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3RD ANNUAL

# CAMPGROUND OWNERS EXPO

BRANSON, MISSOURI



**NOVEMBER 29 - DECEMBER 2, 2023**  
**HILTON BRANSON CONVENTION CENTER**



# CONTACT & LOCAL INFO

COE STAFF CONTACT NUMBERS AND  
EXPLORE BRANSON/DISCOUNT INFO.

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

## COE Staff Contacts

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

**EARLY CHECK-IN BEGINS  
TUESDAY EVENING (11/28)  
5:00 - 7:00PM**

**REGISTRATION DESK  
OPENS AT 7:30AM DAILY!**



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

In Branson, 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.

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

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

## TUESDAY NOVEMBER 28 CAMP MEETING



**9:00am - 4:30pm | Boston Ferry Room - 2nd Level**

For State Executive CAMP members only. Must be a paid member to attend this meeting. To inquire about membership contact:

Lisa Thibodaux - LARVC Executive Director  
(225) 235-2166 | [lisa@campinglouisiana.com](mailto:lisa@campinglouisiana.com)

**Receive your FREE Access Database for Association Management** - This system took years of time and money to develop and perfect! It allows you to track members, associate members, suppliers, convention & workshop information, directory & advertising payments, along with many other useful options! You may have someone on your team who can manage this, but if not or you need some minor customizations, we will provide the contact information for our developer, and she will be happy to work with you on a discounted rate in order to help you though any changes you may need!





# BUSINESS SERVICES

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



## LEGAL CONSULTATIONS

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



## KNOW YOUR NUMBERS!



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

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

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

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



## QUICKBOOKS CONSULTING

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



## STATE ASSOCIATION INFORMATION AND ASSISTANCE

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

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





# EVENT GIVEAWAYS

## AND ALL THE IMPORTANT DETAILS!

# WIN!

Collect tickets throughout the entire event and be entered to win these great prizes! Drawing held Friday afternoon at the Facilitated Networking Event!

### HOW TO EARN ENTRY TICKETS:

- 1 ticket per person in your registered group just for attending the 2023 COE!
- 5 tickets for each educational seminar you attend!
- 5 tickets for a seminar evaluation completed after each session!
- 5 tickets for attending each group event: the Wednesday evening dinner, the Thursday Lunch & Learn session, and the Friday Facilitated Networking event.
- 25 tickets for each exhibitor that you purchase products and/or services from here at the expo! To claim your tickets, simply bring your receipt of purchase to the registration desk!

### COE GIVEAWAY - TOP 3 PRIZES!

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

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



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

#### 3RD: FREE 2024 COE REGISTRATION!



### NEW THIS YEAR!

We will draw for 10 additional prizes as well, on top of these three giveaways!

### NEW! PLATINUM GIVEAWAY!



Each of our \$10k Presenting sponsors have five exclusive Platinum tickets each to give away to attendees who either do business with them or have a great business chat. See this exclusive giveaway on display in the main ballroom! It's filled with local Branson goodies, show tickets and more! Drawn for at the evening program in the Main Ballroom on Wednesday night!



AccessParks



COMMERCIAL  
RECREATION  
SPECIALISTS



UTILITY SUPPLY  
GROUP



[WWW.CAMPGROUNDOWNERSEXPO.COM](http://WWW.CAMPGROUNDOWNERSEXPO.COM)





# MORE EVENT GIVEAWAYS

## AND ALL THE IMPORTANT DETAILS!

### NEW! \$1000 DRAWING!

Get your shopping list ready!  
During our evening program on Wednesday night, we will draw one lucky winner from all registered attendees to receive \$1,000 to spend at ANY exhibitor in the COE Expo Hall on Thursday morning!

### NEW! LUNCH & LEARN GIVEAWAY!

*Attend the ticketed add-on Lunch & Learn session Thursday at 12:30pm and win BIG!*

Not only will you earn tickets for the COE giveaway (explained on previous page) by attending this session; but you will also be entered to win YOUR CHOICE of a trip for two to Las Vegas or \$1,000 cold hard cash!

Purchase your tickets for this event on page 12 of this program!

### NEW! THURSDAY MORNING EXPO GIVEAWAY!

Don't sleep in on this giveaway! Head down to the expo Thursday morning and earn chances to win one of four great prizes!

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

Upon entering the expo area, you'll receive an entry ticket just for being on the show floor. You'll also earn an additional ticket for each hour you stay on the show floor!

If you purchase from any exhibitor that morning, you can show the door attendant your receipt and receive **three additional** tickets for this special drawing!

Every hour, we will draw for a prize, and if you're still on the show floor, you win!  
If not, we draw again!

#### Prizes and times drawn:

- **9:00am:** \$1,000 to spend with any exhibitor here in the room!
- **10:00am:** \$500 to spend with any exhibitor here in the room!
- **11:00am:** Your choice of \$200 worth of various gift cards!
- **Noon (end of expo):** Free 2024 COE registration!

**LET'S  
GET  
SOCIAL!**

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





# DAILY OVERVIEW

WEDNESDAY NOVEMBER 29

7:00a - Noon	Second Level	<b>BREAKFAST/SNACKS &amp; COFFEE CART OPEN</b> Located on the second level, items for purchase like breakfast, snacks, coffee, drinks, etc. - Water stations available as well.
8:00 - 8:45a	Main Ballroom	<b>EVENT KICKOFF AND WELCOME SESSION</b> Get your positive attitude and mindset ready for the wee! Hear a rundown of the week so you're well prepared to make the best use of your time here at COE! Plus, learn how you can win here at COE! Over \$10k in giveaways! Also, meet the State Executives that are in attendance and how they can help you!
9:00a - 12:30p	Second Level	<b>EDUCATION SESSIONS</b> Three one-hour sessions (15-minute breaks between). Six different class options in each session!
12:30 - 2:00p	Expo Hall	<b>GRAB-N-GO LUNCH AVAILBLE</b> Grab lunch in the expo hall and shop around the great exhibitors here!
12:30p	Main Ballroom	<b>COLORADO, KANSAS &amp; SOUTH DAKOTA MEET &amp; GREET</b> Attendees from CO, KS, and SD, please attend. Our industry knows the value of connecting and networking, so let's start this event by putting faces and names together from these states in which Mary Arlington has close ties.
12:30 - 4:30p	Expo Hall	<b>EXPO HALL OPEN</b> Shop the expo floor! A wide variety of exhibitors with the products and services you need to run a successful campground! Many have specials for purchasing right here at the show! Be sure to visit the Gilbert Brown Foundation table in the Ballroom to redeem your FREE autograph ticket in your bag from Gilbert Brown, former nose-tackle for the Super Bowl 31 Green Bay Packers!
4:30 - 6:30p	Main Ballroom	<b>EVENING PROGRAM &amp; DINNER - <i>Open to both campground owners and exhibitors - this dinner is included in your registration.</i></b> Grab a drink, build your perfect snack at the popcorn bar, and find a table to network with your peers! Dinner served at approx. 5:30pm. During dinner, we will host a short awards ceremony, a quick charity auction with other games and raffles as well! Gilbert Brown will be our guest emcee for part of the night!
6:30p - ???	Your choice!	<b>TIME TO EXPLORE!</b> Catch a show or take in the beautiful sights of Branson! See your attendee bag for visitor information & show coupons from <i>Explore Branson</i> .

ALL EDUCATION SESSIONS AND EVENT TIMES ARE SUBJECT TO CHANGE.





# SEMINAR LINE UP

WEDNESDAY NOVEMBER 29



	9:00 - 10:00a	10:15 - 11:15a	11:30a - 12:30p
<b>Roark Creek</b>	<b>PR &amp; HOW TO MANAGE AN INCIDENT AT YOUR PARK</b> Ben Quiggle <i>Woodalls Campground Magazine</i>	<b>MAXIMIZING INCOME AND CALLING ALL PROFITS</b> John Jaszewski <i>Campgrounds4sale.com</i>	<b>CRITICAL BUSINESS CHECKLIST</b> Phil Whitehead, Mark Hazelbaker, Chris Metcalf, John Jaszewski and Eric Haun
<b>Compton Ferry</b>	<b>IGNITE YOUR ENTREPRENEURIAL SPIRIT FOR UNSTOPPABLE ACCOUNTABILITY</b> Heidi Meckley	<b>HAVING GREAT CONVERSATIONS</b> Angie Servi <i>JAMPS Strategic Development</i>	<b>STRATEGIES UNLOCKED: OPTIMIZE YOUR CAMPGROUND</b> Blake Burris <i>Newbook</i>
<b>Cooper Creek</b>	<b>RESERVATION SOFTWARE PANEL:</b> Participating companies: Campground Commander, CampLife, Campspot, Firefly Reservations, Newbook, ResNexus and Staylist. (Will include a break at 10am)		<b>HOW TO CHOOSE THE RIGHT PARK RESERVATION SYSTEM</b> Todd Sabo <i>Park Vendor Review</i>
<b>Short Creek 3/4</b>	<b>GUEST SERVICES AND THE ADA</b> Kelly Jones <i>The Jenkins Organization</i>	<b>MARKETING EXPERTISE: HOW TO COMMUNICATE TO CUSTOMERS WITH NO TIME OR ATTENTION</b> Mark Koep <i>CampgroundViews.com</i>	<b>THE PERFECT CUSTOMER JOURNEY: HOW TO DESIGN, AUTOMATE &amp; ENSURE THE BEST EXPERIENCE FOR YOUR GUESTS</b> Mark Koep <i>CampgroundViews.com</i>
<b>Short Creek 1/2</b>	<b>10 MOST COMMON GUEST SERVICE CHALLENGES &amp; HOW TO SOLVE THEM</b> Panel: Bud Styer, Ron Romens, Sarah Krause, Tiffany Pargman, and Tricia Lombardo	<b>LET'S TALK ELECTRICAL</b> Heidi Doyle & Paul Croteau <i>Utility Supply Group</i>	<b>5 STEPS FOR CREATING THE ULTIMATE RECREATION DESTINATION</b> Ron Romens <i>Commercial Recreation Specialists</i>
<b>Fall Creek</b>	<b>WE NEED SOME MAJOR SUCKING UP</b> Michael Moore <i>AGS Guest Guides</i>	<b>LEVERAGING RECENT DEMOGRAPHIC CHANGES TO MAKE BROADBAND WI-FI A PROFIT CENTER</b> Jeff McCaskill <i>AccessParks</i>	<b>EVERYTHING YOUR CAMPGROUND NEEDS TO KNOW ABOUT OTA'S &amp; HOW TO INCREASE DIRECT BOOKINGS</b> Michael Denton <i>ResNexus</i>

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# SEMINAR DESCRIPTIONS

WEDNESDAY 11/29 - 9:00A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	<b>Ben Quiggle</b> Woodalls Campground Magazine	<b>PR &amp; HOW TO MANAGE AN INCIDENT AT YOUR PARK</b> This session will offer a practical look at the importance of public relations and how park owners and operators can prepare should an incident occur at their park. Ben Quiggle, editor of Woodalls Campground Magazine, will help park owners and operators navigate the types of issues they might face at their parks and help session participants learn how to create a PR Crisis plan. This session will be interactive as Ben will engage with participants on a variety of scenarios and tackle pressing questions on how park owners and operators should respond in different situations.
Compton Ferry	<b>Heidi Meckley</b> Heidi Meckley Coaching	<b>IGNITE YOUR ENTREPRENEURIAL SPIRIT FOR UNSTOPPABLE ACCOUNTABILITY</b> Join us for an empowering time where we delve into the transformative power of mindset shifts, accountability, and the entrepreneurial journey. Discover how to see things from a fresh perspective, like never before, and unlock the keys to personal and professional growth.
Cooper Creek	<b>Reservation Software Companies</b>	<b>RESERVATION SOFTWARE PANEL</b> Are you in need of an online reservation software, or maybe you're looking to switch to something new? Come hear from seven 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 in the expo hall at 12:30pm! <b>Participating Companies: Campground Commander, CampLife, Campspot, Firefly Reservations, Newbook, ResNexus and Staylist.</b>
Short Creek 3/4	<b>Kelly Jones</b> The Jenkins Organization	<b>GUEST SERVICES AND THE ADA</b> The ADA is much more than rules and regulations. At its core, it is about people navigating their way through the world. Ensuring full access to your business and services is a great way to expand your customer base. We will focus on ways to ensure your guest service and policies are accommodating. This session will not be focusing on physical barriers.
Short Creek 1/2	<b>PANEL</b> Bud Styer, Ron Romens, Sarah Krause, Tiffany Pargman and Tricia Lombardo	<b>10 MOST COMMON GUEST SERVICE CHALLENGES &amp; HOW TO SOLVE THEM</b> This session will focus on ways to solve guest service problems across the camping and outdoor industry. Attendees will learn the following topics: aligning the flow of service; communications; how to show empathy; problem solving managing guest expectations; staff training; and how to create engaging experiences. Overall, solving guest service problems requires a combination of effective communication, empathy, problem-solving, and personalization. By implementing these strategies, park staff can provide a memorable and enjoyable experience for all guests.
Fall Creek	<b>Michael Moore</b> AGS Guest Guides	<b>WE NEED SOME MAJOR SUCKING UP</b> Marketing isn't just print and digital but rather an experience you give to your customer. We'll discuss different things you can do at your business that won't break the bank.

ALL EDUCATION SESSIONS AND EVENT TIMES ARE SUBJECT TO CHANGE.





# SEMINAR DESCRIPTIONS

WEDNESDAY 11/29 - 10:15A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	<b>John Jaszewski</b> <i>Campgrounds 4sale.com</i>	<b>MAXIMIZING INCOME AND CALLING ALL PROFITS</b>  In times of higher interest rates and recessions looming, the time is now to capitalize on the opportunity to maximize your income streams and create long lasting ways to ensure that profits get and remain at acceptable and even better than acceptable levels. Now is the time to understand that debt is not the enemy if it's structured correctly! I have been in this industry for more than 20 years, and I've seen all the turbulent and terrific times in this industry. The trick is learning to navigate both times correctly and profitably. This session will be free flowing and spontaneous – just like the markets so bring your questions and lets navigate through them together!
Compton Ferry	<b>Angie Servi</b> <i>JAMPS Strategic Development</i>	<b>HAVING GREAT CONVERSATIONS</b>  Communication is the basis from which everything begins! Learn how to maximize interactions with your customers, employees, and even your spouse and family in this interactive session. You'll come away with strategies to overcome communication barriers, active listening skills, and tips you can apply right away.
Cooper Creek	<b>Reservation Software Companies</b>	<b>RESERVATION SOFTWARE PANEL</b>  Are you in need of an online reservation software, or maybe you're looking to switch to something new? Come hear from seven 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 when the expo hall opens at 12:30pm today!  <b>Participating Companies: Campground Commander, CampLife, Campspot, Firefly Reservations, Newbook, ResNexus and Staylist.</b>
Short Creek 3/4	<b>Mark Koep</b> <i>CampgroundViews. com</i>	<b>MARKETING EXPERTISE: HOW TO COMMUNICATE TO CUSTOMERS WITH NO TIME OR ATTENTION</b>  Have you noticed that no one pays attention anymore? Everyone has the world of information at their fingertips but no one has the time to dig in. In this session we will discuss actionable strategies you can use to adapt to this reality and profit off it by engaging, informing & communicating to a distracted camper.
Short Creek 1/2	<b>Heidi Doyle and Paul Croteau</b> <i>Utility Supply Group</i>	<b>LET'S TALK ELECTRICAL</b>  Join Utility Supply Group for an open forum discussion. Group talk about basic electrical needs, various equipment, important NEC & NFPA code topics. This will also cover current trends in the industry, including electrical infrastructure stress, preventative maintenance tips, submetering methods, EV charging, USG's unique electrical layout service and much more.
Fall Creek	<b>Jeff McCaskill</b> <i>AccessParks</i>	<b>LEVERAGING RECENT DEMOGRAPHIC CHANGES TO MAKE BROADBAND WI-FI A PROFIT CENTER</b>  The way your guests are using Wi-Fi today is different than five years ago – it has become the fourth utility. Learn how to leverage new technologies and business models to increase bookings, NOI and valuation.

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# SEMINAR DESCRIPTIONS

WEDNESDAY 11/29 - 11:30A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	Phil Whitehead Mark Hazelbaker Chris Metcalf John Jaszewski Eric Haun	<b>YOUR CRITICAL BUSINESS CHECKLIST</b> Hear from a banker, attorney, accountant and insurance agent about things that can cost you hundreds of thousands of dollars if you don't have plans in place! Each person will give you a 2 minute tip to keep it lively and informative! We will have time for questions at the end. Learn what business practices are critical to keep records of, and how long to keep different kinds of records. Plus, discover the biggest mistakes in record keeping and meeting updates!
Compton Ferry	Blake Burris <i>Newbook</i>	<b>STRATEGIES UNLOCKED: OPTIMIZE YOUR CAMPGROUND</b> Think simple strategies with big impact. Blake Burris, uncovers proven practical strategies to streamline operations, supercharge revenue growth and deliver exceptional guest experiences. We'll talk all things automation, capitalizing on your assets, and maximizing revenue streams.
Cooper Creek	Todd Sabo <i>Park Vendor Review</i>	<b>SELECTING THE RIGHT RESERVATION SYSTEM FOR YOUR PARK</b> This talk provides valuable and unbiased insights for RV park and campground owners looking to navigate the diverse range of reservation systems available in the industry. The session will focus on identifying key features and considerations necessary for making an informed decision, such as user-friendliness, cost, integration capabilities, and customer support. Attendees will leave with practical tips and a clear understanding of how to choose a system that best aligns with their specific needs and enhances their operational efficiency.
Short Creek 3/4	Mark Koep <i>Campground Views.com</i>	<b>THE PERFECT CUSTOMER JOURNEY: HOW TO DESIGN, AUTOMATE &amp; ENSURE THE BEST EXPERIENCE FOR YOUR GUESTS</b> Have you ever asked "why do guests have to come into my office and check-in?" So have your campers... they don't come camping to see you or your office. They come camping to camp. In this session we will dive into practical available tools to create the perfect experience for your guests from start to finish.
Short Creek 1/2	Ron Romens <i>Commercial Recreation Specialists</i>	<b>5 STEPS FOR CREATING THE ULTIMATE RECREATION DESTINATION</b> Join industry expert Ron Romens, as he demonstrates how a captivating destination attracts visitors and keeps them coming back! Gain valuable insight to activate your existing spaces, no matter the size or budget. Explore essential qualities that make a successful recreation destination through site assessment, phased planning, and open-water design to maximize revenue and guest satisfaction. Commence phase 1, get inspired to begin creating a vibrant, economically sustainable, and engaging back-to-nature recreation destination. Take the first step to uncover how your unique opportunities can harmoniously integrate with the hottest recreation trends.
Fall Creek	Michael Denton <i>ResNexus</i>	<b>EVERYTHING YOUR CAMPGROUND NEEDS TO KNOW ABOUT OTA'S AND HOW TO INCREASE DIRECT BOOKINGS</b> In the campground industry, OTA's such as <a href="https://www.booking.com">Booking.com</a> , HipCamp, Spot2Nite, Airbnb and more have become the modern day phone book and travel agent combined. How can you use these marketing channels to get found while at the same time reduce the amount of commissions you have to pay? In this presentation we will discuss the top strategies that help you maximize the marketing dollars spent on the OTA's while at the same time increasing your direct booking rate."

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# DAILY OVERVIEW

THURSDAY NOVEMBER 30

7:00a - Noon	Second Level	<b>BREAKFAST/SNACKS &amp; COFFEE CART OPEN</b> Located on the second level, items for purchase like breakfast, snacks, coffee, drinks, etc. Water stations available as well.
8:00a - Noon	Expo Hall	<b>EXPO HALL OPEN</b> Shop the expo floor! A wide variety of exhibitors with the products and services you need to run a successful campground! Many have specials for purchasing right here at the show!
12:30 - 1:30p	Main Ballroom	<b>LUNCH &amp; LEARN SESSION - (Ticketed add-on event - see page 12 to purchase.)</b> Creating Customer Loyalty - Presented by the Dream Team: Andrew Nussbaum, Cathy Stepp, Lori Severson and Stephanie Klett. See more information on this session on the next page!
1:30p	Your choice!	<b>OPEN AFTERNOON</b> Take time to explore the area, network with other owners that you've met so far, maybe do some team building activities with your crew, or take part in some of the State association meetings happening this afternoon!
2:00p	Bee Creek	<b>Tennessee Outdoor Recreation Association (TORA) Board Meeting</b>
2:00p	Hensley Ferry	<b>Camp Michigan Update - Open to all Michigan campgrounds to attend!</b>
6:00p	Level 2 Steakhouse	<b>Illinois Campground Association (ICA) Meeting</b>

## STATE ASSOCIATION MEETINGS/EVENTS



**Colorado, Kansas & South Dakota Meet & Greet**  
**Wednesday 11/29**

**12:30pm - Main Ballroom**

Attendees from Colorado, Kansas, and South Dakota, please attend. Our industry knows the value of connecting and networking, so let's start this event by putting faces and names together from these states in which Mary Arlington has close ties.



**Camp Michigan Update**  
**Thursday 11/30 | 2pm**  
**Hensley Ferry**  
**(2nd Level)**

Open to all Michigan campgrounds!



**Tennessee Outdoor Recreation Association (TORA) Board Meeting | Thursday 11/30 | 2pm**  
**Bee Creek (2nd Level)**



**Illinois Campground Association Meeting | Thursday 11/30 at 6pm**  
**Level 2 Steakhouse**

Located on the second level, between the hotel and convention center.

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# LUNCH & LEARN

THURSDAY NOVEMBER 30 | 12:30P  
LOCATION: MAIN BALLROOM

## CREATING CUSTOMER LOYALTY

*Presented by the Marketing Dream Team*



**ANDREW NUSSBAUM**



**CATHY STEPP**



**LORI SEVERSON**



**STEPHANIE KLETT**

These marketers have been working in the industry for over 20 years each, bringing so much value to this session! Enjoy lunch while you listen to their expertise and valuable insight into creating a loyal customer base.

This team's friendship and professional relationship goes way back, and they're excited to join forces again to bring you this great session, so it's sure to be well worth your time, but also plenty of fun and entertaining! Don't worry, there will be time for questions at the end as well.

### What to expect from this session:

- Learn how to attract group business to your campground!
- Determine the best places to market and get the word out!
- Understand how important it is to work with your local community!



**SCAN ME**

This is a ticketed event that includes your lunch. Tickets are \$35 per person. You'll also receive five additional tickets for the grand prize drawing on Friday!



Attending this session will also put you in a drawing to win **YOUR CHOICE** of a trip for two to Las Vegas or \$1,000 cold hard cash!



# DAILY OVERVIEW

FRIDAY DECEMBER 1

**8:00a -  
Noon**

**Second  
Level**

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

Located on the second level, items for purchase like breakfast, snacks, coffee, drinks, etc.

**9:00a -  
12:30p**

**Second  
Level**

## **EDUCATION SESSIONS**

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

**12:30 -  
2:30p**

**Your  
Choice!**

## **LUNCH/REST BREAK**

Grab lunch at your favorite spot over at the Branson Landing, or have it delivered to your hotel room for a resting break! Get ready to join us this afternoon for some valuable networking fun!

**3:00 -  
5:00p**

**Main  
Ballroom**

## **FACILITATED NETWORKING EVENT - Cash Bar Open!**

***All end of expo ticket drawings will be held at this event!***

Join us for some fun networking games plus a few facilitated Cracker Barrel rounds where you can chat with a room full of other owners having the same issues. struggles and victories you are! Vent your wildest rants and/or celebrate your victories (big or small!) to those who truly get it! This will be a fun event you don't want to miss! All expo drawings will be held at this event!

***Facilitators to include: Lori Severson, Bud Styer, Mark Koep and YOU! Awards to be given for the best idea!***

**5:00p -  
???**

**Your  
choice!**

## **TIME TO EXPLORE!**

**The ballroom will remain open until 7:00pm so feel free to stay here and continue to network with your new pals!**

Or, you can head out to catch a show or take in the beautiful sights of Branson! See your attendee bag for visitor information & show coupons from *Explore Branson*.





# SEMINAR LINE UP

FRIDAY DECEMBER 1



	9:00 - 10:00a	10:15 - 11:15a	11:30a - 12:30p
<b>Roark Creek</b>	<b>EMPLOYEE HANDBOOKS HR, DOS/DONTS OF SEASONAL AGREEMENTS, &amp; OTHER FORMS TO RUN YOUR BUSINESS</b> Mark Hazelbaker	<b>BEFORE, DURING AND AFTER OPENING A PARK FROM SCRATCH!</b> Dan and Tammy Hamm	<b>PUBLICITY AND PR</b> Jeff Crider
<b>Compton Ferry</b>	<b>IMPROV IN THE WORKPLACE</b> Sarah Krause	<b>GOT GLAMPING? LET'S BUILD A GLAMPING RESORT!</b> Tyler Watts	<b>EMPLOYEE RETENTION &amp; INCENTIVE PROGRAMS - AND HOW TO GET THE BEST WORK CAMPERS!</b> Lori Severson, Kiley Smith, Patti & Darell Larson and Tricia Lombardo
<b>Cooper Creek</b>	<b>THE ABC'S OF EMPLOYEE ENGAGEMENT</b> Matt Heller	<b>CARING FOR YOUR NOT- SO-HAPPY CAMPERS!</b> Matt Heller	<b>THE CAUSE AND EFFECT OF LEADERSHIP</b> Matt Heller
<b>Short Creek 3/4</b>	<b>BUILDING A PARK WITH YOUR SPOUSE: LEARNING TO WORK TOGETHER AND FINDING YOUR ROLES!</b> Machelle James	<b>TURN YOUR WATERFRONT INTO A REVENUE STREAM AND MAXIMIZE YOUR ROI</b> Jen Rice <i>WhoaZone</i>	<b>STRATEGIES FOR SMALL CAMPGROUNDS</b> Mary Arlington
<b>Short Creek 1/2</b>	<b>DO IT TODAY: FOOD &amp; BEVERAGE IDEAS FOR INSTANT ROI!</b> Lon Lane	<b>HOSTING EVENTS: PARTIES, MEETINGS, BANQUETS AND MORE!</b> Lon Lane	<b>FAILURE TO LAUNCH</b> Lon Lane
<b>Fall Creek</b>	<b>60 YEARS IN 60 MINUTES!</b> Steve Hartley <i>Dicks 5 &amp; 10</i>	<b>TAMING THE DRAGON - MAINTAINING BOUNDARIES WITH CAMPING GUESTS</b> Christiane Palladino	<b>LAND USE: WORKING WITH LOCAL GOVERNMENT</b> Mark Hazelbaker

ALL EDUCATION SESSIONS AND EVENT TIMES ARE SUBJECT TO CHANGE.



# SEMINAR DESCRIPTIONS

FRIDAY 12/1 - 9:00A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
<b>Roark Creek</b>	<b>Mark Hazelbaker</b> <i>Kasieta Legal Group</i>	<b>EMPLOYEE HANDBOOKS HR, DOS/DONTS OF SEASONAL AGREEMENTS, AND OTHER FORMS TO RUN YOUR BUSINESS</b> Managing employees is one of the greatest challenges that campgrounds can face. Campgrounds need well-motivated employees to satisfy campers. It's vital to understand the rules that apply to employment relationships. Ignoring those rules can be costly and upsetting.
<b>Compton Ferry</b>	<b>Sarah Krause</b> <i>C&amp;D Hospitality</i>	<b>IMPROV IN THE WORKPLACE</b> We have to improv more throughout our lives than we realize. Improv skills can be invaluable when dealing with customers, coworkers, and any sort of situation that could come up. Join us for an interactive class with all kinds of fun ways to help your staff "think on the fly" and be more successful.
<b>Cooper Creek</b>	<b>Matt Heller</b> <i>Performance Optimist Consulting</i>	<b>THE ABC'S OF EMPLOYEE ENGAGEMENT</b> We can all agree that our employees are our most valuable asset, but getting them to perform at consistently high levels is often a challenge. In this session, we will focus on the ABC's of Employee Engagement... Accountability, Behavior and Confidence. We will discuss how these three concepts are the building blocks of a strong workplace culture.
<b>Short Creek 3/4</b>	<b>Machelle James</b> <i>AJ's Getaway RV Park Overgaard, AZ</i>	<b>BUILDING A PARK WITH YOUR SPOUSE: LEARNING TO WORK TOGETHER AND FINDING YOUR ROLES!</b> Machelle and her husband have been in a unique situation to purchase raw land and turn their ideas into a Campground! Entering into year 3, they'll share what it took to open, plus the hardest part of working together AND staying happily married while being parents as well. Hear how they've found the different areas they each thrive in and how to navigate the roles they both play in the business!
<b>Short Creek 1/2</b>	<b>Lon Lane</b> <i>SB Value</i>	<b>DO IT TODAY: FOOD &amp; BEVERAGE IDEAS FOR INSTANT ROI!</b> Hear relevant examples of best practices that have seen proven results by others to enhance guest experience, incorporate alcohol into operations, reduce cost, improve team member satisfaction and grow revenue.
<b>Fall Creek</b>	<b>Steve Hartley</b> <i>Dick's 5 &amp; 10</i>	<b>60 YEARS IN 60 MINUTES!</b> Learn how Dick's 5 & 10, a family-run retail business, has remained successful for over 60 years. Steve will cover how the business sustains and reinvents itself, how to acquire the right merchandise for your store, and provide handouts listing his personal favorite vendors for our industry! He will bring in special guest, Brian Prey to tell you how to develop relationships with manufacturer representatives that can assist you in sales. The rep will also share how to get set up, how to work and develop the relationships without attending 11 gift shows! Receive gift cards to their store just by asking questions or participating in this breakout session.

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# SEMINAR DESCRIPTIONS

FRIDAY 12/1 - 10:15A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
<b>Roark Creek</b>	<b>Dan and Tammy Hamm</b> <i>Shadow Bluffs Retreat Cassville, MO</i>	<b>BEFORE, DURING AND AFTER OPENING A PARK FROM SCRATCH!</b> Learn from a couple who came from the corporate world and decided they wanted a different way of life! They left high dollar careers and put every dime into building a destination park for families to create lasting memories! Hear how they learned as they built. They planned, but could have planned more. They learned how to go with the flow, but also how to be firm and stand their ground in certain situations.
<b>Compton Ferry</b>	<b>Tyler Watts</b> <i>Broad River Campground Mooresboro/NC</i>	<b>GOT GLAMPING? LET'S BUILD A GLAMPING RESORT!</b> This session will focus on encouraging new and current owners to expand through development of a new park, or one that may need a facelift. The knowledge Tyler gained from building a park from raw land will prove to anyone that it can be done. He'll cover land selection, permitting, development ideas, placement of RV/Cabin/Glamping domes, plus Tyler will share his connections to manufactures that he has personally used. Tyler's goal is to encourage and motivate everyone to grow the industry and don't be afraid to get started now!
<b>Cooper Creek</b>	<b>Matt Heller</b> <i>Performance Optimist Consulting</i>	<b>CARING FOR YOUR NOT-SO-HAPPY CAMPERS</b> Guest expectations are at an all-time high... and when they aren't met, your campers are willing to share their frustrations with anyone who will listen. This session will focus on how to handle those situations in the moment but also how to work with your team to prevent them from happening in the first place.
<b>Short Creek 3/4</b>	<b>Jen Rice</b> <i>WhoaZone</i>	<b>TURN YOUR WATERFRONT INTO A REVENUE STREAM AND MAXIMIZE YOUR ROI</b> Discover how to create a captivating and profitable waterfront venture by expanding your waterfront experience. In this presentation you will discover how to reach your target market through social media, tips on promotional pricing strategies to drive attendance, insights to optimizing operating hours for profit and guest satisfaction, operational tips to streamline group events and packages. This session will include a variety of ideas and proven examples to drive revenue from your waterfront by industry veteran, Jen Rice General Manager of three WhoaZone attractions.
<b>Short Creek 1/2</b>	<b>Lon Lane</b> <i>SB Value</i>	<b>HOSTING EVENTS - PARTIES, MEETINGS, BANQUETS AND MORE!</b> Do you get requests to hold various events, banquets, or meetings at your park? If the answer is yes, you are a "unique venue!" How much time do you focus on cultivating these opportunities? Find out how the market is looking for unique venues ALL THE TIME to hold events like these! To best capture that business, you need to make sure you are speaking their language when it comes to booking an event at your campground. If you can, you will be able to build both loyalty and revenue for your organization. Learn how to create (or enhance) a revenue stream for your organization in this seminar.
<b>Fall Creek</b>	<b>Christiane Palladino</b> <i>Caboose Lake Campground Remington, IN</i>	<b>TAMING THE DRAGON - MAINTAINING BOUNDARIES WITH CAMPING GUESTS</b> We all need to find personal/work-life balance in the camping industry. The hospitality business is rewarding and challenging at the same time. Learn ways to set personal boundaries that create time for family and activities that recharge us. Explore AI options to increase revenue and reduce effort to provide great customer experiences.

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# SEMINAR DESCRIPTIONS

FRIDAY 12/1 - 11:30A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
<b>Roark Creek</b>	<b>Jeff Crider</b>	<b>PUBLICITY AND PR</b> Former newspaper reporter, Jeff Crider has worked with the campground industry for about 25 years. Learn from his culmination of PR, journalism, and advertising! Review how to craft solid press releases and leverage activities and events to bring people to your park!
<b>Compton Ferry</b>	<b>Lori Severson, Kiley Smith, Patti &amp; Darell Larson and Tricia Lombardo</b>	<b>EMPLOYEE RETENTION &amp; INCENTIVE PROGRAMS - AND HOW TO GET THE BEST WORK CAMPERS!</b> Learn where to get quality employees that work for your park! Understand what is needed from both ends. Hear from actual workcampers, parks who have employed work campers, J1 student, and a workforce development participant. Learn best practices from corporate parks to mom and pop shops! Determine ideas on how to keep them excited once they are on your team!
<b>Cooper Creek</b>	<b>Matt Heller</b> <i>Performance Optimist Consulting</i>	<b>THE CAUSE AND EFFECT OF LEADERSHIP</b> Everything we do as leaders has an impact on someone...our teams, our guests, our company, and ourselves. Unfortunately, we don't always recognize what those impacts are, or how to drive them for positive results. In this session, we will identify specific leadership behaviors and their impacts, and discuss ways to drive positive business results through your influence.
<b>Short Creek 3/4</b>	<b>Mary Arlington</b> <i>State Executive Director for CO, KS and SD</i>	<b>STRATEGIES FOR SMALL CAMPGROUNDS</b> Join this open-forum session with your peers for conversations about challenges that smaller campgrounds face, especially with a smaller budget in mind. Facilitator, Mary Arlington has already walked this walk, so she will have topics to get you started!
<b>Short Creek 1/2</b>	<b>Lon Lane</b> <i>SB Value</i>	<b>FAILURE TO LAUNCH</b> This session will explore some of the biggest reasons your food program fails and how to avoid them! Plus, learn what are the basic food cost numbers you need to know!
<b>Fall Creek</b>	<b>Anders Helquist and Mark Hazelbaker</b> <i>Kasieta Legal Group</i>	<b>LAND USE: WORKING WITH LOCAL GOVERNMENT</b> Your local governments have a huge amount of power over your campground. Local rules on zoning, environmental protection and public health can make or break your business. We draw on decades of experience working in and with local government to get you started on building a positive relationship with your community.

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# DAILY OVERVIEW

SATURDAY DECEMBER 2

8:00 -  
11:30a

Second  
Level

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

Located on the second level, items for purchase like breakfast, snacks, coffee, drinks, etc.

9:00 -  
11:15a

Second  
Level

## **EDUCATION SESSIONS**

Two one-hour sessions (15-minute breaks between). Six different class options in each session!

11:30a -  
12:30p

Main  
Ballroom

## **EVENT WRAP-UP & SEND OFF**

Join us as we recap the week, have a short Cracker Barrel session, share our best takeaways and share when the 2024 Campground Owners Expo will be!

12:30p

Main  
Ballroom

## **COE 2023 CONCLUDES!**

Thank you so much for attending the 3rd Annual Campground Owners Expo! We hope that you learned many new things to take back and implement in your business, bonded with your teammates you brought along, and most importantly...HAD FUN! We wish you all the best of luck in your 2024 season and can't wait to welcome you back to the 4th Annual COE in 2024!



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

**AND THANK YOU TO THE ATTENDEES  
AND EXHIBITORS FOR MAKING THIS  
SUCH A FUN AND EDUCATIONAL  
OPPORTUNITY! WE ARE SO PROUD  
OF THIS EVENT AND HOPE YOU ARE  
TOO! WE CAN'T WAIT TO WELCOME  
YOU BACK IN 2024!**

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# SEMINAR LINE UP

SATURDAY DECEMBER 2



	9:00 - 10:00a	10:15 - 11:15a
<b>Roark Creek</b>	<b>ACTIVITIES, CRAFTS AND GAMES, OH MY!</b> Panel: Carla Brown, Kiley Smith, Ryan Lipke, Patti and Darell Larson	<b>MAINTENANCE PANEL</b> Panel: Tyler Watts, Matt Pargman, Scott Kollock and Ryan Lipke
<b>Compton Ferry</b>	<b>HOW TO PUT HEADS IN BEDS OR BUTTS IN THE SEATS: GREAT PROMO IDEAS TO FILL YOUR PARK!</b> Panel: Ronda Shannon, Yvonne Long and Tricia Lombardo	<b>REPUTATION DEFENSE</b> Mark Hazelbaker <i>Kasieta Legal Group</i>
<b>Cooper Creek</b>	<b>CRACKER BARREL SESSION: WHAT WORKED &amp; WHAT FAILED?</b> Mary Arlington <i>State Exec. Director for CO, KS and SD</i>	<b>THEME WEEKEND IDEAS</b> Sarah Krause <i>C&amp;D Hospitality</i>
<b>Short Creek 3/4</b>	<b>A BEGINNER'S GUIDE TO CHAT-GPT AND HOW TO USE IT IN YOUR BUSINESS</b> Sarah Krause <i>C&amp;D Hospitality</i>	<b>WILD HORSES, MOONSHINE, HILLBILLIES AND HIPPIES</b> Bill Bryan
<b>Short Creek 1/2</b>	<b>STRATEGIES FROM THE MOUSE</b> Lori Severson <i>Severson &amp; Associates</i>	<b>MAKING FUNDRAISING WORK FOR YOU</b> Lori Severson and Carla Brown <i>Severson &amp; Associates</i>
<b>Fall Creek</b>	<b>BUILDING A WINNING TEAM: STRATEGIES FOR STAFFING SUCCESS IN THE OUTDOOR HOSPITALITY INDUSTRY</b> Pamela Wright <i>Focused on Management</i>	<b>ELEVATE YOUR RV PARK'S SUCCESS: MASTERING THE G.U.E.S.T. APPROACH</b> Pamela Wright <i>Focused on Management</i>

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# SEMINAR DESCRIPTIONS

SATURDAY 12/2 - 9:00A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
<b>Roark Creek</b>	<b>PANEL</b> Carla Brown, Kiley Smith, Ryan Lipke, Tiffany Pargman, Patti & Darell Larson	<b>ACTIVITIES, CRAFTS AND GAMES, OH MY!</b> Join this session to chat all things activities, crafts and games that can work at any size park! Hear from our panel on some of the best ideas they've done at their own parks and share your own too! Walk away with new ideas to try!
<b>Compton Ferry</b>	<b>PANEL:</b> Ronda Shannon Yvonne Long Tricia Lombardo	<b>HOW TO PUT HEADS IN BEDS OR BUTTS IN THE SEATS: GREAT PROMO IDEAS TO FILL YOUR PARK</b> Hear from this panel of marketing experts who will share their greatest promotions and ideas that keep visitors coming back year after year!
<b>Cooper Creek</b>	<b>Mary Arlington</b> <i>State Executive Director for CO, KS and SD</i>	<b>CRACKER BARREL: WHAT WORKED &amp; WHAT FAILED?</b> Join this open forum discussion to chat about all things success and failure. Share your best and worst ideas you've tried, give tips/ideas for newbies to the industry, share how glamping has worked (or not worked!) for you, and more! Our moderator will have ideas to get you started, but bring your topic ideas! Nothing is off limits here!
<b>Short Creek 3/4</b>	<b>Sarah Krause</b> <i>C&amp;D Hospitality</i>	<b>A BEGINNER'S GUIDE TO CHAT-GPT AND HOW TO USE IT IN YOUR BUSINESS</b> Learn the many ways that ChatGPT, an AI-powered chatbot, can improve your business operations and customer service. Hear the numerous uses of ChatGPT, including marketing applications, social media content creation, automating routine office tasks, enhancing customer service with personalized recommendations and 24/7 assistance, and so much more! Join us to discover the life-changing benefits of utilizing the incredible ChatGPT for your business!
<b>Short Creek 1/2</b>	<b>Lori Severson and Carla Brown</b> <i>Severson &amp; Associates</i>	<b>STRATEGIES FROM THE MOUSE</b> Learn the strategies used by the MOUSE team for years. Understand how your leadership style and ability to change makes all the difference in your business. Determine how to challenge yourself and your employees to be the best possible team!
<b>Fall Creek</b>	<b>Pamela Wright</b> <i>Focused on Management</i>	<b>BUILDING A WINNING TEAM: STRATEGIES FOR STAFFING SUCCESS IN THE OUTDOOR HOSPITALITY INDUSTRY</b> Discover the keys to unlocking the full potential of your RV park's workforce. Join us as we delve into the challenges and opportunities of staffing for RV parks. From identifying efficient staffing needs to recruiting top talent and creating a comprehensive training program, we'll equip you with the tools to build a winning team. Learn how to retain your best employees and propel your RV park towards success!

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# SEMINAR DESCRIPTIONS

SATURDAY 12/2 - 10:15A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
<b>Roark Creek</b>	<b>PANEL:</b> Tyler Watts Matt Pargman Scott Kollock Ryan Lipke	<b>MAINTENANCE PANEL</b> Maintenance workers assemble; we're talking all things maintenance! Our panelists will share some of their best tips and tricks, favorite equipment, and more. But this will also be an open forum for you to share your best ideas too!
<b>Compton Ferry</b>	<b>Mark Hazelbaker</b> <i>Kasieta Legal Group</i>	<b>REPUTATION DEFENSE</b> If you're in business, you have to have a thick skin. But that doesn't mean you should just accept false or vicious comments posted on social media or elsewhere. Learn what you can do about negative reviews and how to present your campground in a proactive and positive way way.
<b>Cooper Creek</b>	<b>Sarah Krause</b> <i>C&amp;D Hospitality</i>	<b>THEME WEEKEND IDEAS</b> Want to start theme weekends? Already have theme weekends and looking for fresh ideas? Join this session full of ideas with a brief cracker barrel at the end to share your own ideas!
<b>Short Creek 3/4</b>	<b>Bill Bryan</b> <i>Former Director of Missouri State Parks</i>	<b>WILD HORSES, MOONSHINE, HILLBILLIES AND HIPPIES</b> Hear the story about how a patch of land in the Ozarks became a National Park, how it affected local families when their land was taken, and how they overcame those sentiments to build Echo Bluff State Park as it is today. This is a great story about understanding and working with a community in the Ozarks that goes back more than 100 years. It's entertaining, historical, and shares some strategies to be successful in challenging circumstances.
<b>Short Creek 1/2</b>	<b>Lori Severson</b> <i>Severson &amp; Associates</i>	<b>MAKING FUNDRAISING WORK FOR YOU</b> Learn why doing fundraising can be good for your park. Get ideas you can use on your next adventure and understand how to get the most out of it for your park!
<b>Fall Creek</b>	<b>Pamela Wright</b> <i>Focused on Management</i>	<b>ELEVATE YOUR RV PARK'S SUCCESS: MASTERING THE G.U.E.S.T. APPROACH</b> Discover the keys to unlocking exceptional guest experiences in your RV park with the G.U.E.S.T. approach. Join us as we demystify this proven method for delighting your guests and elevating your park's success. From creating a warm and inviting atmosphere to understanding guest expectations, delivering excellence in service, enhancing satisfaction, and fostering loyalty, this session will provide practical strategies and actionable insights. Equip yourself with the tools to leave a lasting impression on your guests and create a thriving RV park that stands out from the rest. Get ready to elevate your guests' satisfaction and drive repeat business - this session is not to be missed!

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## 2023 SPEAKER BIOS

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

**A BIG THANK YOU TO ALL OF OUR 2023  
SPEAKERS FOR PROVIDING TOP-NOTCH  
INDUSTRY EDUCATION & KNOWLEDGE  
FOR OUR COE ATTENDEES!**

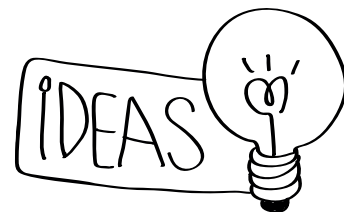


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**SCAN ME**

# MY COE NOTES AND IDEAS



*"The great aim of education is not knowledge but action." --Herbert Spencer*