Seminar Options – Saturday 12/18

8:30 am – 9:30 am Sessions

Insert  
photo of  
presenter  
here.

## DEALING WITH EMPLOYEES (Room)

Name of presenter | Company Name

Let's chat about human resources, incentive programs, employee retention and hiring questions – learn what you can and cannot ask! Learn options for getting employees using Government resources, Americans with Disabilities, Workampers, J1 Visa students, H2B programs, and seasonal employees!



## CORNFIELD TO CAMPGROUND (Room)

Bud Styer | Bud Styer & Associates

Learn how to LITERALLY take a cornfield and turn it into a campground – how to put together the action plan, determine cost, return on investment – see a real step by step process!

Insert  
photo of  
presenter  
here.

## CREATING EXCELLENT CUSTOMER SERVICE (Room)

Name of presenter | Company Name

Your guests are the heart of your business! Be sure they are well taken care of! Learn some fun ways you can create an unforgettable customer experience!

Insert  
photo of  
presenter  
here.

## INFRASTRUCTURE IDEAS (Room)

Name of presenter | Company Name

Chatting all things manly when it comes to running your campground! We'll talk about maintenance, sewer, environmental, best practices, and ideas to save time and money!

*All seminar sessions & times are subject to change.*



# Seminar Options – Saturday 12/18

9:45 am – 10:45 am Sessions

Insert  
photo of  
presenter  
here.

## PERSONALITY STYLES (Room)

Name of presenter | Company Name

Description of seminar.



## NAME OF SEMINAR (Room)

Jeff Sims | ARVC – Sr. Director of State Relations and  
Program Advocacy

Description of seminar.

Insert  
photo of  
presenter  
here.

## BOOSTING YOUR ANCILLARY INCOME (Room)

Name of presenter | Company Name

Description of seminar.



## FINANCIALS: KNOWING YOUR NUMBERS (Room)

John Jaszewski | Campgrounds4sale.com

Bud Styer | Bud Styer & Associates

Description of seminar.



*All seminar sessions & times are subject to change.*

# Cracker Barrels – Saturday 12/18

11:00 am – 12:00 pm

## Topics To Include:

Moderator (TBD)

- Expo Evaluation
- Expo Wrap up/final giveaway drawings
- Press Release photos for Award Winners
- More coming soon!

*All seminar sessions & times are subject to change.*

# THANK YOU TO OUR SPONSORS!

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## GRAND SHOW SPONSORS (\$5,000 level)



**WOODALL'S**  
• CAMPGROUND MAGAZINE •

*All seminar sessions & times are subject to change.*