

# CAMPGROUND OWNERS EXPO (COE)



**2<sup>ND</sup> 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** *(At event only –  
please do not use this for pre-show inquiries.)*

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 event at Andy B's, the Lunch & Learn ticketed session, 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.*





# DINING GUIDE

## Branson Landing

### ANDY B'S BOWL SOCIAL

Branson Landing, Suite 405  
417.213.8631  
[www.BowlAndyBs.com](http://www.BowlAndyBs.com)

### BIG WHISKEY'S

Branson Landing, Suite 301  
417.334.4478  
[www.BigWhiskeys.com](http://www.BigWhiskeys.com)

### BLACK OAK GRILL

Branson Landing, Suite 601  
417.239.0063  
[www.BlackOakGrill.com](http://www.BlackOakGrill.com)

### CANTINA LAREDO

Branson Landing, Suite 1001  
417.334.6062  
[www.CantinaLaredo.com](http://www.CantinaLaredo.com)

### CLEAR

Hilton Convention Center Hotel  
200 East Main Street  
417.243.3433  
[www.ClearLoungeBranson.com](http://www.ClearLoungeBranson.com)

### GUY FIERI'S BRANSON KITCHEN & BAR

Branson Landing, Suite 1111  
417.231.9400  
[www.GuyBranson.com](http://www.GuyBranson.com)

### JOE'S CRAB SHACK

Branson Landing, Suite 717  
417.337.7373  
[www.JoesCrabShack.com](http://www.JoesCrabShack.com)

### LANDSHARK BAR & GRILL

Branson Landing, Suite 915  
417.320.5143  
[Branson.LandsharkBarandGrill.com](http://Branson.LandsharkBarandGrill.com)

### LEVEL 2 STEAKHOUSE

Hilton Convention Center Hotel  
200 East Main Street  
417.243.3433  
[www.Level2SteakHouse.com](http://www.Level2SteakHouse.com)

### MELLOW MUSHROOM

Branson Landing, Suite 333  
417-320-5082  
[www.MellowMushroom.com](http://www.MellowMushroom.com)

### THE PADDLEWHEEL RESTAURANT

Branson Landing, Suite 1C  
417.239.1324  
[www.ThePaddlewheel.com](http://www.ThePaddlewheel.com)

### PAULA DEEN'S FAMILY KITCHEN

Branson Landing, Suite 545  
417.320.5127  
[www.PaulaDeensFasmilyKitchen.com](http://www.PaulaDeensFasmilyKitchen.com)

### RAMATA ITALIAN

Branson Landing, Suite 1201  
417.231.9559  
[www.RamataItalian.com](http://www.RamataItalian.com)

### RAYLENE'S MAGNOLIA ICE

Branson Landing, Suite 109  
417.544.0995  
[www.MagnoliaIce.com](http://www.MagnoliaIce.com)

### SALTGRASS STEAK HOUSE

Branson Landing, Suite 801  
417.334.0325  
[www.SaltGrass.com](http://www.SaltGrass.com)

### SMITH CREEK MOONSHINE

Branson Landing, Suite 1209  
417.553.9874  
[www.SmithCreekMoonshine.com](http://www.SmithCreekMoonshine.com)





### WAXY O'SHEA'S IRISH PUB

Branson Landing, Suite 235  
417.348.1759  
[www.WaxyOSheas.com](http://www.WaxyOSheas.com)

### WHITE RIVER FISH HOUSE

1 Bass Pro Drive  
417.243.5100  
[www.WhiteRiverFishHouse.com](http://www.WhiteRiverFishHouse.com)

## Historic Downtown

### BRANSON CAFÉ

120 West Main Street  
417.334.3021  
[www.DowntownBransonCafe.com](http://www.DowntownBransonCafe.com)

### CLOCKER'S CAFÉ

103 South Commercial Street  
417.335.2328  
[www.ClockersCafe.com](http://www.ClockersCafe.com)

### CAPONE'S SPEAKEASY

214 West Main Street  
417.544.0844  
[www.CaponesSpeakeasyBranson.com](http://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](http://www.FarmhouseRestaurantBranson.com)

### MOMO SUSHI & GRILL

120 N. Sycamore, Suite 100  
417.320.6125  
[www.MoMoBranson.com](http://www.MoMoBranson.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](http://www.OscarsFamousRibs.com)

### PIZZA BY THE SLICE

482 Branson Landing Boulevard, Unit 103  
417.464.6999  
[www.BransonSlice.com](http://www.BransonSlice.com)

### STARBUCKS

201 East Main Street  
417.334.1390  
[www.Starbucks.com](http://www.Starbucks.com)

### THAI KITCHEN

114 East Main Street  
417.320.3097  
[www.ThiaKitchenBranson.com](http://www.ThiaKitchenBranson.com)

### TROPICAL SMOOTHIE CAFÉ

486 Branson Landing Boulevard, Suite 201  
417.336.0220  
[locations.tropicalsmoothiecafe.com/mo/branson](http://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](http://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 For COE Attendees

## DID YOU KNOW?

1910 was the first year RVs were introduced. The same year RMS *Titanic* was being built in Belfast, Ireland (Northern Ireland). Book your tickets & experience the Titanic Museum today!

Scan To  
Order Tickets



# TITANIC™

Reservations Required • [www.TitanicBranson.com](http://www.TitanicBranson.com)

## Association Meeting Locations



**ICA Board Meeting – Wednesday, November 30<sup>th</sup> - Noon-2pm**

**Room: Short Creek 4** - Topics include: State of the Association, Financial Updates, Two Open Board Positions

**ICA Association Meeting – Wednesday, November 30<sup>th</sup> - 4:30-8:30pm**

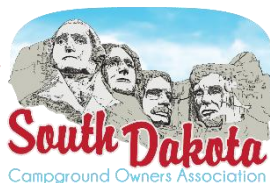
**Room: Short Creek 4** - A broad discussion with other Illinois park owners. Let's talk about hot topics in the industry, share challenges, offer solutions, and get advice from your peers in the same state. Plus, what campground owner's need to know about their website and promoting themselves online.



**CO, KS, & SD Meet & Greet**

**Wednesday, November 30<sup>th</sup> 8:00 - 8:30am**

**Room: Boston Ferry** - Kick off this conference by first familiarizing yourself with others from your state. As the week unfolds, we might connect in this room again and again. Membership is not required, yet this event provides a great opportunity to learn more about CCLOA, KPOA, and SDCOA. Their shared executive director will be at COE for the entire event.



# Daily Overview – Wednesday 11/30

## 7:00 am – 12:00 pm

Coffee and snacks available for purchase until Noon. *(Located outside seminar rooms.)*

## 8:30 am – 12:00 pm

Seminar session one runs from 8:30-9:30am, session two runs from 9:45-10:45am and session three runs from 11:00am-Noon. Choose from four great options in each session!

## 12:00 – 2:00 pm

Illinois Campground Association Board Meeting – For more information, see page 6.

## 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](http://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



## 4:30 – 8:30 pm

Illinois Campground Association – Association Meeting – For more information, see page 6.

## 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 (Roark Creek)

*Kari Buffalo | Product Design & Development Professional*

Creative ways to merchandise your store for increased sales!



## Small Parks and Campgrounds Cracker Barrel (Compton Ferry)

*Mary Arlington | MMCC, Inc. - Joann DeVescio | President of New Jersey Campground Association & President of CAMP (Campground Association Management Professionals)*

Feeling like these conferences aren't for you? Or they are just for parks with multiple managers and resources? Fear not! Let's talk about all the things that can work for park owners who have only limited resources. Learn which seminars will be perfect for you! Understand what you can do verses what you can't and brainstorm with other small owners to learn what has worked for them through the years.



## Activities in Hyperdrive: 50 activities in 50 minutes! (Cooper Creek 3)

*Sarah Krause | River's Edge Campground (Stevens Point, WI)*

You can't possibly leave this session without at least one good idea! Get ready to pay attention, because we're not stopping until we're through all 50 activities! Open discussion after 50 minutes, and you'll leave with lots of takeaways!



## Campground Owners Guide to Employment & Employees (Cooper Creek 2)

*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



### **Forward Thinking in the Outdoor Hospitality Space (Roark Creek)**

*Amir Harpaz | Harp Development*

*Kathleen Walsh | Advanced Outdoor Solutions LLC*

In this interactive session, Amir and Kathleen will talk about the tools and systems operators need to look at so they are successful in meeting current trends.



### **Attitude and Why it Matters! (Compton Ferry)**

*Lori Severson | Severson & Associates*

Your attitude = your money! Who wants to go to the crabby place to camp??? If your employees are cranky, what's the leader look like? If your actions and behaviors need a booster shot, this is the course for you. Your personal attitude is extremely contagious so it's important to learn what you can do to create an environment that sells FUN! We have all the reason in the world to be negative and that's easy! Learning to find the positive in situations and people is a challenge but a learned behavior. We will allow for some interactive practice time and a few fun reminders along with gathering ideas from other people who have found things that help keep them on the positive! Let's practice being somebody people WANT to be around!



### **Graphic Design for Non-Designers (Cooper Creek 3)**

*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 (Cooper Creek 2)**

*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



## **Quickbooks: The Basics (Roark Creek)**

*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.



## **Bingo Madness! (Compton Ferry)**

*Carla Brown | Severson & Associates*

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



## **Creating the Guest Experience (Cooper Creek 3)**

*Jen Rice | WhoaZone*

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.



## **Developing Your Property (Cooper Creek 2)**

*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.

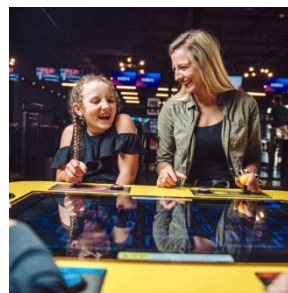
### Padded Room of Rants Session - 2:00 pm

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

## 7:00 am - Noon

Coffee and snacks available for purchase until Noon. *(Located outside seminar rooms.)*

## 8:30 am – 12:00 pm (Cooper Creek 1)

**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! See more information on the next page!

## 8:30 am – Noon

Seminar session one runs from 8:30-9:30am, session two runs from 9:45-10:45am and session three runs from 11:00am-Noon. Choose from four great options in each session!

## 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 (Cooper Creek 1)



*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

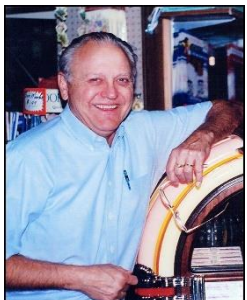


For more than half a century, Dick's 5 and 10 has been a cornerstone of Downtown Branson and shopping in Southwest Missouri. With unique gifts you won't find anywhere else, one-of-a-kind collections spanning generations, toys from yesteryear, items for the home, games, hobby supplies, sewing, an aisle 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 (Roark Creek)**

*Kari Buffalo | Product Design & Development Professional*

Creative ways to merchandise your store for increased sales!



## **Digital is how campers find you – here is what they're looking for! (Compton Ferry)**

*Mark Koep | CampgroundViews.com*

This session takes you into the mind of your campers. What are they looking for? searching for? expecting from you? When and who makes the decision and how do you make sure you are #1 in the discussion. How do you use a digital first strategy to explode your growth and the customer experience.



## **Leveraging The Power of Community! (Cooper Creek 3)**

*Cathy Stepp | Branson City Administrator*

Learn how using your community resources can add revenue and marketing to your park. Understand the importance of tourism, how Branson is learning to build on celebrities, live music shows, and tout more of the “existing highlights” we all have in the outdoor recreation area. Learn perspectives from Cathy Stepp a former DNR Secretary and now a city CEO on the importance of a good relationship between local government, and campground/ attraction owners. As an owner of a 40' class A diesel pusher she can share some honest observations from her camping ventures.



## **Fundraising Efforts at Your Park: Why, When, How (Cooper Creek 2)**

*Don Bennett | Anderson Brochure Distribution Services and Executive Director of CONY*

Fundraising Efforts at your park, a discussion of why, when, and how. It's great to support a charity but there is so much more to it from earned media exposure, cause activities also tend to be well received by guests. A great takeaway from the seminar will be some great examples of activities you can implement.

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

# Seminar Options – Thursday 12/1

9:45 am – 10:45 am Sessions



## **Time Management (Roark Creek)**

*Jeff Roberts, CEC CIC CBC | The Growth Coach*

A strategic approach to self-management of your most valuable resource, TIME. This workshop is designed to impact your productivity and efficiency. The effectiveness of an organization can be determined by engaging in performance and time management. A unique coaching & accountability program specifically designed to produce high-performance results.



## **How to Manage, Measure and Adapt to a Digital World (Compton Ferry)**

*Mark Koep | CampgroundViews.com*

Digital is the #1 source of your business (if it is not you are doing things wrong) but you have no idea what is working, what is not and how to tell. This session dives deep into understanding your analytics, keywords trends and comparables to adapt to an ever changing world.



## **How do I find good managers? (Cooper Creek 3)**

*Pamela Wright | Focused On Management*

Finding and keeping good managers is a challenge that every park faces. With a few changes to your approach, you may be able to shorten the time and effort you have to expend in making sure that your park is managed efficiently and effectively. This session will provide you with the following information: 1.) A job description and what it should include, which is an absolute when searching for candidates. 2.) What salary is reasonable for park managers? - 3.) Should I look for on-site managers or someone local? - 4.) Where should I advertise? - 5.) Now that I have managers, how do I keep them?



## **Making Food Service Fabulous (Cooper Creek 2)**

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

The Easiest way to profits is thru your campers mouth! Catch up on the latest food trends for 2022. Let's take a look at what food items make us money. We will discuss efficiencies and best practices for your food areas, including restaurants, snack shacks, fundraisers or special events. Discover the hottest new products and trends that have been successful in the industry and learn how to leverage these to be successful in your business.

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

# Seminar Options – Thursday 12/1

11:00 am – 12:00 pm Sessions



## **Strategic Business Concept “The Strategic Mindset Process” (Roark Creek)**

*Jeff Roberts, CEC CIC CBC | The Growth Coach*

The Strategic Mindset Process® provides the structure and tools necessary for you to take a step back and see the “big picture.” You’ll learn how to leverage your strengths to effectively seize opportunities and reach your untapped potential.



## **Carte Blanche: What a marketing expert would do if they controlled your marketing. (Compton Ferry)**

*Mark Koep | CampgroundViews.com*

Imagine you sold your park today to one of the best marketing minds in the industry. This session will walk you through what that person would do, step by step, to completely revamp your entire technology stack from a marketing purpose. These strategies have been proven to triple revenue and vastly improve customer service scores. After this session you will have an action plan to beat this expert to the punch and improve your bottom line.



## **Best Idea Cracker Barrel (Cooper Creek 3)**

*Moderated By: Sarah Krause | River's Edge Campground*

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



## **Let’s Talk Money! (Cooper Creek 2)**

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

Learn how to make money with the latest rental equipment. Understand camper demographics that lead to making more money. Learn what to rent based on your parks demographics and customer base. Knowledge is power, so we will share how to gather great information to make great money decisions.

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



# Daily Overview – Friday 12/2

## 7:00 am - Noon

Coffee and snacks available for purchase until Noon. *(Located outside seminar rooms.)*

## 8:30 am – Noon

Seminar session one runs from 8:30-9:30am, session two runs from 9:45-10:45am and session three runs from 11:00am-Noon. Today only, choose from FIVE great options in each session!

## 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 drinks and hors d'oeuvres! Exhibitors are encouraged and welcome to join as well!

**4:00 – 4:30pm:** Keynote Speaker – Jeff Roberts: Ignore The Noise

**4:30 – 6:30pm:** Awards ceremony, auctions and dinner! ***Tonight's dinner is included in your COE registration (both exhibitors and campground owner attendees)!***

We are excited to give out numerous industry awards at tonight's event, along with awards to those who have helped put on this amazing event!

## 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.*

# Activity Idea Tables

**Friday from 1 - 3p and Saturday from 9a – 4p**

Check out the vendors in the lobby, near the registration table, for ideas on fun and unique activities that you can do in your park! These bring in local vendors near you and benefit them in many ways, but also benefit you by providing activities to guests, while not tying down your staff members! And, it's also a great way to contribute to your fundraising efforts!

## Scentsy



**Laura Canote – Located in Branson, MO**  
lauraconote@gmail.com

## Seint



**Jenny LaRue – Located in LaCrescent, MN**  
(612) 695-6239 | mrsjen.larue@gmail.com

## Tupperware



**Christie Stewart – Located in Branson, MO**  
(918) 914-9440 | cheercoach13@aol.com

# Gilbert Brown Foundation Booth



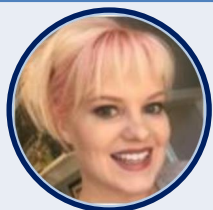
Meet Green Bay Packer legend and Super Bowl Champion, Gilbert Brown! Not only will he be available for autographs and photos, but he will also be our emcee for our Friday night charity auction as we raise money for his foundation, The Gilbert Brown Foundation, which supports over 156 children's charities and so much more!

**Pick up merchandise and autographs  
during the expo show hours to  
support the Foundation!**



# Seminar Options – Friday 12/2

## 8:30 am – 9:30 am Sessions



### **Store Displays (Roark Creek)**

*Kari Buffalo | Product Design & Development Professional*

Creative ways to merchandise your store for increased sales!



### **How to Get the Most from Your Marketing Dollars (Compton Ferry)**

*Stephanie Meier | Blackhawk Bank*

Do you know the pros and cons of different advertising mediums? How can you tell if you're overspending? Underspending? Are you missing valuable, free opportunities? Stephanie will walk through ways to set yourself up for success, what is truly realistic for your park, and tips on S-T-R-E-T-C-H-I-N-G your budget.



### **Transform Expectations with an Open Water Family Entertainment Area! (Cooper Creek 3)**

*Ron Romens | Commercial Recreation Specialists*

There's no denying that people are drawn to the water. Campers love a pond, lake, or beach but what's all involved? Learn what you need to know about developing your waterfront or building a recreation pond - who are the players to involve, codes to consider, and what to put in and around it.



### **Broadband Confidential; What the ISPs don't want you to know! (Cooper Creek 2)**

*Jeff McCaskill | AccessParks*

This course will educate you on key telecommunications technologies & trends related to outdoor hospitality. Topics will include the following: Key definitions and terminology, methods of backhaul internet delivery to parks; cable, DSL, satellite (including Starlink), microwave and fiber-optic, methods of access within the park; fiber, wireless, 5G, LTE, why over 95% of parks with fiber-optic circuits still don't deliver Broadband speeds inside RVs, current trends in guest behavior and demand; video, Zoom, distance learning, key data on the massive demographic shifts in internet usage, how parks are dramatically increasing profitability by building and marketing enhanced connectivity to guests.



### **Menu Engineering: The Art of Creating More Profits (Cooper Creek 1)**

*Patrick McDonnell | Flapjack.co*

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

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



# Seminar Options – Friday 12/2

## 9:45 am – 10:45 am Sessions



### **USG Interactive Tutorial Workshop (Roark Creek)**

*Heidi Doyle | Utility Supply Group*

Join this 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.



### **The 90 Day Focus (Compton Ferry)**

*Jeff Roberts, CEC CIC CBC | The Growth Coach*

The 90 Day Focus Process to hit your goals - These strategic time-outs force you to slow down, think, and plan – the essential ingredients often missing to achieve greater success.



### **In The Banking Business: Fraud, Electronic Payments & Merchant Services (Cooper Creek 3)**

*Kim Lantta | Blackhawk Bank*

This session will share current fraud statistics, types of fraud happening today and how businesses can protect themselves from losses. We will talk about how electronic payment methods, such as ACH, can be used to send and receive payments; including the risks associated with them. Lastly, we will share some information about Merchant Processing.



### **State Executive Panel (Cooper Creek 2)**

*Facilitated by Joann Delvescio – President of New Jersey Campground Association & President of CAMP (Campground Association 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 & much more!



### **5 Ways to Enhance Your Business (Cooper Creek 1)**

*Michael Denton | ResNexus*

Sometimes improving your business can seem overwhelming. We will share 5 simple things to make your life easier and ensure your business runs fast, efficient and effective. The Campground Industry is going through a fast paced fusion between technology and meaningful personal interactions. In this presentation we will go over 5 simple things to enhance your business and provide meaningful interactions throughout the traveler's journey. Some of these enhancements include guest engagement tools and protecting your business from last minute cancellations.

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

# Seminar Options – Friday 12/2

11:00 am – 12:00 pm Sessions



## How to Build a Strategic Social Media Plan for Your Business (Roark Creek)

*Annie Epler | Social Media Manager for Explore Branson*

This session will discuss the impact social media can have on your business, specifically with utilizing short-form video. We will discuss the unique audience appeal of each social media platform and how to keep your content relevant. In a digital world that is constantly evolving, we will discuss how to keep on top of trends, properly repurpose content, and a step-by-step guide to creating your own short-form video.



## Emergency Action Planning (Compton Ferry)

*John Burrington | Risk Management, Secura Insurance – Presenting on behalf of COE Presenting Sponsor, Coverra Insurance*

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



## Reservation Software Panel (Cooper Creek 3)

*Featuring: Campspot, Firefly Reservations, ResNexus, 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 five 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!



## Building a Power Park! (Cooper Creek 2)

*John Jaszewski | Campgrounds4sale.com*

This session will help you look at your campground as a POWER PARK! We will show all types of owners and potential owners how to get the most from your park – New Owners that need to create more wealth – Existing Owners that want to use equity to expand – or Existing Owners that are ready to create an exit strategy. These exit strategies can be selling, gifting to family, creating a living trust, creating a streamlined way to help kick the can down the road on capital gains. We will talk about it all!



## Menu Engineering: The Art of Creating More Profits (Repeat) (Cooper Creek 1)

*Patrick McDonnell | Flapjack.co*

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

*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! Without our exhibitors, we would not be able to create a show where your registration is as low as \$40 per person! 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 – 4:30pm**

## Keynote Speaker – Jeff Roberts

### Ignore The Noise

It is a noisy world and the noise just seems to be getting louder all around us. As a business owner we experience it every day and it seems to come from everywhere. The "noise" will distract us from what is most important to us and the success of our business. Having a Strategic Mindset® will help us learn to shut out (Ignore) the many voices, demands, and distractions around us allowing us to accomplish our goals, fulfill our mission, realize our vision, and live a more fulling and purposeful life.



**4:30 – 6:30pm – DINNER INCLUDED**

Awards ceremony, charity auctions and dinner! ***Tonight's dinner is included in your COE registration (both campground owners & expo exhibitors)!***

We are excited to honor some truly amazing individuals in our industry, as well as folks who have helped immensely in putting on this great event for all of you here tonight!

Our auction tonight is benefitting The Gilbert Brown Foundation, which is run entirely by volunteers to ensure that all fundraiser proceeds go directly to the charities it serves! The proceeds from this auction will go through the Gilbert Brown Foundation and benefit KOA Care Camps, Camp Good Days, and Saint Jude's.

**Time To Explore!**

Catch a show or just take in the beautiful sights of Branson! See page 6 and your attendee bags for special offers to COE attendees!

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



# Friday Evening Charity Auction (Ballroom)

## Your Special Guest Emcee is...

### Gilbert Brown Kansas Jayhawks and Green Bay Packer Hall of Famer!



We have the pleasure of having one of the most intimidating nose tackles in the history of the National Football League. Brown, a mountain of a man at 6'2" anchored a dominant Green Bay Packers defensive line that stifled the opposition week in and week out. Brown was such an immovable force, even double teams couldn't keep him in check. His presence helped the Packers win their third Super Bowl title in 1997. Brown attended Mackenzie High School in Detroit. He was a two-sport star who excelled in football and track. He ran the 100- and 200-yard dashes in high school. Ann Brown stated that her son developed his speed on the track when bullies chased him on his way home during his grade school days. When Brown made it through the door, he'd always ask his mother for some chips. He became an all-state defensive lineman for the Mackenzie Stags several years later. One of Brown's Stags teammates was future Notre Dame Fighting Irish and Pittsburgh Steelers star running back Jerome Bettis. Big Gilbert Brown would continue building on his football resume with the Kansas Jayhawks in the next several years. Gilbert Brown was a human development major who played for the Kansas Jayhawks from 1989 to 1992. Whenever Brown stopped an opponent dead in his tracks with a tackle or sack, he celebrated by making it appear he shoveled dirt on opponents after making a big-time stop. Thus, the "Gravedigger" was born during Brown's college days with the Jayhawks. Brown's signature Darth Vader helmet shield added a menacing touch to his antics. Today, Gilbert works extremely hard on his Foundation, making sure that kids get a chance to get a solid education without being bullied! His passion for his foundation has created help from campground owners all over the United States.

**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!**

- 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
- Two Indoor Champion Club Seat Packer vs Viking tickets for January 2<sup>nd</sup> game or game of your choice in 2023 season!
- Gift certificate from Ginast Outdoor Fitness Equipment
- Donation from Firefly Reservations
- \$500 towards your campground electric bill from Peak Energy Technology
- Donation from Jeff Roberts with The Growth Coach
- Set of 4 RV Southwest Straight Back Chairs donated by Wilcor
- Donation from FireBuggz
- Donated items from Tupperware, Seint and more!
- Basketball autographed by Shaquille O'Neal
- Fun raffles will be going on throughout the program as well!

**Auction to  
benefit The  
Gilbert  
Brown  
Foundation!**



*All auction items are subject to change.*

# Daily Overview – Saturday 12/3

## 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 – 11:00am

Start your morning of expo shopping with a Bloody Mary at the Coverra Insurance Services booth in the beach area! Fix it up just the way you like it!

## 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 2<sup>nd</sup> Annual Campground Owners Expo! Say your goodbyes, well wishes for the 2023 season, 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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# THANK YOU TO OUR SPONSORS!

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*Thank you!*

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## ANDERSON'S BROCHURE

ANDERSON'S BROCHURE DISTRIBUTION SERVICE: CAMPGROUND MARKETING  
*- Serving the Campground and Travel Industry since 1981 -*

## STATE EXECUTIVE SPONSOR



Thank you for providing space for our  
State Associations and sponsoring lunch!

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 2<sup>nd</sup> 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.



## **Annie Epler | Explore Branson**

Annie Epler graduated from College of the Ozarks in 2020 where she studied communications, business administration, and social media. After graduating, she accepted a position at Explore Branson and has been with the organization for over two years. As the Social Media Manager, she oversees all the social accounts for Explore Branson, recruits influencers to the area, writes the Explore Branson newsletter, and occasionally teaches others in the community about the power of utilizing social media. During her time here, she has increased impressions, engagement, and following of Explore Branson's social media presence. She strives to continue to tell Branson's story and inspire others to travel to Branson through visual story telling.



## **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. She studied at West Virginia University where 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, graphic design 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 enjoys continuing to work within the campground industry!



## **Don Bennett | Anderson Brochure Distribution Services – President and CEO of CONY**

Don has been an owner of Conesus Lake Campground located in Conesus, NY for over 30 years. The campground was originally founded by his grandparents Edward and Mildred Yaniszewski 60 years ago. His grandparents were also charter members being one of 12 campgrounds who established CONY (Campground Owners of New York). Don is currently the President and CEO of CONY (Campground Owners of New York) where he oversees the staff and works directly with the CONY Board of Directors to help carry out the mission of CONY: An association dedicated to the growth, promotion, improvement, and development of privately owned campgrounds in New York State. Don also is a Certified Public Accountant licensed in the State of New York and has been in the accounting field for over 30 years. Displaying a wide range of interests, Don is deeply involved in public service, as well as community organizations, where he serves in a variety of leadership roles. Don's important contributions to a myriad of boards and committees are a testament to his drive and passion for effecting positive change. Don graduated from Ashland University, receiving his Bachelor of Science Majoring in Accounting and Finance minoring in Economics. He currently resides in Pittsford, NY with his wife Lisa. They have two sons Winston and Mason.



## **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.

# Presenter Bios

## **Jeff H. Roberts, CEC CIC CBC | Leadership & Business Coach**

Jeff Roberts has over 30 years of experience managing financial and business operations in the insurance industry as an independent insurance agency owner to President of Acquisitions & CFO for a large agency with offices in Arkansas, Oklahoma, and Texas and has been recognized for leading multimillion-dollar mergers and acquisitions. Jeff has provided project management for numerous corporate initiatives and has also been very active in Chamber of Commerce groups and Economic Development initiatives. Jeff leverages his experience as a business owner and community leader to coach leaders, businesses and organizations in strategic planning, organizational leadership, sales management, and staff training. He walks along with them as they grow their businesses and their abilities as leaders while helping them find and maintain a healthy work/life balance on the path to realizing their dreams and desires. He is a Certified Executive Coach (CEC), a Certified Insurance Counselor (CIC), and a Certified Behavioral Consultant (CBC) and uses his experience and training in his coaching to create a road map for future success in hiring, people management, improved communication, and building strong leaders and teams. He and Tracy, his wife of forty years, currently live in Branson, Missouri. When not working in Branson or the surrounding states they can be found in Northwest Arkansas checking in on their two grandchildren, son and daughter-in-law. Jeff loves life in Branson and when not traveling for work or pleasure enjoys fly fishing, reading, relaxing, and enjoying the beauty of the Ozarks.

## **Jen Rice | WhoaZone**

Jen Rice is the General Manager for WhoaZone, water-based family entertainment centers, owned and operated by Empire Recreation Management, with 5 locations throughout the United States. Each WhoaZone features a floating obstacle course giving families the opportunity to experience active, outdoor recreation unlike anywhere else. Prior to joining the ERM team, Jen spent more than 12 years in operations & training leadership at Universal Orlando Resort and owned 2 Fun Bus kids fitness franchises. Jen graduated from the University of Central Florida's Rosen College with a BS in Hospitality Management.

## **Joann Delvescio | President of New Jersey Campground Association & President of CAMP (Campground Association of Management Professionals)**

Joann is the current Executive Director of the New Jersey Campground Owners and Outdoor Lodging Association, the President of the Campground Association of Management Professionals (CAMP) and an officer for the New Jersey Travel Industry Association. Her past positions include Tourism Director for Borough of Stone Harbor, NJ, Executive Director for Ocean City, NJ Regional Chamber of Commerce, and Director of Marketing and Special Events for Playboy Casino Hotel, Atlantis Casino Hotel, Trump's Castle Casino Resort – all in Atlantic City, NJ. She has also served in many board positions for various organizations throughout New Jersey.

## **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.

# Presenter Bios



## **John Jaszewski | Campgrounds4sale.com**

Twenty years in corporate management focused on Information Technology and Manufacturing automation. Then left Corporate America to become a real estate investor. For the past 20 years he has owned and operated a real estate company, selling more than \$400 million dollars in real estate, including \$38 Million in 2021 alone. He has been involved in 48 campground closings in just the past three years. His focus now is helping people become wealthy and independent. He has created almost 100 millionaires in his lifetime - His goal is to make you his next millionaire!



## **Kari Buffalo | Product Design and Development Professional**

Kari Buffalo is a Product Design and Development professional with over 25 years' experience creating fashion lines for Men, Women and Children while working in New York, Paris, Milan and Minnesota. She has helped to create, market + merchandise 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. She has most recently created her own Marketing + Social Media Management firm that specializes in helping small businesses owners grow their businesses. She is passionate about offering consultation and education to help entrepreneurs bring their businesses to the next level and grow their communities. 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



## **Kathleen Walsh | Advanced Outdoor Solutions**

Kim has more than two decades of industry experience, having held positions in portfolio management, commercial lending and retail banking. She is responsible for helping businesses of all sizes, municipalities, and non-profits understand and utilize the many treasury management products and services Blackhawk Bank offers. In turn, she assists them in efficiently collecting, disbursing and investing their cash, while keeping things secure via numerous fraud protection products. Growing up in a family-owned business in southern Wisconsin allows Kim to have a deep understanding and appreciation of the challenges facing business owners today, and their need for solid advice they can trust. Kim holds a Bachelor of Business Administration Degree in Finance from the University of Wisconsin-Whitewater and a diploma from the Graduate School of Banking from the University of Wisconsin- Madison. She volunteers her time with UW-Whitewater – Rock County, Agrace Hospice, and Forward Janesville.



## **Kim Lantta | Blackhawk Bank**

Kim has more than two decades of industry experience, having held positions in portfolio management, commercial lending and retail banking. She is responsible for helping businesses of all sizes, municipalities, and non-profits understand and utilize the many treasury management products and services Blackhawk Bank offers. In turn, she assists them in efficiently collecting, disbursing and investing their cash, while keeping things secure via numerous fraud protection products. Growing up in a family-owned business in southern Wisconsin allows Kim to have a deep understanding and appreciation of the challenges facing business owners today, and their need for solid advice they can trust. Kim holds a Bachelor of Business Administration Degree in Finance from the University of Wisconsin-Whitewater and a diploma from the Graduate School of Banking from the University of Wisconsin- Madison. She volunteers her time with UW-Whitewater – Rock County, Agrace Hospice, and Forward Janesville.

# 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.

## **Mark Koep | CampgroundViews.com**

Mark Koep is the President and CEO of Campground Views, Inc. He has an MBA from Pepperdine and has devoted the last decade to making the Outdoor Hospitality Industry bigger and better. He is the host of the wildly popular Facebook Group for RV Park Owners, a regular speaker at industry events, sought after consultant, father of two, and fulltime RVer for 12 years. No one knows more about the Outdoor Hospitality Industry than Mark Koep who has personally visited over 5,000 campgrounds and RV parks. Client parks have measured tens of millions of dollars in increased revenue implementing the tools, strategies and processes laid out by Mark. Campground Views is the developer and operator of the proprietary Campground Virtual Tour technology. The only true virtual tour software designed specifically for the Outdoor Hospitality Industry. Campers can easily see the park, see the roads and see the sites. Park operators have measured over 244% increases in online bookings, drops of 40% for inbound calls and doubling of the length of their stays thanks to this tool. The technology has been implemented for almost one thousand RV parks and campgrounds across the US. The company's focus is to help campers find the right campground, at the perfect time, using the best equipment. For park operators the company provides a highly valuable tool to improve marketing, guest acquisition, guest experience and operational efficiencies. See what the fuss is about by clicking here <https://www.campgroundviews.com/easier-bookings/>

## **Michael Denton - ResNexus**

Michael has been with ResNexus for 2 years and has personally worked with 400+ campground and lodging properties. Michael has traveled far and wide across the United States and the world, where he has loved meeting, learning from, and sharing his industry knowledge. He is excited to share his knowledge and experience with "5 Simple Ways To Enhance Your Business".



# Presenter Bios

## **Pamela Wright – Focused on Management**

Focused On Management was established when Pamela Wright recognized the pain that new owners as well as existing owners were experiencing with their RV park/ resort/campground assets. As a seasoned professional, Pamela is highly regarded within the Outdoor Hospitality Industry for her combination of creativity, results orientation and focus on budget constraints in providing integrated and complete strategies. She has experience in the complete operation of an RV resort/park/ campground, including areas such as maintenance issues, infrastructure issues and on site water/sewer treatment plants. With over 18 years of experience, Pamela has been instrumental in helping RV Parks/Resorts/Campgrounds establish systems, policies and procedures ensuring that the property is operating at peak efficiency and delivering on the ROI.

## **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 Incorporation. Phil formerly served as Board member for Forward Janesville, the Junior Achievement Board of Rock County and the Green County Development Corporation. Currently living in Janesville, Phil and his wife, Lisa, have lived in the Janesville/Milton area for the past 15+ years, where they raised their four children and enjoy spending family time.

## **Ron Romens – President at Commercial Recreation Specialists**

As the president of CRS, Ron is responsible for running all facets of the business. He has a proven executive management track record and over 20 years of experience in the recreation and watersports industries. Prior to founding CRS with Rich Wills in 1999, Romens was a founding member of RAVE Sports, a front-runner in the watersports industry and inventor of the water trampoline. As president, Ron has positioned CRS as a leader in the commercial recreation industry and specializes in aiding public entities through the development of water-based recreation zones from concept through completion. Under his guidance, CRS has added full design services through CRS Design and expanded its product offerings to include water inflatables, Splashpads, playgrounds, shade, shelter and other recreation amenities.

# Presenter Bios



**Sarah Krause – River’s Edge Campground**

Sarah Krause currently holds the position of CCO at C & D Hospitality. Onsite manager of Rivers Edge Campground as well as oversees operations at all of their other locations. A long history in business ownership, and customer service she brings a new lively view to all things hospitality.



**Stephanie Klett – President & CEO of VISIT Lake Geneva**

Stephanie Klett is all Wisconsin all the time. A former Miss Wisconsin, 20-year host of Discover Wisconsin Television and Radio, President & Founder of Spotlight on Wisconsin, former Secretary of Wisconsin Tourism, and current President & CEO of VISIT Lake Geneva, which operates a Visitor Center, Convention & Visitors Bureau and a Chamber of Commerce. Stephanie’s an Emmy winner, Beloit Hall of Fame inductee, serves on more Boards than she wants to, and is a proud survivor of being raised with 9 brothers and no sisters.



**Stephanie Meier – SVP Marketing and Communications, Blackhawk Bank**

A veteran marketing professional with over 25 years of experience, Stephanie trains and consults with business owners on the rapidly evolving digital marketing environment and developing online strategies and budgets to get ahead of the competition. She has successfully led marketing & advertising initiatives in multiple industries including: financial, healthcare, dental, campgrounds, and higher education. Stephanie earned a Bachelor of Science degree in Human Relations and completed a suite of graduate studies in Marketing, Organizational Behavior, and Business Development. She currently leads the Marketing Group at Blackhawk Bank where she is responsible for client and employee communications, e-commerce, and the organization brand.

**A big thank you to all of our talented speakers for joining us to share their knowledge and expertise in an effort to help us all become better for our employees and our customers!**

# My notes and ideas!

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# My notes and ideas!

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