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4TH ANNUAL

CAMPGROUND OWNERS EXPO

BRANSON, MISSOURI



DECEMBER 4-7, 2024
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

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

**EARLY CHECK-IN AVAILABLE
DURING THE PRE-SHOW
NETWORKING NIGHT
TUESDAY (12/3) FROM 4-7PM**

**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, 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!



Check out the ABC Branson group's table in the lobby for discounts and local show tickets!

See the bags inside your COE attendee bag for more goodies, discount coupons and information on all Branson has to offer!

NEW THIS YEAR! LEVEL 1 RV TECH TRAINING



The RV Women's Alliance (RVWA) and the RV Technical Institute (RVTI) are partnering with COE to offer an all-women Level 1 RV technician training!

Attendees will have the opportunity to receive RVTI's gold standard Level 1 RV technician training. This training will provide attendees with the knowledge and skills necessary to prepare an RV for customer delivery by verifying the operation of all components.

Additionally, with this training, campground operators will be able to provide RV repair services for their customers, improving the campers' experience and create new revenue streams.

This Level 1 training program is being offered **FREE OF CHARGE** to just 15 COE attendees, and trainees will have access to the Level 2 training online or in-person at the RV Technical Institute.

ONLY 15 SPOTS AVAILABLE!
PRE-REGISTRATION REQUIRED.

SCAN HERE



DAYS & TIMES:

Mon. 12/2 - Thur. 12/5: 8a to 4p
Friday 12/6: 8a to 1p

LOCATION:

Hensley Ferry Room
Located on the second level,
just past hotel elevators.



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! **Call or text Mark directly at (608) 220-7271 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!

Call or text John directly at (507) 450-5626 to schedule your free and confidential appointment.



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!**





STATE ASSOCIATION MEETINGS

The following State Associations are hosting meetings during COE.



Missouri
Association of RV
Parks and
Campgrounds

MOARC Annual Meeting and State Convention Meetings

Tuesday 12/3 - 1:00 to 5:00p
Cooper Creek (Second Level)

Open to MOARC members, and those looking to become members. Please check in at their booth in the convention center lobby, near the COE registration desk. A networking reception for MOARC members will follow meetings in this same room at **6:00 pm**! Sponsored by FirstMid Bank and Trust!



RIVERS & ROCKIES
Outdoor Lodging Coalition

Members of Rivers & Rockies Outdoor Lodging Coalition

Wednesday 12/4 - 12:35 to 12:50p
Bee Creek (Second Level)

Networking begins with putting names to faces, so let's spend a few minutes getting acquainted outside of our portal!



Campground
Association

Illinois Campground Association

Thursday 12/5 - 7:30 to 9:00a
Main Ballroom - Breakfast served!

Open to all Illinois campgrounds! For more information about the meeting, contact Don Bennett, Jr. at don@merchantrytourism.com or (585) 506-6788.



Camp Michigan Update

Thursday 12/5 - 10:30a
Bee Creek (Second Level)

Open to all Michigan campgrounds!



Tennessee Outdoor Recreation Association (TORA)

Open to all Tennessee campgrounds!

If you're interested in learning more about this NEW association in Tennessee, please text Lori at (608) 792-5915, or Danielle at (608) 386-0752!



EVENT GIVEAWAYS

AND ALL THE IMPORTANT DETAILS!

WIN!

Collect tickets throughout the entire event and enter to lots of great prizes! Drawing held on Saturday at the 11:30a Wrap-Up & Send-Off session in the Main Ballroom!

Must be present in Main Ballroom at Event Wrap up session to win.
Can't stay 'till Saturday? Enter your tickets and ask a new friend to watch your tickets!

HOW TO EARN ENTRY TICKETS:

- 1 ticket per person in your registered group just for attending the 2024 COE!
- 5 tickets for each educational seminar you attend!
- 5 tickets for a seminar evaluation completed after each session!
- 5 tickets for attending group events: Wednesday evening networking, Thursday dinner, Friday 'Behind The Scenes' event and Saturday wrap-up!
- 10 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!

We're giving away over \$10k in prizes this year!
If you ever have questions about how any giveaway works, please stop by our registration desk to ask our staff!



COE BASKET RAFFLE GIVEAWAY!

Check out our BRAND NEW ticket giveaway! Collect your tickets (or purchase tickets!), keep one half and drop the other half into the bucket of the item you want to win! Same great giveaways, but now **YOU CHOOSE** your prize!

PRIZES INCLUDE:

- One Week Trip for Two
- \$500 VISA Gift Card,
- A 2025 COE Registration w/ Hotel Room (5 nights)
- Fundraising/Raffle Supply Basket
- Sports Memorabilia from legends like Brett Favre!

NEW FORMAT THIS YEAR!

- Purse and Regular Bingo Supply Baskets
- Electronics & Booze Baskets
- ...and more! Stop in the Ballroom all week to see these great items and to drop your tickets in to win!



EXPO

CONNECT GIVEAWAY

If you participate in the Tuesday evening ExpoConnect event, collect a ticket from each exhibitor you meet with. Keep one half and drop the other half in the bucket! You could win \$1,000 to spend with **ANY** exhibitor who also participated! Winner will be drawn at 7pm in the Ballroom Tuesday!



MORE EVENT GIVEAWAYS

AND ALL THE IMPORTANT DETAILS!

\$1000

\$1000 DRAWING!

Get your shopping list ready! During our S'more Success bingo on Wednesday, 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! Must be in attendance to win!

\$500



S'MORE SUCCESS BINGO GIVEAWAY!

TWO WINNERS DRAWN!

Come play S'MORE SUCCESS BINGO on Wednesday from 5-7pm for a chance to **win up to \$1,000** to spend with any exhibitor at COE!

We'll have 16 subject tables and five rounds of 20-minute conversations. The goal is to fill your BINGO card throughout the five sessions! Turn in your completed card and we'll draw **TWO \$500 winners!**

THURSDAY MORNING EXPO GIVEAWAY! NEW FORMAT!

Don't sleep in on this giveaway! Head down to the Thursday morning Cracker Barrel sessions and earn chances to win some great prizes!

Here's how it will work:

Join us at the 9am Cracker Barrel sessions and **ONLY** those who attend will get **SIX** tickets to win one of six prizes every hour, on the hour during the expo! Six tickets, six prizes...yes, that means you could win multiple times!

Every hour, starting at 10am, we will draw for a prize, and if you're still on the show floor and claim your prize within **two minutes**, you win! If not, we will draw another ticket!

Prizes and times drawn:

- **10am:** \$1,500 to spend with any exhibitor!
- **11am:** \$1,250 to spend with any exhibitor!
- **Noon:** \$1,000 to spend with any exhibitor!
- **1pm:** \$750 to spend with any exhibitor!
- **2pm:** \$500 to spend with any exhibitor!
- **3pm:** Free registration for COE 2025!



If you weren't counting, that's a total of \$5,000 up for grabs during the expo on Thursday!

LET'S GET SOCIAL!

\$500

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 1pm on Thursday during the expo!





PROGRAM AD SPONSORS

BE SURE TO CHECK OUT THESE GREAT FOLKS IN THE EXPO HALL THIS WEEK!

**Savings Opportunities • Advocacy
Networking • Professional Development**



**RIVERS &
ROCKIES**

Outdoor Lodging Coalition

JOIN TODAY • RROLC.org • 605.999.4947 • admin@RROLC.org

Founded in 2024, with decades of experience serving those in the outdoor lodging industry!



ABOUT AGS

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To attract and retain visitors, parks & campgrounds must offer engaging, memorable activities that encourage repeat visits.

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Exp. 1/15/25

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FREE ADVERTISING OPPORTUNITY FOR YOUR PARK!



Jeff Crider is a long-time freelance writer and media relations consultant for campground and RV industry associations across the country. Jeff will be on-hand, here at the Campground Owners Expo, looking to interview as many parks as possible, to gather information for an upcoming story for both RV Business and Woodall's, on new and expanding parks.

The information he gathers from park operators on these topics at COE will give you a chance to receive nearly immediate publicity!

This story on new and expanding parks will appear online, right away in January 2025!

**TO BOOK A QUICK INTERVIEW WITH JEFF, PLEASE TEXT HIM AT (760) 567-9775
HE WILL BE AVAILABLE FROM 1-6PM ON THURSDAY 12/5
AND FROM 9 AM TO NOON ON SATURDAY 12/7.**



PRE-EVENT OVERVIEW

TUESDAY DECEMBER 3

9:00a -
4:30p

**Boston
Ferry**
(2nd Level)

CAMP MEETING - DAY ONE

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 at (225) 235-2166, or by email at lisa@campinglouisiana.com



1:00 -
5:00p

**Cooper
Creek**
(2nd Level)

MISSOURI ASSOCIATION OF RV PARKS AND CAMPGROUNDS (MOARC) - ANNUAL MEETING AND STATE CONVENTION MEETINGS

Open to MOARC members, and those looking to become members. Please check in at their booth in the convention center lobby, near the COE registration desk. A networking reception for MOARC members will follow meetings in this same room at 6:00 pm! Sponsored in part by First Mid Bank and Trust!

4:00p -
7:00p

**Convention
Center
Lobby**

REGISTRATION DESK OPEN FOR EARLY EVENT CHECK-IN

Check-in to grab your event bags and name badges! Get ready for a week of fun!

JOIN US FOR THIS BRAND NEW EVENT!



SCAN ME

Scan here to see the list of exhibitors participating in ExpoConnect and how to book a meeting with the ones of your choice!

Beyond these meetings, or if you choose not to participate in them, feel free to join us in the main Ballroom for some fun pre-show networking! Catch up with old friends, or meet new ones you can continue to connect with over the next few days!

ExpoConnect / Pre-Show Networking

Held From 4:00 - 7:00pm

Second Level Hallway Near Classrooms

Cash Bar Located in Ballroom

Snacks Provided by The Gilbert Brown Foundation - Donations Appreciated

Book a meeting with our 2024 COE exhibitors before the expo even starts! This is a great way to connect in a private and personal setting. Maximize your time here at COE and meet with the people you need to based on your specific needs/interests, ensuring your time here is spent efficiently and effectively.

Looking to do business with a service-based company? Connect with them during one of these meetings and you could potentially leave COE with a quote in-hand versus having to follow-up in the weeks/months following the show!



Just for participating in ExpoConnect, you could win \$1,000 to spend with ANY exhibitor who also participated! Check page 5 for all the details!



DAILY OVERVIEW

WEDNESDAY DECEMBER 4

7:00a -
Noon

Second
Level

BREAKFAST/SNACKS & COFFEE CART OPEN

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

EVENT KICKOFF AND WELCOME SESSION

Get your positive attitude and mindset ready for the week! Hear a rundown of the schedule so you're well prepared to make the best use of your time here at COE! Plus, learn how you can win BIG! There's over \$10k in giveaways! Also, meet the State Executives that are in attendance and how they can help you!

9:00a -
Noon

Boston
Ferry
(2nd Level)

CAMP MEETING - DAY TWO

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 at (225) 235-2166, or by email at lisa@campinglouisiana.com



9:00a -
12:30p

Second
Level

EDUCATION SESSIONS

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

12:00 -
2:00p

Expo
Hall

GRAB-N-GO LUNCH AVAILABLE

Grab lunch in the expo hall and shop around the great exhibitors here!

1:00 -
5:00p

Expo
Hall

EXPO HALL OPEN

Shop the expo floor! A wide variety of exhibitors with the products/services you need to run a successful park! Many have specials for purchasing right here at the show! Remember, you can earn TEN tickets to enter in the COE Basket Raffle Giveaway on Saturday for each exhibitor you purchase products/services from here at the expo! To claim your tickets, simply bring a receipt of purchase to the registration desk!

5:00 -
7:00p

Main
Ballroom

S'MORE SUCCESS NETWORKING BINGO! - *This fun networking session is open to both campground owners and our exhibitors. Cash bar is open until 7p! Snacks provided by The Gilbert Brown Foundation - donations appreciated.*

This fun twist on the classic game of BINGO will feature 16 tables with different topics to discuss at each. Then, there will be five rounds of 20-minute conversations on those topics. The goal is to fill your BINGO card as you travel to different tables throughout these five sessions! Turn in your completed card at the end and we'll draw TWO winners of \$500 to spend with any exhibitor in the expo hall on Thursday!

7:00p

Main
Ballroom

\$1,500 GIVEAWAY - Must be present to win!

We will draw **TWO** \$500 winners from all completed bingo cards! PLUS, one lucky winner from **ALL** registered campgrounds to receive \$1,000! All winnings are money to spend with ANY exhibitor here at COE! Must be in the Ballroom at 7pm to win!



SEMINAR LINE UP

WEDNESDAY DECEMBER 4



	9:00 - 10:00a	10:15 - 11:15a	11:30a - 12:30p
Roark Creek	PLUSH WITH A PURPOSE: CREATING MEANINGFUL EXPERIENCES FOR A BETTER PLANET Jimmy Banish <i>The Bear Factory</i>	BACK TO BASICS: THE BEGINNER'S GUIDE TO ELECTRICITY AT AN RV PARK Heidi Doyle <i>Utility Supply Group</i>	STAND OUT: 20 CREATIVE WAYS TO MARKET YOUR CAMPGROUND AND BOOST REVENUE Craig Alsup <i>Askew's Landing RV Campground</i>
Compton Ferry	CAMPGROUND PURCHASES FROM OUT OF STATE VENDORS Holly Hoffman <i>Sales Tx Advisory Network</i>	LEVERAGING RECENT DEMOGRAPHIC CHANGES TO MAKE BROADBAND A PROFIT CENTER Jeff McCaskill <i>AccessParks</i>	CONSIDERATIONS TO MAKE WHEN PURCHASING INSURANCE FOR YOUR CAMPGROUND Eric Haun & Crystal Erickson <i>Coverra Insurance Services</i>
Cooper Creek	INCREASE YOUR BOTTOM LINE: STEP UP YOUR GAME ON DIGITAL MARKETING; WHAT WORKS, WHAT DOESN'T? Mark Koep <i>Campground Views</i>	STOP WASTING MONEY: STEP BY STEP ON HOW TO MEASURE, CONTROL AND REVISE YOUR MARKETING STRATEGIES Mark Koep <i>Campground Views</i>	NAVIGATING ROI...AND IT'S <u>NOT</u> RETURN ON INVESTMENT John Jaszewski <i>Campgrounds4Sale.com</i>
Short Creek 3/4	THE GUEST EXPERIENCE Jen Rice <i>WhoaZone - Commercial Recreation Specialists</i>	DRIVE RESULTS WITH YOUR RECREATION Ron Romens <i>Commercial Recreation Specialists</i>	8 THINGS YOU CAN DO IN AN AFTERNOON TO IMPROVE YOUR BUSINESS Kim Seidel <i>Newbook</i>
Short Creek 1/2	ADAPTING TO MARKET SHIFTS: HOW YOU CAN ATTRACT NEW GENERATIONS OF TRAVELERS WITH SUSTAINABLE 3D PRINTED TINY HOMES Gene Eidelman <i>Azure Printed Homes</i>	YOUR BUSINESS IS DOWN: WHY IS THAT AND WHAT CAN YOU DO ABOUT IT? Michael Moore <i>AGS Guest Guides</i>	MAXIMIZING YOUR STATE OR NATIONAL ASSOCIATION BENEFITS Michael Moore <i>AGS Guest Guides</i>
Fall Creek	HELP YOUR BANK HELP YOU! Phil Whitehead & Kim Lantta <i>First Mid Bank & Trust</i>	WHY DO WHAT WE DO? Don Bennett <i>Merchantry Tourism</i>	LOCAL SEO: HOW TO GET CUSTOMERS TO FIND YOUR CAMPGROUND ONLINE Anthony Schultz <i>Good Sam</i> Sean MacCarthy <i>Good Sam/Camping World</i>



SEMINAR DESCRIPTIONS

WEDNESDAY 12/4 - 9:00A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	Jimmy Banish The Bear Factory	PLUSH WITH A PURPOSE: CREATING MEANINGFUL EXPERIENCES FOR A BETTER PLANET In this inspiring session, Jimmy Banish, COO and Partner at The Bear Factory, will share the powerful story of how The Bear Factory combines eco-conscious practices with premium plush products to create unforgettable experiences that resonate with today's environmentally aware customers. Discover the magic behind their Plush for the Planet line, see how cause marketing boosts loyalty, and learn how The Bear Factory's expertise helps partners succeed. Don't miss this chance to elevate your brand with purpose and impact!
Compton Ferry	Holly Hoffman Sales Tax Advisory Network	CAMPGROUND PURCHASES FROM OUT OF STATE VENDORS In this session, you'll get an overview of sales & use tax liability for purchases from vendors in other states. You'll learn what to do if those out-of-state vendors charge you their state's tax rate, or if they don't charge tax. Also learn what to do if you're in another state making purchases for your campground.
Cooper Creek	Mark Koep Campground Views	INCREASE YOUR BOTTOM LINE: STEP UP YOUR GAME ON DIGITAL MARKETING; WHAT WORKS, WHAT DOESN'T? Unlock the potential of your park's website to drive early-year bookings! This session focuses on innovative strategies and practical methods to turn your website into a powerful booking magnet. Learn how to engage visitors effectively, streamline their journey from browsing to booking, and implement conversion tactics that resonate with your target audience. Whether you're looking to optimize your website layout, refine your content, or employ persuasive calls-to-action, this session will provide you with the toolkit to elevate your online presence and boost your early season occupancy rates.
Short Creek 3/4	Jen Rice WhoaZone/ Commercial Recreation Specialists	THE GUEST EXPERIENCE 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.
Short Creek 1/2	Gene Eidelman Azure Printed Homes	ADAPTING TO MARKET SHIFTS: HOW YOU CAN ATTRACT NEW GENERATIONS OF TRAVELERS WITH SUSTAINABLE 3D PRINTED TINY HOMES The presentation will cover how the travel industry is evolving, especially with the preferences of Gen Z and Millennials for unique, eco-conscious stays, and how campgrounds can attract these audiences with modern, 3D-printed tiny homes.
Fall Creek	Phil Whitehead & Kim Lantta First Mid Bank & Trust	HELP YOUR BANK HELP YOU! Is your park 'bank ready' for any situation that arises? Join this session to learn what numbers on your P&L statement are critical to success, when to borrow and what items drop to the bottom line to increase your borrowing power. We'll also chat about what you can do to build the relationship with your banking partner.



SEMINAR DESCRIPTIONS

WEDNESDAY 12/4 - 10:15A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	Heidi Doyle Utility Supply Group	BACK TO BASICS: THE BEGINNER'S GUIDE TO ELECTRICITY AT AN RV PARK Join us for this open forum chat designed with the electrical novice in mind. We will explain the basics of electrical connections, how sub metering works and how you can recoup utility costs, why do GFI's and breakers trip and what can be done about it, and much more. This class is very informal and is perfect for someone new to the industry, new to their role or who just wants to understand some basic electrical concepts. NO question is a dumb question!
Compton Ferry	Jeff McCaskill AccessParks	LEVERAGING RECENT DEMOGRAPHIC CHANGES TO MAKE BROADBAND WI-FI A PROFIT CENTER 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.
Cooper Creek	Mark Koep Campground Views	STOP WASTING MONEY: STEP BY STEP ON HOW TO MEASURE, CONTROL AND REVISE YOUR MARKETING STRATEGIES! Step up your digital marketing game and outshine the competition! In this session, we'll dive into what really works in the realm of digital marketing for campgrounds and RV parks. From leveraging social media to exploring the latest digital advertising trends, we'll cover the full spectrum of online marketing. You'll learn how to craft campaigns that resonate with your audience, understand the pitfalls to avoid, and discover tools for measuring and controlling your marketing efforts. Whether you're a novice or a seasoned marketer, this session will equip you with insights and strategies to elevate your digital footprint and connect with more outdoor enthusiasts.
Short Creek 3/4	Ron Romens Commercial Recreation Specialists	DRIVE RESULTS WITH YOUR RECREATION Discover how launching exciting amenities creates more value for guests, boosts occupancy and strategically justifies rate increases. Ron Romens, industry veteran and recreation specialist, will explore simple, scalable, low-staff solutions that deliver maximum impact, plus demonstrate how to calculate ROI and finance upgrades for all types of budgets and capacities. In addition, he'll cover creative marketing tips like renaming a simple "playground" to an "Adventure Zone" to hype up your investments, get guests excited and - in turn - improve your bottom line.
Short Creek 1/2	Michael Moore AGS Guest Guides	YOUR BUSINESS IS DOWN: WHY IS THAT AND WHAT CAN YOU DO ABOUT IT? Michael Moore, GM of AGS Guest Guides and Assistant Executive Director of Texas Campgrounds, looks at the business climate for campgrounds and what's caused business to feel off along with ways to stem the tide.
Fall Creek	Don Bennett Merchantry Tourism	WHY DO WHAT WE DO This seminar will help us understand and evaluate what we do, how we do it and hopefully begin to help us understand "Why" we do what we do. To begin to understand your personal purpose.



SEMINAR DESCRIPTIONS

WEDNESDAY 12/4 - 11:30A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	Craig Alsup Askew's Landing RV Campground	STAND OUT: 20 CREATIVE WAYS TO MARKET YOUR CAMPGROUND AND BOOST REVENUE Discover innovative and effective marketing strategies tailored specifically for RV parks and campgrounds in this engaging session. We'll explore 20 actionable tactics to attract more campers, enhance guest experiences, maximize occupancy rates, and grow your revenue. Whether you're a seasoned owner or just starting out, you'll leave with fresh ideas and practical tips to elevate your marketing game and drive more guests to your park.
Compton Ferry	Eric Haun and Crystal Erickson Coverra Insurance Services	CONSIDERATIONS TO MAKE WHEN PURCHASING INSURANCE FOR YOUR CAMPGROUND In this session, we will discuss how to make the most of our your insurance premium spend, factors which should go into the buying process, and how to determine the coverage & limits of insurance to purchase.
Cooper Creek	John Jaszewski Campgrounds 4Sale.com	NAVIGATING ROI...AND IT'S NOT RETURN ON INVESTMENT ROI is a term most business owners are familiar with. But, in this case, we're talking about R ates - as in interest rates, O ccupancy - some parks are seeing flat to declining occupancy numbers, and I nflation - we have got to reimagine how we offer people MORE when they have LESS to give.
Short Creek 3/4	Kim Seidel Newbook	8 THINGS YOU CAN DO IN AN AFTERNOON TO IMPROVE YOUR BUSINESS What's one thing we hear regularly you ask? "We don't have time to work on our business because we're working in it". We get it! So, we're going to deliver quick fire tips on 8 things you can do in just an afternoon to drive more bookings, revenue, streamline their operations and deliver a better guest experience.
Short Creek 1/2	Michael Moore AGS Guest Guides	MAXIMIZING YOUR STATE OR NATIONAL ASSOCIATION BENEFITS Michael Moore is the general manager of Texas Advertising and works with several state campground associations around the country from day-to-day operations to marketing programs and will run down the benefits you should take advantage of that can both make you and save you money!
Fall Creek	Anthony Schultz Good Sam Sean MacCarthy Good Sam/ Camping World	LOCAL SEO: HOW TO GET CUSTOMERS TO FIND YOUR CAMPGROUND ONLINE In this session we will explore ways of growing your online presence through Search Engine Optimization (SEO). We will do a deep dive into campground search trends, how search engines (like Google) decide which results to show and share our best practices for how to make sure users can find your campground online.



DAILY OVERVIEW

THURSDAY DECEMBER 5

8:00a - Noon	Second Level	BREAKFAST/SNACKS & COFFEE CART OPEN - Located on the second level, items for purchase like breakfast, snacks, coffee, drinks, etc. Water stations available as well.
9:00a - 10:00a	Second Level	CRACKER BARREL SESSIONS - Join us in the classrooms on the second level of the convention center for some morning education before a fun day at the expo! There are multiple topics to choose from - something for everyone! Plus, by attending these cracker barrel sessions, you'll be entered to win up to \$5,000 that can be spent with ANY exhibitor here at the show! ONLY people who attend the cracker barrel sessions will get these entry tickets, so do not miss this first hour of the day!
Every Hour	Expo Hall	\$6,500 IN GIVEAWAY DRAWINGS! - If you joined us at the 9am Cracker Barrel sessions and collected your SIX tickets, be sure you're hanging around the expo hall, checking out all the great exhibitors, AND listening for your ticket to win! Every hour, starting at 10am, we will draw for a prize, and if you're still on the show floor and claim your prize within 2 minutes, you win! If not, we will draw another ticket! Plus we'll also draw for our \$500 social media tag winner, and our TWO \$500 network bingo winners! <i>Details on page 6!</i>
10:00a - 3:00p	Expo Hall	EXPO HALL OPEN - <i>Stop by the Coverra Insurance Services booth for a FREE Bloody Mary bar!</i> Shop the expo floor! A wide variety of exhibitors with the products/services you need to run a successful park! Many have specials for purchasing right here at the show! Remember, you can earn TEN tickets to enter in the COE Basket Raffle Giveaway on Saturday for each exhibitor you purchase products/services from here at the expo! To claim your tickets, bring a receipt of purchase to the registration desk!
11:30a - 1:30p	Expo Hall	GRAB-N-GO LUNCH AVAILABLE Grab lunch in the expo hall and shop around the great exhibitors here!
3:00 - 7:00p	Main Ballroom	EVENING PROGRAM AND DINNER - <i>This event is open to both campgrounds owners and exhibitors - dinner is included in your event registration!</i> Grab a drink, build your perfect snack at the popcorn bar, and find a dinner table to network with your peers before an evening of fun! Be sure to grab your ticket for the 6pm drawing! See below for drawing details - you don't want to miss it! Evening event schedule: 3:00p: Networking time - some facilitated games will be available! 4:00p: Awards announcement, recognition and exhibitor charity auction (live and silent). Bid on great products and services for your park donated by our wonderful exhibitors! 5:00p: Dinner served with time for networking over a good meal! The Ballroom and a cash bar open until 7pm! 6:00p: \$500 VISA GIFT CARD DRAWING! Each person who attends tonight's evening program and dinner will get a ticket to win a \$500 VISA gift card! EXHIBITORS! YOU'RE INCLUDED IN THIS DRAWING TOO! If you're the winner, you get to choose between a \$500 VISA gift card OR a FREE booth at the 2025 COE!



CRACKER BARREL SESSIONS

THURSDAY DECEMBER 5 | 9:00-10:00A

DON'T FORGET! By attending these cracker barrel sessions, you'll be entered to win up to \$5,000 that can be spent with ANY exhibitor here at the show! ONLY people who attend the cracker barrel sessions will get these entry tickets, so don't miss out!

Option 1	Roark Creek	SMALL PARKS - <i>Facilitated by Mary Arlington</i> If you consider yourself to be a small park, join this session to chat about all the challenges that smaller parks can face. Get new ideas from other owners, share your tips/tricks, etc. Mary will bring topic ideas to keep the discussion flowing!
Option 2	Compton Ferry	LARGE PARKS - <i>Facilitated by Kelly Jones</i> If you consider yourself to be a large park, or if you're smaller but wanting to expand into a bigger park, join this session! Chat about issues that can arise in a large park and how you work through them, staffing challenges, running activities and more. Kelly will bring topic ideas, but feel free to bring your own questions to the group!
Option 3	Cooper Creek	ACTIVITIES AND EVENTS - <i>Facilitated by Sarah Krause</i> Looking for fresh new ideas for activities and events to host at your park? Don't miss out on this exciting cracker barrel! Sarah will share some of her best received events and activities that she's ran at her parks, as well as call on the group to share what things have worked the best for them! It's always amazing to hear about different activities that parks in a different state/region might do that you've never heard of!
Option 4	Short Creek 3/4	STORE MERCHANDISING - <i>Facilitated by Tiffany Pargman and Lisa Black</i> Whether your camp store offers just a few camp essentials and maybe a few gifts or toy items, or you have a full blown shopping experience - this session is for you! Our facilitators will chat about items they sell most, how they choose their items from the expo exhibitors, how they price their items, and also how to display items for the most sale potential! Bring your own ideas or issues to brainstorm with group!
Option 5	Short Creek 1/2	PARK MAINTENANCE TIPS & TRICKS - <i>Ben Stefan and Matt Pargman</i> Send anyone on your crew who works in the maintenance department of your park for this session! Our facilitators will chat about some of the best tips and tricks they've learned, equipment they rely on most, and more. Bring your own best ideas too and learn from others in the group as well!
Option 6	Fall Creek	MARKETING BEST PRACTICES - <i>Facilitated by Lori Severson</i> Does your marketing plan need a bit of a facelift? Join this session to chat with Lori and the group about best marketing practices, things that have worked well (and also not worked so well!), and even chat about some low and no-cost marketing strategies that you can put to work for your park!



CHARITY AUCTION

THURSDAY DECEMBER 5 | 4PM

Check out some of the amazing auction items that have been donated by our exhibitors right here at the show! These items will be on display in the Main Ballroom and available to bid on during the live and silent auctions!

LIVE

LIVE AUCTION ITEMS

GET YOUR QUICK-HANDS READY TO
BID ON THESE LIVE AUCTION ITEMS!
MORE ADDED AT THE SHOW!

Exhibitors, if you have any items you'd like to donate to the charity auction when at the show, please bring to our registration desk in the convention center lobby!



Carnival Crane Game
20.5" W x 25" D x 62" H
Donated by St. Louis
Game Co.



Display rack full of
fun Dog Breed socks!
Donated by Foozy's
Fun Socks



Inflatable Lumberjack Axe Throwing
Donated by Bouncing Angels



SILENT AUCTION ITEMS

GRAB A PEN AND BID ON THESE SILENT
AUCTION ITEMS...PLUS MORE AT SHOW!

Want to bid but not sure
if you can fit in your suitcase?
Set up shipping your items
home with Liberty Expo!



Digital Featured Ad Package
Donated by RV Life



Donated by
Freezin' with Aubrie

Gift basket filled
with freeze
dried candy
and treats!

Three Cocktail Kegs
(10L, 7L, and 7L
Gloria Rose) Donated
by Gloria Keg





DAILY OVERVIEW

FRIDAY DECEMBER 6

7:00a - Noon	Second Level	BREAKFAST/SNACKS & COFFEE CART OPEN Located on the second level, items for purchase like breakfast, snacks, coffee, drinks, etc. Water stations available as well.
8:30a - Noon	Second Level	EDUCATION SESSIONS Three one-hour sessions (15-min breaks between). Six class options in each session!

'BEHIND THE SCENES' SPECIAL EVENT - *This is a separately ticketed event. Scan the QR code below to get tickets your online, or purchase at the registration desk anytime! Limited tickets available!*

**1:00 -
5:00p** **Off Site
Event**

Join us for a fun afternoon as we go 'Behind The Scenes' at the Grand Country Music Hall for the Grand Jubilee! Your \$50 ticket includes lunch at the Grand Country Buffet, a two-hour variety show, followed by a panel Q&A with various members of the cast, and operations at the venue. Like you, they're in the business of FUN and tourism! They'll talk about ways they get creative with marketing, introduce new ideas and work with family to keep customers coming back time and time again....and how they still want to see each other outside of work!

**Scan here
for tickets!**



BUFFET LUNCH INCLUDED!

The Grand Country Buffet has over 125 items to choose from.

There is something for everyone. Select from several scatter bars featuring meats, salads, soup and potatoes, fruits, vegetables, bakery breads and desserts, ice cream sundae bar and more.

The famous buffet is known for great food, wonderful atmosphere and warm, personal service!

Audiences fall in love with the tight harmonies and dynamic performance of Branson's BEST Quartet, New South! This incredible group entertains with spectacular music, great harmonies, family comedy, and Ozarks hospitality. Mark, Luke, Barry & Eric sing all of your favorite songs. You'll hear Top 40, Country & Gospel classics, and Rock & Roll hits from the 70's, 80's and 90's. The Grand Jubilee surpasses expectations of any age.

And the comedy is abundant! Jamie Haage, as Jim Dandy and Emcee, Mike Patrick, will keep you absolutely doubled over in laughter. Along with the power vocals of Jackie Brown, this show is a bomb with the fuse lit! Branson's #1 band, The Rhinestone Mafia, is the backbone of the show.

Having won "Entertainers of the Year", "Branson's Best Show", "Branson's Best Variety Show" among MANY others, it's not hard to see why Grand Jubilee is the one show that will stay with you long after it's over.



SEMINAR LINE UP

FRIDAY DECEMBER 6



	8:30 - 9:30a	9:45 - 10:45a	11:00a - 12:00p
Roark Creek	LEADERSHIP CRACKER BARREL JoAnn DelVescio <i>Exec. Director for NJCOA</i>	COMPLAINTS ARE GIFTS: TURNING FEEDBACK INTO LOYALTY Mark Maynard <i>Maynard Consulting</i>	GROWING YOUR VIRTUAL TEAM: WORK ON YOUR BUSINESS, NOT IN IT! Heather Meuer <i>The Embers Branson</i>
Compton Ferry	MANAGING A PR CRISIS Ben Quiggle <i>Woodall's Campground Magazine</i>	WHY SHOULD RV PARKS GO SOLAR? Greggory Brown <i>BATL Ranch RV Resort</i>	CANVA 101 Danielle Lee <i>Holiday Hills Resort - Eddyville, KY</i>
Cooper Creek	HOUR ONE: TRAIN THE TRAINER Kelly Jones <i>Jenkins Organization</i>	HOUR TWO: TRAIN THE TRAINER Kelly Jones <i>Jenkins Organization</i>	HOUR THREE: TRAIN THE TRAINER Kelly Jones <i>Jenkins Organization</i>
	Train the Trainer course is limited to 40 people. Arrive early if you plan to participate.		
Short Creek 3/4	10 THINGS MILLIONAIRE CAMPGROUND OWNERS DO Lori Severson <i>Severson & Associates</i>	FOR THE LOVE OF ALL THINGS SEASONAL! Mark Hazelbaker <i>Kasieta Legal Group</i>	CREATING THE BIG EVENT PLAYBOOK Lori Severson and Eugene Robinson
Short Creek 1/2	CAMPGROUND OWNERS MASTERMIND: LET'S COLLABORATE TO SOLVE YOUR CURRENT SYSTEMS AND MARKETING ISSUES Craig Alsup - <i>Askew's Landing RV Campground</i>	WRITING A GREAT PRESS RELEASE Jeff Crider <i>Industry Journalist</i>	WRITING A GREAT PRESS RELEASE (REPEAT) Jeff Crider <i>Industry Journalist</i>
Fall Creek	TOP 5 LEGAL ISSUES IN CAMPGROUNDS TODAY Anders Helquist <i>Weld Riley</i>	WORKING WITH LOCAL ZONING AND BEST EXPANSION PRACTICES Anders Helquist <i>Weld Riley</i>	THE IMPORTANCE OF BRANDING IN TODAY'S WORLD Sarah Krause <i>C&D Hospitality</i>



SEMINAR DESCRIPTIONS

FRIDAY 12/6 - 8:30A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	Session Facilitated by Joann DeVescio	LEADERSHIP CRACKER BARREL Are you the Executive Director, President or leader of an association? Don't have an association yet, but looking for one? Or, are you the leader in your campground? This session will focus on brainstorming what works and what doesn't work in a leadership position. A great way to gather new ideas from other leaders on how they continue to motivate their teams, improve themselves, their skills and more!
Compton Ferry	Ben Quiggle Woodall's Campground Magazine	MANAGING A PR CRISIS Fires, Domestic Violence, Natural Disasters, Drugs, Guns...etc. As a Park owner, you may have to deal with all of these situations and the media may come knocking. How do you handle questions from the media or your campers without hurting your brand or opening yourself to lawsuits? This session will tackle all of those questions and more, and it will include some examples of how parks have managed these situations....the good and bad.
Cooper Creek	Kelly Jones Jenkins Organization	HOOR ONE - TRAIN THE TRAINER Are you ready to elevate your facilitation skills and become a catalyst for transformative team dynamics? Join us for an immersive Train the Trainer course on teambuilding, where theory meets practice in an experiential learning environment. This hands-on workshop empowers you to effectively lead teambuilding activities, dissect their underlying goals, and master the art of debriefing to solidify key messages. Upon completion of this course, participants will emerge as confident and competent trainers equipped with the knowledge, skills, and tools necessary to design, facilitate, and debrief impactful teambuilding sessions that drive positive organizational change.
Short Creek 3/4	Lori Severson Severson & Associates	10 THINGS MILLIONAIRE CAMPGROUND OWNERS DO Visionary leaders possess specific traits, and that's why they are so successful! Do you have these traits, or are you surrounding yourself with employees who do? Find out how to keep a pulse on your "business baby!"
Short Creek 1/2	Craig Alsup Askew's Landing RV Campground	CAMPGROUND OWNERS MASTERMIND: LET'S COLLABORATE TO SOLVE YOUR CURRENT SYSTEMS AND MARKETING ISSUES Join fellow campground owners in this hands-on Mastermind session, designed to help you streamline operations, boost marketing efforts, and tackle real challenges together. Gain fresh insights as you present your current growth challenges, share experiences and insight, inspire ideas, learn best practices, and collaborate on effective solutions to elevate your park's success. Perfect for owners looking to grow, optimize, and learn from like-minded peers in the industry!
Fall Creek	Anders Helquist Weld Riley	TOP 5 LEGAL ISSUES IN CAMPGROUNDS TODAY Whether you're a seasoned campground owner, just getting started, or someone who simply loves the smell of legal briefs in the morning, grab a cup of coffee and enjoy an interactive discussion regarding some of the top legal issues with campgrounds today. From land use/zoning to contracts to the issues that can arise with campground guests, we'll cover the top issues we've seen campground owners deal with over the past year.



SEMINAR DESCRIPTIONS

FRIDAY 12/6 - 9:45A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	Mark Maynard Maynard Consulting	COMPLAINTS ARE GIFTS: TURNING FEEDBACK INTO LOYALTY Transform complaints into opportunities for growth and customer loyalty. This talk challenges the notion that complaints are necessarily negative, while providing strategies for a complaint management process that emphasizes compassion and team coordination to build strong customer relationships. Attendees will learn how to: Handle complaints with an open mind, develop proactive complaint management strategies, and build a team-based approach to customer loyalty.
Compton Ferry	Greggory Brown BATL Ranch RV Resort	WHY SHOULD RV PARKS GO SOLAR? With everyone from Scientist to Politicians talking about Climate change and all the bad press about how expensive Solar is why is it great for RV parks? Learn how the "Inflation Reduction Act" is a game changer for this industry.
Cooper Creek	Kelly Jones Jenkins Organization	OUR TWO - TRAIN THE TRAINER Are you ready to elevate your facilitation skills and become a catalyst for transformative team dynamics? Join us for an immersive Train the Trainer course on teambuilding, where theory meets practice in an experiential learning environment. This hands-on workshop empowers you to effectively lead teambuilding activities, dissect their underlying goals, and master the art of debriefing to solidify key messages. Upon completion of this course, participants will emerge as confident and competent trainers equipped with the knowledge, skills, and tools necessary to design, facilitate, and debrief impactful teambuilding sessions that drive positive organizational change.
Short Creek 3/4	Mark Hazelbaker Kasieta Legal Group	FOR THE LOVE OF ALL THINGS SEASONAL! A session reviewing all things legally related to including Seasonal Guests on your property - agreements to use, renewal letters, removal letters with step-by-step process to remove, important phrases to include and those to NOT include. A guide to making things very clear for your Seasonal guests and you as an owner!
Short Creek 1/2	Jeff Crider Industry Journalist	WRITING A GREAT PRESS RELEASE 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! Understand what stories Jeff will be writing and how you can contribute. Bring your laptop for a hands-on session to write your own! NOTE: This session repeats next hour if you need to attend another class!
Fall Creek	Anders Helquist Weld Riley	WORKING WITH LOCAL ZONING AND BEST EXPANSION PRACTICES Dealing with land use and zoning issues when starting or expanding a campground can be some of the most frustrating and challenging experiences for campground owners. Please join us for an interactive discussion regarding best practices and collaborative approaches to build and expand your campground.



SEMINAR DESCRIPTIONS



FRIDAY 12/6 - 11:00A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	Heather Meuer The Embers Branson	GROWING YOUR VIRTUAL TEAM: WORK ON YOUR BUSINESS, NOT IN IT! Learn how to grow a virtual team by hiring virtual assistants. Heather's team of assistants from the Philippines help run her business from managing her emails and calendar, communicating with guests, social media management, bookkeeping and so much more. Hiring someone virtually can feel intimidating, but Heather will share processes and resources on how to interview, train and pay VA's so you can get more done, and focus on the part of your business you do best!
Compton Ferry	Danielle Lee Holiday Hills Resort Eddyville, KY	CANVA 101 Canva is an outstanding Graphic Design tool that is often underutilized because it can be overwhelming to new users. Learn how to navigate this useful tool for all your graphic design needs in this interactive session! Watch and take notes, or bring your laptop to work through actual design processes!
Cooper Creek	Kelly Jones Jenkins Organization	HOUR THREE - TRAIN THE TRAINER Are you ready to elevate your facilitation skills and become a catalyst for transformative team dynamics? Join us for an immersive Train the Trainer course on teambuilding, where theory meets practice in an experiential learning environment. This hands-on workshop empowers you to effectively lead teambuilding activities, dissect their underlying goals, and master the art of debriefing to solidify key messages. Upon completion of this course, participants will emerge as confident and competent trainers equipped with the knowledge, skills, and tools necessary to design, facilitate, and debrief impactful teambuilding sessions that drive positive organizational change.
Short Creek 3/4	Lori Severson Severson & Associates Eugene Robinson Former GB Packer	CREATING THE BIG EVENT PLAYBOOK Unlock the secrets to creating unforgettable events by leveraging the power of sponsorships! In this session, you'll discover how to design standout events, from concept to execution, that captivate audiences and meet business goals. We'll dive into strategies for securing sponsorships that align with your event's theme, create value for sponsors, and enhance the attendee experience. Learn how to identify and approach potential sponsors, craft attractive sponsorship packages, and build long-term partnerships that can elevate your events year after year. This session will equip you with the tools and insights to create impactful events that benefit both your organization and sponsors.
Short Creek 1/2	Jeff Crider Industry Journalist	WRITING A GREAT PRESS RELEASE (Repeat Session) 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! Understand what stories Jeff will be writing and how you can contribute. Bring your laptop for a hands-on session to write your own!
Fall Creek	Sarah Krause C&D Hospitality	THE IMPORTANCE OF BRANDING IN TODAY'S WORLD In this session, we'll explore how strong branding can set your business apart in a competitive market. Learn essential strategies to build, enhance, and sustain a brand that resonates with your audience and drives success in the digital age.



DAILY OVERVIEW

SATURDAY DECEMBER 7

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. Water stations available as well.
9:00 - 11:15a	Second Level	EDUCATION SESSIONS Three one-hour sessions (15-min breaks between). Six class options in each session!
11:30a - 12:30p	Main Ballroom	WRAP-UP/SEND-OFF + BASKET RAFFLE GIVEAWAY DRAWINGS Join us as we recap the week, have a short Cracker Barrel session, share our best takeaways and share the dates of the 2025 Campground Owners Expo. PLUS! We'll draw for the winners in the COE Basket Raffle Giveaway from those tickets you've been collecting all week! Must be in the room to win! Prizes include a one week trip for two, a \$500 VISA gift card, a free COE 2025 registration + so much more! See all the details on page 4!
12:30p	Main Ballroom	COE 2024 CONCLUDES! Thank you so much for attending the 4th 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 2025 season and can't wait to welcome you back to the 5th Annual COE in 2025!



**WE SINCERELY WANT TO THANK 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 2025!**



SEMINAR LINE UP

SATURDAY DECEMBER 7



	9:00 - 10:00a	10:15 - 11:15a
Roark Creek	SOCIAL MEDIA BEST PRACTICES Sarah Krause <i>C&D Hospitality</i>	EFFORTLESSLY CONTENT CREATION: UNLEASH THE POWER OF THE SOCIAL CYCLE Jackie Sinclair <i>Go Digital Diva</i>
Compton Ferry	BINGO MADNESS: CREATIVE TWISTS TO A CLASSIC GAME! Carla Brown <i>Severson & Associates</i>	KNOW YOUR CUSTOMER: USING YOUR CAMPGROUND'S DATA FOR MARKETING AND OPERATIONS Billie McNamara <i>Loon's Haven Family Campground</i>
Cooper Creek	SHARING THE JOURNEY: GROW THROUGH SOCIAL MEDIA Heather Meuer <i>The Embers Branson</i>	FUN FOR ALL! Caity Taylor <i>Greenwood Acres Family Campground</i>
Short Creek 3/4	HOW UP-TO-DATE IS YOUR HIRING PROCESS? Mark Hazelbaker <i>Kasieta Legal Group</i>	UNDERSTANDING HOW TO MANAGE GUEST REMOVALS Mark Hazelbaker <i>Kasieta Legal Group</i>
Short Creek 1/2	TURNING UNCERTAINTY INTO SUCCESS Lori Severson <i>Severson & Associates</i>	K-9 PET FRIENDLY MATTERS! Paul Rhodes
Fall Creek	RECOVERING FROM DISASTER Danielle Lee <i>Holiday Hills Resort - Eddyville, KY</i>	MANAGING YOUR PARK REMOTELY AND TIME-SAVING MANAGEMENT TECHNIQUES Alex Burkett <i>ROL Campgrounds</i>



SEMINAR DESCRIPTIONS

SATURDAY 12/7 - 9:00A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	Sarah Krause C&D Hospitality	SOCIAL MEDIA BEST PRACTICES This session will share essential strategies for optimizing your social media presence. Learn the latest tactics in content creation, audience engagement, platform-specific techniques, and analytics. Ideal for all skill levels, this session will equip you with practical tips to enhance your social media impact and achieve your goals.
Compton Ferry	Carla Brown Severson & Associates	BINGO MADNESS: CREATIVE TWISTS TO A CLASSIC GAME! Join this fun session to learn different variations that you can use to make the classic game of Bingo fun for all ages in your park!
Cooper Creek	Heather Meuer The Embers Branson	SHARING THE JOURNEY: GROW THROUGH SOCIAL MEDIA Hear how Heather started sharing the development of their glamping and RV Resort on social media and went "viral," growing to over 180k followers and 2M view in just 2 months. With that, they were able to create a landing page for their resort that wasn't even close to being complete, and capture hundreds of email addresses. They now have a growing following of future guests that feel like they have been a part of the journey. People love a transformation, and they love a story. Heather will share how storytelling through social media can help grow your business by capturing potential guests.
Short Creek 3/4	Mark Hazelbaker Kasieta Legal Group	HOW UP-TO-DATE IS YOUR HIRING PROCESS? In this session, we'll discuss resident managers and employee agreements, job descriptions, on-site housing leases, and performance metrics. We will also take a peek at the new Employment Verification Form and what you should know!
Short Creek 1/2	Lori Severson Severson & Associates	TURNING UNCERTAINTY INTO SUCCESS It's time to turn up the marketing machine and determine how to make your park the vacation destination customers will choose. Learn marketing hacks that will help you stretch your marketing money, and create better partnerships with other businesses who have the customers you want. Determine the value of a customer and teach your staff and peers the same. Understand how to get out of your own way and make things happen in 2025!
Fall Creek	Danielle Lee Holiday Hills Resort - Eddyville, KY	RECOVERING FROM DISASTER Natural disasters are inevitable. From the phone call you dread receiving, to changing your mindset for the good, and coming back better when everyone says it is impossible. Learn how to work through problems when a natural disaster hits your park from someone who has been there! Hear Danielle from Holiday Hills Resort in Eddyville, KY on how they dealt with & recovered from a tornado in 2021.



SEMINAR DESCRIPTIONS

SATURDAY 12/7 - 10:15A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	Jackie Sinclair Go Digital Diva	EFFORTLESS CONTENT CREATION: UNLEASH THE POWER OF THE SOCIAL CYCLE Unleash strategies to conquer burnout and ditch the crash when it comes to digital media marketing - learn how to get your content creation mojo working for you, not against you, through mastering the social cycle. The Social Cycle ® is a special process that leads you to effective planning and execution for social dynamics and online platform success.
Compton Ferry	Billie McNamara Loon's Haven Family Campground	KNOW YOUR CUSTOMER: USING YOUR CAMPGROUND'S DATA FOR MARKETING AND OPERATIONS Data is a valuable resource that is often neglected, or misunderstood. In the campground industry we have so much data available to us, but we also have data that is specific for our parks. Whether it be through reservation software, Google Analytics, or other connected data sources, we have access to use it to better our marketing and operations. This class will give you the tools to use that data to improve your customer base, marketing, and the way your park operates.
Cooper Creek	Caity Taylor Greenwood Acres Family Campground	FUN FOR ALL! Join this fun open-forum discussion on all things activities! Your host, Caity, will start by sharing different activities and events that she has done in her campground and how she's sure to have something for all age groups! She'll chat about what worked great, but also what didn't! Then Caity will open it up to discussion from the group for others to share their successes, lessons learned and any tips & tricks that people have to share. You're sure to leave with many new ideas you can try in your own park!
Short Creek 3/4	Mark Hazelbaker Kasieta Legal Group	UNDERSTANDING HOW TO MANAGE GUEST REMOVALS Sometimes it is necessary to show a guest the door. Those actions have the potential to be unhappy experiences or worse. This session teaches you have to understand your rights as the campground owner, how you initiate a removal, how to handle it and what to do if it goes bad. It also includes a discussion on the importance of working with your local sheriff or law enforcement well before you need them,
Short Creek 1/2	Paul Rhodes	K-9 PET FRIENDLY MATTERS! Understanding the pet owner(s) and the pet(s) and why it's important to the success, safety, and liability of the campground and facility. To educate in order to minimize issues before they might happen. It doesn't matter if the facility has the most expensive and best of the best pet amenities, if you have pet chaos. To incorporate the philosophy of animal behavior into your developed environment can only improve the bottom line.
Fall Creek	Alex Burkett ROL Campgrounds	MANAGING YOUR PARK REMOTELY & TIME-SAVING MANAGEMENT TECHNIQUES In this session, we'll dive into the basics of third-party management, remotely managing a portfolio, and management techniques we use to save time and track our results.



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• CAMPGROUND MAGAZINE •

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COE ATTENDEES!**



To read more about any of our
great presenters, please use the
camera on your smartphone to
scan the QR code and view
their bios on our website!



SCAN ME



MY COE NOTES AND IDEAS



SESSION: _____

Lined area for notes and ideas.