

CAMPGROUND OWNERS EXPO (COE)



1ST 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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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 that 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!



THEMED WEEKENDS & ADULT ACTIVITIES (Room)

Kristine Valk | Merchants Bank

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



CREATING EXCELLENT CUSTOMER SERVICE (Room)

Kristine Valk | Merchants Bank

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!



START WITH THE END IN MIND - PANEL (Room)

Phil Whitehead | Blackhawk Bank

Becky Nommensen | Mutual of Omaha

John Jaszewski | Campgrounds4sale.com



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)

Ron Romans | Commercial Recreation Specialists

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!



WORK FROM HOME ROAD WARRIORS (Room)

Pamela Wright | Focused on Management

Who is a WFH Road Warrior? What do you need to do to meet their needs? Where they are going? How can you entice them to stay with you? Let's find out!



All seminar sessions & times are subject to change.

Seminar Options – Wednesday 12/15

11:00 am – 12:00 pm Sessions



LOW & NO COST MARKETING (Room)

Lori Severson, Tina Severson & Danielle Todd |
Severson & Associates

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!



WORKING WITH FAMILY (Room)

Kristine Valk | Merchant's Bank

Working with family has the potential to be very pleasant, fun, and exciting. While on the other hand, trying, sticky and challenging. We'll discuss some tips to keep the lines between business and family clear and defined so that your guests are benefiting from an overall excellent camping experience.



USING DATA TO RUN YOUR BUSINESS (Room)

Chris Rademacher | KOA Franchise Development Mgr.
Craig Kirby | RVIA President
John Jaszewski | Campgrounds4sale.com
Phil Whitehead | Blackhawk Bank

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
2920 W 76 Country Blvd
Branson, MO 65616

Tickets - \$24.00 (*Exclusive Rate! Reg. \$44.00*)
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

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

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

Lunch

Grab lunch with one of our preferred food partners!

Evening Program

3:00 – 5:00pm: Time to network! Featuring an open bar and heavy hors d'oeuvres!

4:00 – 5:00pm: Keynote Speaker – Street Fighter Marketing

5:00 – 6:30pm: Awards ceremony, auctions and dinner!

Tonight's dinner is included in your COE registration! Awards to be given away include Executive Director Appreciation Awards, Partner of the Year Awards, Community Contributor Awards, Industry Pioneer Awards and more!

Time To Explore!

Catch a show or just take in the beautiful sights of Branson!

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) 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 self-guided tour of some area campgrounds! See what pieces you can take back and incorporate into your own park to level up! Pick up a map of the participating parks at the registration desk.

All seminar sessions & times are subject to change.

Seminar Options – Saturday 12/18

8:30 am – 9:30 am Sessions



DEALING WITH EMPLOYEES (Room)

Mark Hazelbaker | Kasieta Legal Group

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!



NAME OF SEMINAR (Room)

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

Description of seminar.

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!

Insert
photo of
presenter
here.

All seminar sessions & times are subject to change.

Seminar Options – Saturday 12/18

9:45 am – 10:45 am Sessions



PERSONALITY STYLES (Room)

Lori Severson, Carla Brown, Gilbert Brown & Santana Dotson | Severson & Associates

Description of seminar.



LEGAL EAGLE (Room)

Mark Hazelbaker | Kasieta Legal Group

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.



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!



FINANCIALS: KNOWING YOUR NUMBERS (Room)

John Jaszewski | Campgrounds4sale.com

You know how to run your campground or resort – you know you have money in the bank – now you just need a little help on topics like expansion money, which investments make sense, succession planning, and more! Learn here in an easy to understand format!

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.

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All seminar sessions & times are subject to change.