

CAMPGROUND OWNERS EXPO (COE)



2ND ANNUAL EXPO
Nov. 30 – Dec. 3, 2022
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

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 (608) 220-0224

COE Staff

Danielle Todd (608) 386-0752

Carla Brown (608) 790-1756

COE Registration Desk

Laurie Smith (608) 399-4817

**EARLY REGISTRATION
BEGINS TUESDAY
EVENING (11/29)**

5:00 – 7:00pm

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

WIN BIG! Here's how!

We're giving away three big prizes! First prize is donated by Bud Styer Associates, a one-week trip for two people to anywhere you choose! Destination options include locations throughout the USA, Mexico and the Caribbean! Second prize is \$1,000 cash to spend at the expo and third prize is a free 2023 COE Registration! Throughout the expo, collect double sided tickets in various ways. Then head to the registration desk to drop one side in the big bucket and be here Saturday at 3pm for the big drawing! Must be present to win!

Here's all the ways you can collect entry tickets throughout the event:

- 1 ticket per person in your registered group just for attending!
- 5 tickets for each educational seminar you attend!
- 5 tickets for a seminar evaluation completed after each session!
- 5 tickets for attending the Wednesday & Thursday afternoon events and the Friday evening dinner!
- 25 tickets for each vendor you purchase product/services from here at the expo! Just bring your receipt to the registration desk!
- Watch for more opportunities throughout the expo!

Schedule is subject to change without notice.





Branson Landing

ANDY B'S BOWL SOCIAL

Branson Landing, Suite 405
417.213.8631
www.BowlAndyBs.com

BIG WHISKEY'S

Branson Landing, Suite 301
417.334.4478
www.BigWhiskey.com

BLACK OAK GRILL

Branson Landing, Suite 601
417.239.0063
www.BlackOakGrill.com

CANTINA LAREDO

Branson Landing, Suite 1001
417.334.6062
www.CantinaLaredo.com

CHARLEY'S PHILLY STEAKS

Branson Landing, Suite 331
417.337.7334
www.Charleys.com

CLEAR

Hilton Convention Center Hotel
200 East Main Street
417.243.3433
www.ClearLoungeBranson.com

GARFIELD'S RESTAURANT AND PUB

Branson Landing, Suite 1221
417.335.3701
www.GarfieldsBransonMo.com

GUY FIERI'S BRANSON KITCHEN & BAR

Branson Landing, Suite 1111
417.231.9400
www.GuyBranson.com

JOE'S CRAB SHACK

Branson Landing, Suite 717
417.337.7373
www.JoesCrabShack.com

LANDSHARK BAR & GRILL

Branson Landing, Suite 915
417.320.5143
Branson.LandsharkBarandGrill.com

LEVEL 2 STEAKHOUSE

Hilton Convention Center Hotel
200 East Main Street
417.243.3433
www.Level2SteakHouse.com

MELLOW MUSHROOM

Branson Landing, Suite 333
417-320-5082
www.MellowMushroom.com

THE PADDLEWHEEL RESTAURANT

Branson Landing, Suite 1C
417.239.1324
www.ThePaddlewheel.com

PAULA DEEN'S FAMILY KITCHEN

Branson Landing, Suite 545
417.320.5127
www.PaulaDeensFasmilyKitchen.com

RAMATA ITALIAN

Branson Landing, Suite 1201
417.231.9559
www.RamataItalian.com

SALTGRASS STEAK HOUSE

Branson Landing, Suite 801
417.334.0325
www.SaltGrass.com



SMITH CREEK MOONSHINE

Branson Landing, Suite 1209
417.553.9874
www.SmithCreekMoonshine.com

WAXY O'SHEA'S IRISH PUB

Branson Landing, Suite 235
417.348.1759
www.WaxyOSheas.com

WHITE RIVER FISH HOUSE

1 Bass Pro Drive
417.243.5100
www.WhiteRiverFishHouse.com

Historic Downtown

BRANSON CAFÉ

120 West Main Street
417.334.3021
www.DowntownBransonCafe.com

CLOCKER'S CAFÉ

103 South Commercial Street
417.335.2328
www.ClockersCafe.com

CAPONE'S SPEAKEASY

214 West Main Street
417.544.0844
www.CaponesSpeakeasyBranson.com

DIMITRI'S GREEK GYROS & DELI

111 East Main Street
417.544.4542

FARMHOUSE RESTAURANT

119 West Main Street
417.334.9701
www.FarmhouseRestaurantBranson.com

MOMO SUSHI & GRILL

120 N. Sycamore, Suite 100
417.320.6125
www.MoMoBranshine.com

MR. B'S ICE CREAM & DELI

102 South Business 65
417.336.5735

MR. G'S CHICAGO PIZZA & PUB

202 ½ North Commercial Street
417.335.8156

OSCAR'S FAMOUS RIBS

302 Veterans Boulevard
417.294.7197
www.OscarsFamousRibs.com

PIZZA BY THE SLICE

482 Branson Landing Boulevard, Unit 103
417.464.6999
www.BransonSlice.com

STARBUCKS

201 East Main Street
417.334.1390
www.Starbucks.com

THAI KITCHEN

114 East Main Street
417.320.3097
www.ThiaKitchenBranson.com

TROPICAL SMOOTHIE CAFÉ

486 Branson Landing Boulevard, Suite 201
417.336.0220
locations.tropicalsmoothiecafe.com/mo/branson

Check with properties for seasonal hours

Explore Branson



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, those 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.

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!

Also be sure to check out the Welcome To Branson bags inside your COE attendee bag for more goodies, discount offer coupons and information on all that the beautiful city of Branson has to offer!



**DISCOUNT
OFFERS
COMING
SOON!**

Daily Overview – Wednesday 11/30

7:30 – 8:30 am

Breakfast items available! Get them while they last! Plus, a coffee cart with snacks for purchase is available till Noon. *(Located in the lobby area near the registration desk.)*

8:30 am – 9:30 am

Seminar Session 1 – Four educational options to choose from!

9:45 am – 10:45 am

Seminar Session 2 – Four educational options to choose from!

11:00 am – 12:00 pm

Seminar Session 3 – Four educational options to choose from!

Lunch

Grab lunch (see dining guide on pages 3 & 4) and take time to explore Branson!

2:00 – 3:00pm

Join us at Andy B's over at Branson Landing (www.bransonlanding.com) for a live in-person "Padded Room of Rants" event! Relax and let loose with your peers while everyone tells their craziest, funniest, most outrageous guest experiences! Rant to those who get it!

3:00 – 4:30pm

Stick around after the "Padded Room of Rants" event to hear the owners at Andy B's chat about the ins-and-outs of what it takes to own multiple businesses and profit centers; features like escape rooms, banquet food, snack shacks, mini golf, gift shops, arcades, and sightseeing tours! Take a look "behind the scenes" of the escape rooms, karaoke rooms and more! 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 of the fun attractions this area has to offer! If you came to this event last year, come back to see how they've revamped their business from just last year to keep guests returning again and again! Snack bar provided to COE Attendees!

Andy B's
BOWL SOCIAL



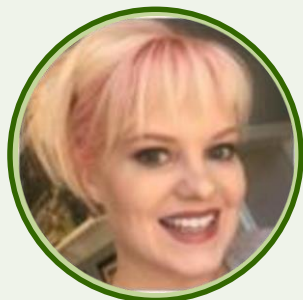
Dinner & Explore!

Grab dinner here at Branson Landing and take time to explore all the fun attractions this area has to offer! Check out the attraction discounts available on pages 6 & 7!

All seminar sessions & times are subject to change.

Seminar Options – Wednesday 11/30

8:30 am – 9:30 am Sessions



Store Displays (Room)

Kari Buffalo | Product Design & Development Professional

Creative ways to merchandise your store for increased sales!



Getting people excited about your park and your community! (Room)

Stephanie Klett | President & CEO of VISIT Lake Geneva

How do you sell your park and surrounding area? Do you jettison the generic? Do you use the “ests?” No idea what the “ests” are? This is the presentation for you. Stephanie will lay the groundwork for how to sell your park & destination in ways that aren’t the same ole, same ole. In the process, learn how to get the media involved & develop better partnerships with organizations that can help get the word out.

Photo of
presenter
coming
soon!

Using Excel In Your Business (Room)

Ann Brice | Brice Cohey Consulting

Learn how to use excel spreadsheets to manage your data so you can make better management decisions. Great class for parks who need the basic information to help you grow your business!



Campground Owners Guide to Employment & Employees (Room)

Mark Hazelbaker | Kasieta Legal Group

Learn the latest employment laws, how to deal with work campers, J1 students and requirements for High School children. Leave knowing what questions you can and can not ask, how to avoid costly mistakes, what you should know about employment law.

All seminar sessions & times are subject to change.

Seminar Options – Wednesday 11/30

9:45 am – 10:45 am Sessions



Turning \$3 into \$10,000 (Room)

Amir Harpaz | Harp Development

Amir is a campground owner in multiple states and a board member of the FL & AL Associations of RV Parks and Campgrounds, who has been in the outdoor hospitality industry for over two decades. In this session, Amir will discuss some of the revenue management strategies his company uses to drive more demand and get higher rates in order to maximize revenues. He will demonstrate how playing with rates, demand & occupancy can add thousands of dollars to your bottom line.



Bingo Madness – A variety of fun! (Room)

Carla Brown | Severson & Associates

Learn different variations you can use to make the classic game of bingo fun for all ages in your park!



Graphic Design for Non-Designers (Room)

Danielle Todd | Severson & Associates

Having great graphics for your website, social media, flyers and more doesn't have to be hard! And better yet, you don't have to hire someone else to do it! Join this fun session as we guide you through a user-friendly program (which has a stellar FREE version!) and explore a few of its capabilities that will help you achieve a designer look, without the designer price tag! You'll feel like a professional designer yourself!



Legal Eagle (Room)

Mark Hazelbaker | Kasieta Legal Group

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

All seminar sessions & times are subject to change.

Seminar Options – Wednesday 11/30

11:00 am – 12:00 pm Sessions

Photo of
presenter
coming
soon!

Quickbooks: The Basics (Room)

Chris and Andrew Metcalf | CSAW Associates

This class will provide an intro to setting up your business in QuickBooks Online from choosing your version to generating reports. Topics include chart of accounts, banking, invoicing & recording expenses. We will be available to answer questions after the session. Bring your own laptop for more assistance.



Personality Styles (Room)

Lori Severson & Carla Brown | Severson & Associates

In today's work environment you need an edge to keep your valued employees. It's not always about money. Learn about different personalities and how to best communicate to them. Determine how to make them feel valued and important so they remain loyal to you. Each personality has preferences, learning how to say it will make you the employer of choice! This system is great for working with family and employees.

Photo of
presenter
here.

Seminar Coming Soon! (Room)

Presenter Name | Company

Seminar description coming soon!



Developing Your Property (Room)

Mark Hazelbaker | Kasieta Legal Group

Learn about zoning, best practices, and what you can do with the land you own or intend to acquire.

All seminar sessions & times are subject to change.

'Behind The Scenes' Learning & Fun!

Wednesday 11/30 - 2:00 – 4:30 pm

Andy B's
BOWL SOCIAL

Andy B's Bowl Social
405 Branson Landing Blvd
Branson, MO 65616

(Across the street from expo hotel)

At Andy B's in Branson, you'll find undeniable eats, hand-crafted beverages, and a handful of games and attractions, bottled up into a modern, industrial hangout with some mid-century attitude. We've thought about the whole family and created a space that truly delivers something worth experiencing. You be the test.

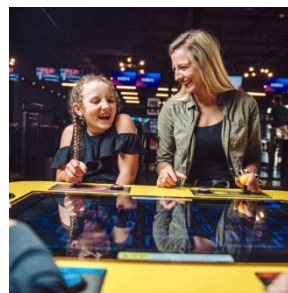
Padded Room of Rants Session - 2:00 pm

Maybe you're in the Facebook group, maybe you're not. Either way, don't miss this live in-person "Padded Room of Rants" event with Mark Koep of CampgroundViews.com! Relax and let loose with your campground owner peers while everyone tells their craziest, funniest, most outrageous guest experiences! Rant to those who truly get it!

'Behind-The-Scenes' Session - 3:00 pm

Stick around after the "Padded Room of Rants" event to hear the owners at Andy B's chat about the ins-and-outs of what it takes to own multiple businesses and profit centers; features like escape rooms, banquet food, snack shacks, mini golf, gift shops, arcades, and sightseeing tours! Take a look "behind the scenes" of the escape rooms, karaoke rooms and more! 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 of the fun attractions this area has to offer! If you came to this event last year, come back to see how they've revamped their business from just last year to keep guests returning again and again! Snack bar provided to COE Attendees!



All 'Behind The Scenes' options are subject to change.

Daily Overview – Thursday 12/1

7:30 – 8:30 am

Breakfast items available! Get them while they last! Plus, a coffee cart with snacks for purchase is available till Noon. *(Located in the lobby area near the registration desk.)*

8:30 am – 12:00 pm

Workshop - Creating a Campground Owner: What you need to know! Our panel of industry experts will cover all the ins and outs of becoming a campground owner. Hear from State Executives about resources available, data, how to get started with forms, employees, etc. Then, we'll talk all things legal and accounting before we move into banking and purchasing with our financial and real estate experts. And finally, this workshop will end with a Q&A to answer any questions you still have!

8:30 am – 9:30am

Seminar Session 1 – Four educational options to choose from!

9:45 am – 10:45 am

Seminar Session 2 – Four educational options to choose from!

11:00 am – 12:00 pm

Seminar Session 3 – Four educational options to choose from!

Lunch & Learn (Add-On/Ticketed Event)

Dick's 5 & 10 add-on event. See page 14 for details and how to purchase tickets.

Lunch

Grab lunch (see dining guide on pages 3 & 4) and take time to explore Branson!

Dinner & Explore!

Grab dinner, plan to catch a show or take in the beautiful sights of Branson! See pages 6 & 7 for attractions/shows offering discounts to COE attendees!

All seminar sessions & times are subject to change.

Creating a Campground Owner Workshop

8:30 am – 12:00pm (Room)



Are you looking to get into the campground industry?

Maybe you are a new owner looking for some guidance?

This workshop is for you! Our panel of experts will cover all the ins-and-outs of owning a campground and help to put you on the road to success!

Presenters in this workshop will include: Various State Association Executives, Mark Hazelbaker (*Kasieta Legal Group*), Chris and Andrew Metcalf (*CSAW Associates*), John Jaszewski (*Campgrounds4Sale*) and Phil Whitehead (*Blackhawk Bank*)

If you are new to, or thinking of getting into, the world of campground ownership, you can't afford to miss this session with true industry experts and leaders, ready to help and answer all of your questions!

There is no extra cost for this valuable workshop, it is available as part of your normal COE registration!

First, you'll hear from various State Executives about resources available to you, data, how to get started with forms, employees, and much more!

Next, we'll talk all things legal and accounting before we move into banking and purchasing with our financial and real estate experts.

And finally, this workshop will end with a question and answer session to cover any burning questions you still have!

All seminar sessions & times are subject to change.

Lunch & Learn - Add-On Event!

Thursday 12/01 – 12:30pm (Ballroom)

DICK'S 5 & 10



For more than half a century, Dick's 5 and 10 has been a cornerstone of Downtown Branson and shopping in Southwest Missouri. With unique gifts you won't find anywhere else, one-of-a-kind collections spanning generations, toys from yesteryear, items for the home, games, hobby supplies, sewing, an aisle of the quirky and fun and so much more, Dick's 5 and 10 is must-visit during your Branson vacation or day-trip.

In 1961, Dick's 5 & 10 opened in beautiful downtown Branson, Missouri. Although the store was small, having only 1,500 square feet of retail space, founder Dick Hartley had a vision of owning and managing a well-stocked variety store, where customers could find the items that meet their needs.

Some in the retail community didn't believe a Branson five and dime could be successful as recounted in a local newspaper article some years later. As the sole employee for several years, Dick did it all, even constructing many of his own counters for displaying merchandise. He refused to be outworked by the competition. When one of his retail competitors faltered in the early 1970's, Dick was able to acquire their location on Main Street where the 10,000 square foot store exists today. It was also about that time that Dick began adding collections to his store in an effort to further differentiate Dick's 5 & 10 from the Branson retail competition. Dick was always looking for an opportunity to learn something new that he could apply in his business.

On December 9, 2006, Dick closed the store at 9:00 p.m. one last time and peacefully passed away later that evening at the age of 80. Dick's 5 & 10 remains family-owned and operated with June still active in the business along with her son Steve Hartley, who rejoined the family business in 1993, and son-in-law Dave Montgomery, who joined the business in 2008.



Tickets: \$30 per person

This exclusive COE group session is a separate add-on event that requires each person in attendance to purchase a ticket. Your ticket includes access to keynote at hotel, lunch, a tour of Dick's 5 & 10 warehouse, and a \$10 voucher to spend at Dick's 5 & 10 gift shop.

What you'll learn:

This "lunch-and-learn" session will feature the owner of Dick's 5 & 10, Steve Hartley speaking about how his family got into this retail/tourism business, how they choose items to sell in their store, how they decide the best ways to display merchandise and how they continually redesign the store, keeping it appealing for locals and tourists to come back time after time!

Many campgrounds have camp stores, and big or small, this a great opportunity for you to learn how this family-owned store, that began as only 1,500 square feet of retail space, grew to 10,000 square feet over 60 years later!

Scan QR code to the right with your smartphone camera to pre-purchase your tickets online! At COE, tickets can also be purchased at the registration desk!



SCAN ME

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

Seminar Options – Thursday 12/1

8:30 am – 9:30 am Sessions



Store Displays (Room)

Kari Buffalo | Product Design & Development Professional

Creative ways to merchandise your store for increased sales!



Seminar Coming Soon! (Room)

Mark Koep | CampgroundViews.com

Seminar description coming soon!



Leveraging The Power of Celebrity! (Room)

Stephanie Klett | President & CEO of VISIT Lake Geneva

Learn from Stephanie on how she used celebrities at the Wisconsin Dept. of Tourism and now in her role at Visit Lake Geneva. Plus, learn what celebrities look for to say yes to your event and how to track them down.



Seminar Coming Soon! (Room)

Presenter Name | Company

Seminar description coming soon!

All seminar sessions & times are subject to change.

Seminar Options – Thursday 12/1

9:45 am – 10:45 am Sessions



Menu Engineering: The Art of Creating More Profits (Room)

Patrick McDonnell | Flap Jack

Think that a new menu could make your bar or snack shack an extra \$30,000? Come learn the secrets of menu engineering.



Attitude and Why it Matters! (Room)

Lori Severson | Severson & Associates

Seminar description coming soon!



Guest Services (Room)

Andrew Nussbaum | WI Department of Tourism

What services and amenities should you be providing based on new guest expectations?



Seminar Name Coming Soon! (Room)

Bud Styer | Bud Styer Associates & Camping For The Fun Of It

Seminar description coming soon!

All seminar sessions & times are subject to change.

Seminar Options – Thursday 12/1

11:00 am – 12:00 pm Sessions



Marketing: Tell Your Story (Room)

Hogan Shrum | BookOutdoors

Marketing your campground(s) isn't as difficult or as expensive as you may think. Today's most effective marketing strategy is simple (and fun!): storytelling. And who better to tell your story, than you? In this session you'll learn how to utilize content and digital marketing tactics to tell your story, build your brand and grow your business, all without breaking the bank.



Seminar Name Coming Soon! (Room)

Bud Styer | Bud Styer Associates & Camping For The Fun Of It

Seminar description here.



Best Idea Cracker Barrel (Room)

Moderator: Coming soon!

What's the best idea you've had to save time, save money, make the business easier, or make money?



Seminar Coming Soon! (Room)

Presenter Name | Company

Seminar description here.

All seminar sessions & times are subject to change.

Daily Overview – Friday 12/2

7:30 – 8:30 am

Breakfast items available! Get them while they last! Plus, a coffee cart with snacks for purchase is available till Noon. *(Located in the lobby area near the registration desk.)*

8:30 am – 9:30 am

Seminar Session 1 – Four educational options to choose from!

9:45 am – 10:45 am

Seminar Session 2 – Four educational options to choose from!

11:00 am – 12:00 pm

Seminar Session 3 – Four educational options to choose from!

Lunch

Grab lunch (see dining guide on pages 3 & 4) and take time to explore Branson!

1:00 pm – 3:00 pm

Expo Preview – Take a loop around the expo area and get familiar with who is here, what they have to offer, try samples, and collect information so you can make your plan for purchasing and in-depth business conversations tomorrow during the full day expo!

Evening Program (Ballroom)

3:00 – 5:00pm: Time to network! Featuring an open bar, a popcorn bar and hors d'oeuvres! Exhibitors are encouraged and welcome to join as well!

4:00 – 5:00pm: Keynote Speaker – Scott Lesnick

5:00 – 6:30pm: Awards ceremony, auctions and dinner! ***Tonight's dinner is included in your COE registration (both exhibitors and campground owner attendees)!***

The list of 2023 Industry Awards to be given away will be announced soon!

Time to explore!

Catch a show or take in the beautiful sights of Branson! See pages 6 & 7 for attractions/shows offering discounts to COE attendees!

All seminar sessions & times are subject to change.

Seminar Options – Friday 12/2

8:30 am – 9:30 am Sessions



Store Displays (Room)

Kari Buffalo | Product Design & Development Professional

Creative ways to merchandise your store for increased sales!



Sponsor Seminar Coming Soon! (Room)

Stephanie Meier | Blackhawk Bank

Seminar description coming soon!



Sponsor Seminar Coming Soon! (Room)

Ron Romens | Commercial Recreation Specialists

Seminar description coming soon!



Sponsor Seminar Coming Soon! (Room)

Tim Rout/Jeff McCaskill | AccessParks

Seminar description coming soon!

All seminar sessions & times are subject to change.

Seminar Options – Friday 12/2

9:45 am – 10:45 am Sessions



USG Interactive Tutorial Workshop (Room)

Heidi Doyle | Utility Supply Group

Join Utility Supply Group for a hands-on, interactive workshop! We will cover the following: Replacing receptacles & circuit breakers (including converting a GFCI receptacle to a GFCI circuit breaker - Adding a meter socket kit (need a wiring diagram) - Adding a pagoda top light kit (need wiring diagram) - Suggested maintenance tips & tools of the trade - Q&A for current electrical trends. Such as electric vehicle charging, SMART metering options, NEC codes, internet connections, etc.



Putting today's fun in your activity program! (Room)

Deb Yeager | Rose Point Park – Cabins & Camping, New Castle PA

It has been said that kids are attached to their electronic devices. So let's find ways to incorporate that into our activity program! We'll explore some of the cool things we can do to experience the natural world while staying connected. Finding balance is the key.



Sponsor Seminar Coming Soon! (Room)

Kim Lantta | Blackhawk Bank

Seminar description coming soon!



State Executive Panel (Room)

Facilitated by Joann Delvescio – President of New Jersey Campground Association & President of CAMP (Campground Association of Management Professionals)

Learn how to get the most bang for your buck when joining your State Association; and also learn what options you have if your State doesn't have an association. Learn what it takes from Executive Directors who have formed successful organizations in their states. A State Association can help you provide help with: zoning and legal issues, legislative support, State codes, licensing, mentoring, marketing and much more!

All seminar sessions & times are subject to change.

Seminar Options – Friday 12/2

11:00 am – 12:00 pm Sessions



Inclusion & Belonging (Room)

Scott Lesnick | Global Keynote Speaker, Successful Business Solutions
Successfully blending the Five Generations in today's workplace can be a tall order for any leader. Smart organizations assist all employees, especially leaders, better understand one another and in so doing, increase productivity. It begins with open & vibrant dialogue & inclusion of all generations as we navigate to train & retain talent in our new normal. Millennials & Gen. Z get a special/positive nod in this presentation & you'll see why they've earned it in this fun, informative, interactive and fast paced session.

Photo of
presenter
coming
soon!

Emergency Action Planning (Room)

John Burrington | Risk Management, Secura Insurance

In this presentation, we discuss the importance of an Emergency Action Plan, what it should contain and how to implement at your park.



Reservation Software Panel (Room)

Featuring: Campspot, Firefly Reservations, RoverPass and Spot2Nite
Are you in need of an online reservation software, or maybe you're looking to switch to something new? Come hear from four different companies all in one room speak on their system's top 5 features. There will be time for a Q&A at the end as well! Need more follow up? Visit their booths starting at 1pm during the Expo Preview!



Succession Planning on Steroids (Room)

John Jaszewski | Campgrounds4sale.com

Determine what is the best option for your succession planning purposes. We will cover the following: Cashing out and what it means in capital gains, Selling using a 1031-Exchange to a smaller easier park, Selling to the next generation: Creating a Living Trust where next generation can continue to acquire shares, Using a land contract to convey and get monthly income, Becoming a second bank with a partial cash buyout, REIT option for some/all of the money and Non-campground 1031 exchange options.

All seminar sessions & times are subject to change.

Friday Evening Program (Ballroom)

3:00 – 5:00pm

Time to network with your peers and with those you want to do business with! Featuring an open bar, a popcorn bar and hors d'oeuvres! Both campground owner attendees and expo exhibitors are encouraged to attend as tonight's dinner and events are all included in your COE registration!

4:00 – 5:00pm

Keynote Speaker – Scott Lesnick

**The Benefits of Resilience and
Successfully Navigating
Change in an Ever-Evolving
Campground Workplace**



5:00 – 6:30pm – DINNER INCLUDED

Awards ceremony, charity auctions and dinner! ***Tonight's dinner is included in your COE registration (both campground owners & expo exhibitors)!*** List of industry awards to be given away coming soon!

Time To Explore!

Catch a show or just take in the beautiful sights of Branson! See pages 6 & 7 for attractions/shows offering discounts to Campground Owners Expo attendees!

All seminar sessions & times are subject to change.

Friday Evening Charity Auction (Ballroom)

2021 Auction Item List Included...



Check out these great auction items that are up for grabs! Please note that auction items are subject to change, and more items may be added! Auction to benefit The Gilbert Brown Foundation!

- RCI Vacation Trip for Two!
- 1-Day Consulting Package with Mr. Bud Styer (\$3000 value)
- 1-Day Consulting Package with Lori Severson
- Photography Session with Carla Brown
- Bart Starr Autographed Print
- Devante Adams Autographed Jersey
- Two Indoor Champion Club Seat Packer vs Viking tickets for January 2nd game or game of your choice in 2022-23 season!
- 4'x6' Custom Floor Mat (\$400 value - Donated by AGS)
- Two tickets to the Corning Museum of Glass in Corning, NY, a museum collection book, and a one-of-a-kind, unique, handblown glass art piece by a Museum Gaffer (Donated by Camp Bell Campground)
- Fun raffles will be going on throughout the program as well!

2022 AUCTION LIST AND CHARITY INFORMATION COMING SOON!

All auction items are subject to change.

Daily Overview – Saturday 12/18

7:30 – 8:30 am

Breakfast items available! Get them while they last! Plus, a coffee cart with snacks for purchase is available till Noon. *(Located in the lobby area near the registration desk.)*

9:00 am – 4:00 pm

Expo area open – check out all the amazing exhibitors here with the products and services you need to run a successful campground! Many have specials for purchasing right here at the show!

Lunch

Grab lunch inside the expo hall at the concessions area or see the area dining guide on pages 3 & 4 for lunch options nearby!

3:00 pm - End of Expo Giveaway!

Be sure you've entered all of your tickets into the big bucket at the registration desk for your chance to win one of the three big prizes! First prize is donated by Bud Styer Associates, a one-week trip for two people to anywhere you choose! Destination options include locations throughout the USA, Mexico and the Caribbean! Second prize is \$1,000 cash to spend at the expo and third prize is a free 2023 COE Registration! Throughout the expo, collect double sided tickets in various ways. Then head to the registration desk to drop one side in the big bucket and be here Saturday at 3pm for the big drawing! Must be present to win!

Drawing will be held in the expo area at 3pm – must be present to win.

Thank you!

Thank you for attending the 2nd Annual Campground Owners Expo! Say your goodbyes, well wishes and safe travels to all!

All seminar sessions & times are subject to change.

THANK YOU TO OUR SPONSORS!

PRESENTING SHOW SPONSORS (\$10,000 level)



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BRONZE SPONSORS (\$500 level)



Our show would not be possible without the support of each and everyone of our sponsors and attendees!
Thank you all for your support in our 2nd Annual Campground Owners Expo!

Presenter Bios



Amir Harpaz | Harp Development

Amir Has been involved in the outdoor hospitality industry since 2001 when he joined his family business and since then has developed and operated thousands of sites throughout S.E. USA. He is focused on introducing operational efficiencies in campgrounds, primarily through the integration of technology. As a FL & AL association board member, he loves assisting parks throughout the country, teaching them how to run a more efficient, leaner, and profitable business.



Andrew Metcalf | Vice President of CSAW Associates

A graduate of West Salem High School and the University of Wisconsin – La Crosse, Andrew brings years of experience in project coordination, operations, data analytics, and administrative support combined with outstanding customer service experience. Recently relocated back to the West Salem area with his wife and son, he is our resident IT and MS Office expert and keeps our technology up to date. Additionally, as a licensed Independent Sales Associate for Aflac, he also helps our clients add affordable benefit packages for themselves and their employees.

Presenter Bios

Andrew Nussbaum | Regional Tourism Specialist of Wisconsin Department of Tourism

Andrew joined the Department of Tourism in 2012, after having spent his entire professional career in hospitality, marketing, and tourism. His focus with companies and organizations has always been to grow their customer service effectiveness, a passion that began with his first restaurant job in 1984. Andrew refers to this as “Northern Hospitality”. He loves traveling the state meeting with folks and helping them get the word out about all the great things there are to see and do in Wisconsin. Having worked with various regional and statewide collaboration efforts, Andrew enjoys bringing organizations together to share ideas and resources. Tourism is a large part of economic development in Wisconsin, and the visitor’s experience here is paramount.



Photo of
presenter
coming
soon!

Ann Brice | Brice Cohey Consulting

Presenter bio coming soon!

Bud Styer | Camping For The Fun Of It & Bud Styer Associates

In addition to over 40 years experience in the industry, Bud Styer is an owner and operations consultant for 14 campgrounds in Wisconsin and a National Consultant in the industry. He is the former President of the Wisconsin Association of Campground Owners (WACO) and member of Association of RV Parks and Campgrounds (ARVC). Bud, a member of both State and National professional associations, not only attends National and State conventions, but has spoken numerous times for the National Association of RV Parks and Campgrounds (ARVC), Wisconsin Association of Campground Owners (WACO), University of Illinois, Lewis University, IL, St. Mary's College, MN, and numerous State wide training courses. Bud is a committee member for the State of Wisconsin DNR, Governor's Small Business Committee, NFIB's Small Business Committee and Wisconsin's Business Voice Small Business Committee. At the local level, he actively participates in the Chamber of Commerce in five different communities in towns/cities near the Madison area.



Carla Brown | Severson & Associates

Born and raised in Detroit, MI to Leroy and Ann Brown. Carla is the fourth of five siblings. Leroy, Gilbert, Carlos and Joann. Studied at West Virginia University, She majored in Sports Management, and minored in Recreation. She also ran her own business called C Mac Productions, emphasizing on photography and video editing out of Michigan. She is currently Vice- President of Severson & Associates.



Presenter Bios

Christine Metcalf | CSAW Associates, LLC

Chris Metcalf is a native of Viroqua, WI who graduated from Viterbo University and Western Technical College in La Crosse. She has over thirty-five years of experience working in the accounting field. Prior to starting CSAW Associates, LLC – Coulee Bookkeeping and Tax she was employed in various positions such as Bank Controller, Office and Accounting Manager, and Staff Accountant. CSAW Associates works with a variety of businesses including restaurants, campgrounds, marinas, construction companies, rental properties, hair and nail salons, online businesses, exercise facilities and more. She has been married to Bill Metcalf since 1981. They have four children and nine grandchildren.

Danielle Todd | Severson & Associates

Danielle Todd was born and raised in Wisconsin, where she began developing her entrepreneurial skills at a young age. She's always done her best learning with the hands-on approach and has developed her skills in many different areas; including the music, sports, fitness, and campground industries. Owning a few small businesses herself, her skills and passion lie with website/business management and social media marketing. She currently serves on the Chamber of Commerce Board and Downtown Business Alliance Board in her hometown and was recently co-chair of the Promotion & Tourism Committee for the Chamber as well. She's a lifelong camper and looks forward to continuing to work within the campground industry!

Deb Yeager | Rose Point Park – Cabins & Camping, New Castle, PA

Debby, along with her husband Rick Yeager, have owned and operated Rose Point Park – Cabins & Camping, in New Castle, Pennsylvania for 40+ years. Deb has a degree in Recreation Planning and Property Management from Slippery Rock State University and worked for many years as a Professional Girl Scout.

Heidi Doyle | Utility Supply Group

Utility Supply Group headquartered in the Seattle suburb of Kingston, WA. Utility Supply Group was founded in 2001 as a nationwide distributor of electrical, gas and water utility supplies to RV and Manufactured Housing communities. Wade Elliott and the staff of Utility Supply Group collectively have over 50 years of experience designing electrical layouts in RV parks to meet the needs of the park and follow National Electric Code.

Hogan Shrum | Vice President of Growth at BookOutdoors

He is an Entrepreneur and Brand Marketing Executive with experience working with numerous Fortune 500 brands in the travel/leisure, CPG and technology categories. He is passionate about developing & utilizing innovative and sustainable marketing strategies to drive profitable growth for companies looking to have a positive impact on the world. He lives in Los Angeles with his wife and newborn son, and is an avid golfer, musician and occasional painter.

Presenter Bios

Photo of
presenter
coming
soon!

John Burrington | Risk Management, Secura Insurance

John Burrington graduated from the University of Central Missouri with a Bachelor of Science degree in industrial safety with a minor in criminal justice. His insurance risk management career started in 1993 when he was first hired by SISB, a third-party administration company providing workers compensation insurance services to the Louisiana Restaurant Association located in New Orleans. During John's 30-year risk management career, he has also worked for various property & casualty insurance companies, such as Nationwide, Nationwide Ag, Travelers, Missouri Employers Mutual, and Old Republic/BITCO Insurance. In his previous roll at BITCO, John was a Risk Control Supervisor overseeing seven risk control consultants. He has risk management experience in the areas of general industry, construction, forestry, and agribusiness. John earned his CRIS certification in April 2020. John has been a member of American Society of Safety Professionals (ASSP) since 1993. John joined SECURA in January of 2022 and continues to work from his home just outside of St. Louis. John's territory covers parts of Missouri and Illinois. In his spare time, John enjoys golfing, fishing, spending time with his wife and watching his two sons play baseball and basketball.

John Jaszewski | Campgrounds4sale.com

20 years in corporate management focused on Information Technology and Manufacturing automation. For the past 8 years opened a real estate company and sold over \$64 million dollars in real estate. Focused on real estate investments for customers and built a portfolio program for all investors. Currently has just under 250 tenants and owns or manages over \$10 million of rental property.

Kari Buffalo | Product Design and Development Professional

Kari Buffalo is a Product Design and Development professional with over 20 years' experience creating fashion lines for Men, Women and Children while working in New York, Paris, Milan and Minnesota. She currently works as a Product Development Consultant and Educator helping hundreds of entrepreneurs bring their product ideas to life. She has helped to create products ranging from functional athletic wear to technology integrated medical garments and has even created her own line of Rock 'n Roll inspired protective salon wear. In addition, Kari is a freelance health and beauty consultant who is passionate about helping others live with a sense of adventure & creativity while pursuing a healthy, balanced and joyful life! She is always in search of a good glass of wine! Kari lives with her husband Wally and two sons in Saint Paul, MN. Contact Kari at karibuffalo@gmail.com

Presenter Bios

Lori Severson | Severson & Associates

Lori has owned Severson & Associates for 20+ years, a training, consulting and marketing company. Her energetic presentations are filled with forward thinking ideas you can immediately put to use in your business. Her interactive training style allows you to gather ideas from your peers as well. Her passion for success and management excellence will inspire, challenge and encourage you to take action toward continuous improvement in yourself and your organization. Lori has presented to companies like Walt Disney World, Camp Snoopy, Six Flags, IBM, Global Access, TRW, WinCraft, Behrens, Crenlo, GKN, Artsway, Wells Fargo, Merchants Bank, Farmers Bank, Ho-Chunk Nation, ARVC, Jellystone Parks, McDonalds, St. Mary's University, TACO, CONY, KOA, PCOA, Iowa Campground Association, along with a wide variety of other companies that help her bring a strong knowledge of today's business to you. She owns Champions Riverside Resort along with her husband Rick. She is the Executive Director for WACO, the Wisconsin Association of Campground Owners, the owner of the Campground Owners Expo and volunteers for the Gilbert Brown Foundation.



Mark Hazelbaker | Kasieta Legal Group

Mark Hazelbaker focuses on delivering high-quality legal services equal to the standards that big law firms follow without the costs of a flashy law office, making us the more affordable attorneys without sacrificing what is important.



Patrick McDonnell | Flapjack.co

Patrick McDonnell is the co-founder of Flapjack.co, a company that specializes in helping restaurants create more profitable menus. With an engineering background, he originally worked at companies such as Dropbox and SpaceX, before deciding that his true calling was in helping restaurants succeed.



Phil Whitehead | Blackhawk Bank

Phil carries nearly three decades of expertise and proficiency in developing commercial banking relationships aided not only by his years of experience in the industry, but also by being a licensed CPA and Certified Financial Planner. He knows the southern Wisconsin region intimately, having spent a majority of his banking career working and living in Rock County. He has a long history of helping clients develop their business to its fullest potential by providing solid advice and banking services geared to attaining specific goals. Phil earned a Master of Science Degree with an emphasis in Accounting and a Bachelor of Business Administration Degree with an emphasis in Marketing from UW - Whitewater. He received an Associate Degree from UW - Rock County. Civic involvement has always been one of Phil's priorities. His volunteer efforts include a Board membership with the Blackhawk Technical College Foundation and SSM St. Mary's Janesville Hospital Foundation. In addition, he is a member of the Janesville Kiwanis Club and Downtown Janesville, Inc. Phil formerly served as Board



My notes and ideas!

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Develop a passion for learning. If you do, you will never cease to grow.