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5TH ANNUAL

CAMPGROUND OWNERS EXPO

BRANSON, MISSOURI



DECEMBER 3-6, 2025
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 inquires.)

(608) 399-4817

**EARLY CHECK-IN AVAILABLE
DURING THE PRE-SHOW
NETWORKING NIGHT
TUESDAY (12/3) FROM 2-7PM**

**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... ONE DAY CLASS! RV TECH BASICS

**Learn how to assist your customers and
boost their RV'ing experience!**

Want to boost your customer's RVing experience? This will be a hands-on look at an RV with an RV Industry Association Representative from the RV Technical Institute. Park operators/managers are often the first people to tend to a guest experiencing technical difficulties with their RV. This session will teach some basics to help get guests safely on the road, save a vacation that may be going downhill fast, and make your park stand out as one of the best with customer service!

**COST IS \$25 PER PERSON - MUST PRE-REGISTER
ONE HOUR LUNCH BREAK (NOT INCLUDED)**



**ONLY 15 SPOTS AVAILABLE!
PRE-REGISTRATION REQUIRED.**

SCAN HERE



DATE & TIME:

Tuesday December 2, 2025
9:00am to 4:00pm
One-hour lunch break on own.

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 or Anders Helquist 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 either to book your consultation!

Mark: (608) 220-7271 - Anders: (715) 563-8636



KNOW YOUR NUMBERS!



Bring your P&L to COE and book a free, confidential consult with John Jaszewski of Campgrounds4sale.com! Learn your park's current value, quick ways to increase it, and what bankers and appraisers look for—whether you're selling, refinancing, or expanding.

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



SALES TAX HELP

Sales tax questions? Meet with Holly Hoffman, founder of Sales Tax Advisory Network. As a former WI Dept. of Revenue auditor, tax specialist, and head of the Speaker's Bureau, Holly brings extensive expertise to help you navigate sales tax compliance with confidence and clarity.

Stop by the Sales Tax Advisory Network booth in the expo hall to ask Holly all of your sales tax questions!

STATE ASSOCIATION INFORMATION/HELP

Whether your state already has an association you'd like to support, or you're interested in starting one where none exists, stop by and chat with various State Association Executive Directors. They'll share insights on the value of membership, including legal & legislative support, marketing assistance, and year-round education opportunities through conventions, workshops, and more.

Visit **RVParkandCampgroundAssociations.com** for more information about the CAMP group and **stop by their booth in the expo hall to chat!**



QUICKBOOKS CONSULTING

Set up time to learn more about just how QuickBooks works, upgrading or getting started.

Call or text CSAW Associates at (608) 667-0142 to set up a free consultation! Or stop by their booth in the expo hall to chat!



CSAW ASSOCIATES, LLC
COULEE REGION BOOKKEEPING & TAX



STATE ASSOCIATION MEETINGS

The following State Associations are hosting meetings during COE.



**Missouri
Association of RV
Parks and
Campgrounds**

MOARC Annual Meeting

Tuesday 12/2 - 1:00 to 5:00p

Short Creek 3/4 (Second Level)

Open to MOARC members, and those looking to be members. Please check in inside the Short Creek 3/4 room on your arrival



**RIVERS &
ROCKIES**
Outdoor Lodging Coalition

**Members of Rivers & Rockies
Outdoor Lodging Coalition**

Wednesday 12/3 - 12:30 to 1:15p

Bee Creek (Second Level)

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



Illinois Campground Association

Date, time and location coming soon!

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



**Texas Association of
Campground Owners Meeting**

Thursday 12/4 - 7:30-8:30a

Bee Creek (Second Level)

Open to all current TACO members as well as those looking to become members!



**Michigan Association of Recreation
Vehicles and Campgrounds Meeting**

Thursday 12/4 - 4:30-5:30p | Bee Creek (Second Level)

Open to all current MARVAC members as well as those looking to become members!



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 2025 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 dinner, Thursday Networking Circuit, 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!

10K



COE BASKET RAFFLE GIVEAWAY!

Collect (or purchase!) your tickets, keep one half and drop the other half into the bucket of the item you want to win!

PRIZES INCLUDE:

- \$500 VISA Gift Card,
- A 2026 COE Registration w/ Hotel Room (5 nights)
- ...and more! Stop in the Ballroom all week to see these great items and to drop your tickets in to win!

- More prizes to be added soon!

COMING SOON

\$1000

GIVEAWAY!

For **BOTH** campground owners and exhibitors!

Get your shopping list ready! During the Wednesday evening welcome reception, we will draw two lucky winners from **ALL** registered COE attendees to receive \$500 each to spend at ANY exhibitor in the COE Expo Hall on Thursday morning!

Must be in attendance at 7pm to win!

LET'S GET SOCIAL!

\$500

Post a selfie here at COE and tag our Facebook and/or Instagram pages (@campgroundownersexpo), then use **#FunAtCOE** in the post to be entered to win \$500 to spend with any exhibitor at the expo! Drawn for at 1:00pm on Thursday during the expo!





MORE EVENT GIVEAWAYS

AND ALL THE IMPORTANT DETAILS!

\$500

NETWORKING CIRCUIT GIVEAWAY!

TWO WINNERS DRAWN!

Attend the Networking Circuit event on Thursday from 2:15-4:15pm for a chance to **win up to \$1,000** to spend with any exhibitor at COE!

Rotate through five 20-minute rounds of cracker barrel sessions on a variety of topics, while making valuable connections! You choose the topics you're most interested in, 10 to choose from! Every participant gets a ticket, at the end we'll draw **TWO \$500 winners!**



QUESTIONS?



THURSDAY EXPO \$5K GIVEAWAY!

Don't sleep in on this giveaway! Head down to the Thursday morning Fireside Fix-It sessions and earn chances to win some great prizes!

Here's how it will work:

Join us at the 8:30am Cracker Barrel sessions, OR the Influencer event in the Ballroom and **ONLY** those who attend will get **FIVE** tickets to win one of five prizes every hour, on the hour during the expo! Five tickets, five prizes...yes, that means you could win multiple times!

Every hour, starting at 10am when the expo opens, 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 you're not there, 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!



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

Meet...Mary Arlington

**Your COE Concierge/Information Booth
Located at top of escalators in Convention Center**

If you're new to COE or just need a little extra direction, our COE Concierge is here to make things easier. She can help with questions about where to go, what's happening when, or even assist with making a connection or remembering a name. Think of her as your friendly guide to help you feel comfortable and confident throughout the week.



PROGRAM AD SPONSORS

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

COMING SOON



FREE ADVERTISING OPPORTUNITY FOR YOUR PARK!



Get free publicity for your park at COE with journalist and PR specialist Jeff Crider, President & CEO of Crider Public Relations. With decades of experience writing for RV Business, Woodall's, Good Sam, and more, Jeff knows how to craft stories that highlight trends, developments, and success in campgrounds and RV resorts. He'll be on-site collecting information directly from you, making it easy to feature your park when opportunities arise—no scrambling during the busy season!

Here's what to bring:

- Brochures or marketing pieces
- Business card or contact info
- Park history (year built/acquired, family involvement, generations)
- Campsites added or relocated
- Recent improvements, expansions, or new rentals/lodging
- New or unique activities (successful or not)
- Shoulder season ideas
- Photos on a flash drive

TO BOOK A QUICK INTERVIEW WITH JEFF RIGHT HERE AT COE, PLEASE TEXT HIM AT (760) 567-9775 - JEFF'S INTERVIEW AVAILABILITY COMING SOON!



PRE-EVENT OVERVIEW

TUESDAY DECEMBER 2

CAMP MEETING

8:00a - 4:00p
Bee Creek
(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 at (225) 235-2166, or by email at lisa@campinglouisiana.com



8:00a - 4:00p
Boston Ferry
(2nd Level)

RVTI ONE-DAY TRAINING - MUST PRE-REGISTER!
OPEN TO WORKCAMPERS, INFLUENCERS OR CAMPGROUND OWNERS!
See information about course and to pre-register on page 2!

1:00 - 5:00p
Short Creek 3/4
(2nd Level)

MOARC 57TH ANNUAL CAMPGROUND OWNERS MEETING
Open to MOARC members, and those looking to become members. Please check in inside the room on your arrival.



Missouri Association of RV Parks and Campgrounds

2:00p - 7:00p
Convention Center Lobby

REGISTRATION DESK OPEN FOR EVENT CHECK-IN
Campground Owner attendees, Exhibitors, Workcampers and Influencers can check-in to grab event bags and name badges! Get ready for a week of fun!

3:00 - 4:45p
Second Level
(Follow Signs)

RESERVATION TRAININGS with CampLife - Details on page 9.
Two sessions available (3:00-3:45p and 4:00-4:45p) Looking to switch systems or get more training? Join one or both training sessions! Open to both Campground Owners and Workcampers.



3:00 - 4:45p
Second Level
(Follow Signs)

WORKCAMPER EDUCATION OPPORTUNITIES
Workcampers are welcome to attend the reservation trainings, one-day RVTI training and/or these other educational sessions. See class options on page 9.

5:30 - 7:00p
Second Level Common Area

THE OPPORTUNITY SOCIAL
Kick off COE with a relaxed cash-bar gathering where campground owners and workcampers can mingle, reconnect with friends, and make new connections. It's the perfect way to unwind, network, and start the week on a fun, friendly note.

5:30 - 7:00p
Cooper Creek (Second Level)

CAMP Exhibitor Mixer - Sip, socialize and spark ideas! - Cost is \$20/person. Open to all COE exhibitors! Join us for an upbeat, high-energy social hour designed just for you. Connect with CAMP members (Campground Association Management Professionals) from across the country, swap ideas and resources, and explore new ways to grow together. Enjoy drinks, network with leaders from multiple states, and discover opportunities to elevate the outdoor hospitality industry. Spots are limited—don't miss it! Your \$20 cost includes drink tickets!

This Event Is Sponsored By:





RESERVATION TRAINING

TUESDAY DECEMBER 2 | 3-5PM



Looking for a reservation system that makes life easier for both campground owners and staff?
Or maybe you're already using this platform and just want to get more out of it?
These back-to-back, hands-on demo sessions are your chance to dive in!

- **Test drive the software yourself** — see how check-ins, reservations, and daily operations work.
- **Ask questions in real time** — get honest answers directly from current users running parks just like yours.
- **See multiple perspectives** — whether you're a campground owner, current user, or workcamper, you'll leave with tips you can apply immediately.

These aren't sales pitches — they're real demonstrations with real users. Join one session or both and walk away knowing how their system can simplify operations and make your job easier.

CampLife will present two, 45-minute overview sessions of their reservation software.
Session one runs from 3:00-3:45pm, and session two from 4:00-4:45pm.

You're welcome to attend both sessions if you are a current user and just want more training, or just attend one session if you're looking to make a switch and want to see which company would be a better fit for your park!

WORKCAMPER EDUCATION SESSIONS

ROOM: SHORT CREEK 1/2

- **3:00 - 3:45p: Workcamping Legal Q&A Cracker Barrel** *with Attorney, Mark Hazelbaker*
Workcamping can be rewarding, but the legal side isn't always straightforward. Join this open discussion led by an attorney who understands the unique challenges of workcamping. We'll cover employment classifications, contracts, compensation models, taxes, and more. Bring your questions and leave with clarity on the legal aspects that matter most before you accept or continue a workcamping position.
- **4:00 - 4:45p: Customer Service Essentials for Workcampers** *with Sarah Krause*
Great guest experiences are at the heart of every successful campground — and workcampers play a big role in making that happen. This session will explore practical tips for welcoming campers, handling common guest questions, and resolving issues with professionalism and positivity. Learn how to create memorable moments that keep guests coming back year after year.

ROOM: FALL CREEK

- **3:00 - 3:45p: Bingo Bonanza!** *with Carla Brown*
Bingo is a campground classic — but there are endless ways to make it fresh, fun, and engaging for every crowd. From kid-friendly themes and adult-only twists to creative charity fundraisers, this session will showcase a variety of bingo styles and formats you can bring to your park. Walk away with ready-to-use ideas that will make you the go-to activity host wherever you workcamp.
- **4:00 - 4:45p: Dealing with Difficult People** *with Lori Severson*
Whether it's an unhappy guest or a challenging co-worker, tough situations are bound to pop up while workcamping. This session will give you practical strategies for staying calm, communicating effectively, and resolving conflicts with professionalism. Learn how to handle difficult people without letting them ruin your day — and turn potential problems into positive outcomes.



DAILY OVERVIEW

WEDNESDAY DECEMBER 3

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 -
12:30p

Second
Level

EDUCATION SESSIONS

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

9:00a -
12:30p

Main
Ballroom

WORKCAMPER 101 WORKSHOP

New to workcamping? This workshop covers campground basics, common roles, daily responsibilities, and key legal and financial considerations. Gain the practical knowledge and confidence you need to start your workcamping journey.

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

Explore exhibitors offering the products and services you need to run a successful park—many with show specials! Earn 10 raffle tickets for every on-site purchase. Just bring your receipt to the registration desk to claim them!

5:00 -
8:00p

Main
Ballroom

EVENING PROGRAM AND DINNER - *Open to both campgrounds owners and exhibitors - dinner is included in your event registration!*

Grab a drink and a dinner table to network with peers before the evening's fun! Don't forget your ticket for the 6pm drawing—see details below so you don't miss out! Each person in attendance can get a ticket to win!

Evening event schedule:

- **5:00p:** Networking Time - appetizers will be served until 6pm.
- **5:30p:** Awards with Don Bennett, recognition and exhibitor charity auction (live and silent - celebrity auctioneers!). Bid on great products and services for your park donated by our wonderful exhibitors!
- **6:30p:** Dinner served with time for networking over a good meal! The Ballroom and a cash bar open until 8pm!
- **7:00p: \$1,000 DRAWING!** We're drawing two winners of \$500 each to spend with any exhibitor here at COE! All registered attendees at COE are entered to win.

EXHIBITORS! YOU'RE INCLUDED IN THIS DRAWING TOO! If you're selected, get your choice of a \$500 VISA gift card OR a FREE booth at COE 2026!



All registered campground owner attendees and exhibitors are entered in this giveaway! Must be present at 7pm to win!



SEMINAR LINE UP

WEDNESDAY DECEMBER 3



	9:00 - 10:00a	10:15 - 11:15a	11:30a - 12:30p
Roark Creek	RE.MIND SCHOOL OF LIFE Dorsey Levens	THE POWER TO PROTECT Heidi Doyle <i>Utility Supply Group</i>	PANEL: NO ASSOCIATION? NO PROBLEM - PUT YOUR STATE ON THE MAP! Michael Moore, <i>TACO</i> Don Bennett, <i>ICA</i> Jason Vaughn, <i>PCOA</i>
Compton Ferry	STAY ON THE RIGHT PATH: SALES TAX COMPLIANCE FOR CAMPGROUND OWNERS Holly Hoffman <i>Sales Tax Advisory Network</i>	YOUR PARK CAN THRIVE! DISCOVER STRATEGIES FOR NEXT SEASON AND BEYOND Caleb Cook <i>CampLife</i>	GO RVING DEMOGRAPHICS STUDY: WHAT CAMPER'S REALLY WANT Chris Bornemann <i>RVIA</i>
Cooper Creek	PART ONE: THE AI SHIFT - HOW CHAT TOOLS ARE REWRITING THE RULES OF CAMPGROUND MARKETING Mark Koep <i>Campground Views</i>	PART TWO: FIX MY MARKETING - LIVE REVIEWS OF REAL CAMPGROUND WEBSITES AND ADS Mark Koep <i>Campground Views</i>	REIMAGINING CAMPING FOR THE POST-BABY BOOMER GENERATION John Jaszewski <i>Campgrounds4Sale.com</i>
Short Creek 3/4	FINANCING EXPANSION AND RENOVATION PROJECTS Phil Whitehead and Kim Lantta <i>Lake Ridge Bank</i>	DON'T GET BURNED: CAMPGROUND CLAIMS AND COVERAGE Q&A Eric Haun & Crystal Erickson <i>Coverra Insurance Services</i>	PERFORMANCE-DRIVEN CAMPGROUNDS: THE 4 KEYS TO THRIVE Justin Williams <i>Newbook</i>
Short Creek 1/2	MEDIA OUTREACH BASICS FOR PRIVATE PARK OWNERS Ben Quiggle, <i>Woodalls</i> Jeff Crider, <i>Industry Journalist</i>	RISING DEMAND FOR WATER RECREATION: ASSESSING INFLATABLE AQUAPARKS AS A REVENUE OPPORTUNITY Ron Romens <i>Commercial Recreation Specialists</i>	CRISIS COMMUNICATION Ben Quiggle, <i>Woodalls</i> Jeff Crider, <i>Industry Journalist</i>
Fall Creek	SERVICE SUPERHEROES: HOW TO CREATE MEMORABLE MOMENTS WITH MINIMAL STAFF Genevieve Sullivan <i>TrainerTainment</i>	BUILDING POSITIVE TEAMS Eugene Robinson Lori Severson <i>Severson & Associates</i>	PARK MODELS: BOOST YOUR BOTTOM LINE AND BORROWING POWER Trevor Kropf <i>Kropf Industries</i>
Main Ballroom	WORKCAMPER 101 WORKSHOP - Speaker coming soon!		



SEMINAR DESCRIPTIONS

WEDNESDAY 12/3 - 9:00A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	Dorsey Levens Former Green Bay Packer	RE.MIND SCHOOL OF LIFE In today's fast-paced, post-Covid world, mindset is everything. Re.Mind offers practical tools to shift perspective, break negative patterns, and build resilience. Learn how to stay focused under pressure, boost productivity, and find more peace and fulfillment in work and life.
Compton Ferry	Holly Hoffman Sales Tax Advisory Network	STAY ON THE RIGHT PATH: SALES TAX COMPLIANCE FOR CAMPGROUND OWNERS Join us for an insightful session led by a former auditor and sales tax consultant. This presentation will equip campground owners with essential tips to prevent sales tax audits and ensure compliance. Learn from an expert and your peers about the common pitfalls to avoid, key strategies for maintaining accurate records, and where to find valuable resources to stay updated on sales tax regulations. Don't miss this opportunity to gain peace of mind and keep your campground operations running smoothly!
Cooper Creek	Mark Koep Campground Views	PART ONE*: THE AI SHIFT - HOW CHAT TOOLS ARE REWRITING THE RULES OF CAMPGROUND MARKETING AI is changing how travelers plan, search, and book—and fast. From ChatGPT to Google's Gemini, today's consumers are relying on conversational AI to find where to camp. This session breaks down what this shift means for campground owners and what you need to do right now to stay visible in an AI-driven world. We'll explore the key trends, what's coming next, and how to get your park discovered in the new search landscape. <i>*This session and Mark's 10:15am session build upon one another!</i>
Short Creek 3/4	Phil Whitehead and Kim Lantta Lake Ridge Bank	FINANCING EXPANSION AND RENOVATION PROJECTS Thinking about adding cabins, glamping units, or new amenities? Funding is often the biggest hurdle. This session explores a range of financing options—from traditional bank loans and SBA programs to private investors, equipment financing, and even crowdfunding. Learn how to build a solid business plan and present it effectively to lenders, giving you the tools to turn expansion plans into reality.
Short Creek 1/2	Ben Quiggle Woodalls Jeff Crider Industry Journalist	MEDIA OUTREACH BASICS FOR PRIVATE PARK OWNERS Learn how to write and pitch a press release, how to identify newsworthy story angles involving your park, and how to position yourself as an expert source for local and regional news media. This workshop will also provide information to help you learn how to complement your social media outreach with direct outreach to newspaper, TV, radio and magazine reporters. This workshop will also provide an introduction to using AI tools for press releases writing for park operators who just can't see themselves writing a press release.
Fall Creek	Genevieve Sullivan Trainer-Tainment	SERVICE SUPERHEROES: HOW TO CREATE MEMORABLE MOMENTS WITH MINIMAL STAFF Looking to crack the code for delivering exceptional guest experiences at your campground, even with a lean team? Join us to discover creative ways to empower your staff, focus on high-impact guest touchpoints, and use practical tools to improve efficiency. You'll leave with strategies to create memorable stays for your campers, even during peak season or staffing shortages.
Main Ballroom	Speaker coming soon!	WORKCAMPER 101 WORKSHOP - HOUR 1: CAMPGROUND & CAMPING BASICS Learn the essentials of campground life, from different park types and layouts to RV hookups, cabins, and common guest needs. A great foundation for understanding where workcampers fit in.



SEMINAR DESCRIPTIONS

WEDNESDAY 12/3 - 10:15A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	Heidi Doyle Utility Supply Group	THE POWER TO PROTECT From basic electrical knowledge to the latest NEC code requirements, this session will help you safeguard your park's electrical system. We will cover pedestal safety, updating equipment and the newest NEC changes so you can confidently maintain safe, compliant and reliable power for your guests.
Compton Ferry	Caleb Cook CampLife	YOUR PARK CAN THRIVE! DISCOVER STRATEGIES FOR NEXT SEASON AND BEYOND Are you ready to make the most of the 2026 season? Join us for a candid conversation about rising market trends and how campground owners like you can prepare. We'll review compiled data from the CampLife system and share how you can evaluate your own park's performance before wrapping up with ideas that you can implement this winter to win next season.
Cooper Creek	Mark Koep Campground Views	PART TWO*: FIX MY MARKETING - LIVE REVIEWS OF REAL CAMPGROUND WEBSITES AND ADS Bring your website, social media, or ad campaigns—and let's get real. In this follow-up to "The AI Shift," we'll look at attendee-submitted marketing and give rapid-fire, practical feedback you can use to improve your visibility and booking performance. Expect honest advice, helpful examples, and actionable takeaways you can implement the moment you get back to your desk. <i>*This session and Mark's 9:00am session build upon one another!</i>
Short Creek 3/4	Eric Haun and Crystal Erickson Coverra Insurance Services	DON'T GET BURNED: CAMPGROUND CLAIMS AND COVERAGE Q&A Join us for an open, owner-focused conversation on campground insurance, risk management, and real-life claims scenarios. We'll share actual loss events, answer your questions, and discuss coverage or risk management pitfalls you may not have considered. Bring your own "what if" scenarios and learn from the experiences of industry insurance experts and other owners. Even one insight could save your park thousands.
Short Creek 1/2	Ron Romens Commerical Recreation Specialists	RISING DEMAND FOR WATER RECREATION: ASSESSING INFLATABLE AQUAPARKS AS A REVENUE OPPORTUNITY Recent data shows over 60% of campers now seek water-based activities when choosing where to stay—making inflatable aquaparks a growing opportunity for campgrounds. This session will cover the benefits, costs, and operational realities of adding an aquapark, with real-world examples from parks already using them. Attendees will learn HOW to forecast returns, plan for staffing and safety, avoid common pitfalls, and decide if this amenity is right for their property.
Fall Creek	Eugene Robinson Former Green Bay Packer Lori Severson Severson & Associates	BUILDING POSITIVE TEAMS Great leadership isn't about titles—it's about creating an environment where people thrive. This seminar gives campground owners and managers practical tools to inspire teams, boost morale, and strengthen staff loyalty. Learn proven leadership strategies, hear how they're used in the NFL, and walk away ready to build a positive culture that improves both employee satisfaction and the guest experience.
Main Ballroom	Speaker coming soon!	WORKCAMPER 101 WORKSHOP - HOUR 2: ROLES & RESPONSIBILITIES Explore the many areas workcampers support — from office and guest services to housekeeping, grounds, and activities — plus tips for thriving on the job.



SEMINAR DESCRIPTIONS

WEDNESDAY 12/3 - 11:30A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	Michael Moore TACO Don Bennett ICA Jason Vaughn PCOA	PANEL DISCUSSION: NO ASSOCIATION? NO PROBLEM - PUT YOUR STATE ON THE MAP! Don't have a state campground association? You're not alone—and you don't have to start from scratch. This session will walk you through the steps to bring park owners together, form a network, and build the foundation for a future association. From informal meetups to formal organization, we'll share ideas, examples, and tools to help you take the first steps toward something bigger. Plus, see how you can take advantage of group discounts!
Compton Ferry	Chris Bornemann RVIA	GO RVING DEMOGRAPHICS STUDY: WHAT CAMPERS REALLY WANT Get an insider's look at the latest national research from Go RVing on today's camping audience. This brand-new consumer survey reveals who's camping, what they value most in a campground, and how their preferences are changing. You'll discover actionable insights to help you tailor your amenities, marketing, and guest experience to meet — and exceed — the expectations of modern campers. Whether you're looking to attract first-time RVers, appeal to loyal guests, or stand out in a competitive market, this session will give you the data-driven strategies you need to succeed.
Cooper Creek	John Jaszewski Campgrounds 4Sale.com	REIMAGINING CAMPING FOR THE POST-BABY BOOMER GENERATION In this session, we will talk about how camping is continuing to change. This may be the most significant change we have seen in camping since the advent of the Internet and social media. Each new generation looks for different accommodations within the same footprint of a camping space. It's our job, and profitability, to navigate that to continue to be as successful as ever. We can also dive into the numbers and show you how to reinvent some of your spaces, and get the bank to cover the cost, and still make money and be profitable. Let the transformation begin!
Short Creek 3/4	Justin Williams Newbook	PERFORMANCE-DRIVEN CAMPGROUNDS: THE 4 KEYS TO THRIVE Running a successful campground or RV park requires more than great amenities - it takes smart strategies, data-driven decisions, and a team that performs at its best. In this session, we'll reveal four key areas that top-performing operators focus on to maximize revenue, enhance guest experiences, and stay competitive. You'll leave with practical insights and actionable strategies to help your business thrive in today's evolving market.
Short Creek 1/2	Ben Quiggle Woodalls Jeff Crider Industry Journalist	CRISIS COMMUNICATIONS Crisis can come in any form, from a disgruntled camper to domestic incident, health hazard, shooting, natural disaster and more. This class will give you some food for thought, practical steps to take and how you can prepare should a crisis arise.
Fall Creek	Trevor Kropf Kropf Industries	PARK MODELS: BOOST YOUR BOTTOM LINE AND BORROWING POWER Park models aren't just an attractive lodging option — they're a powerful financial tool for your campground. In this session, you'll learn how adding park models can instantly increase your revenue, strengthen your net operating income (NOI), and directly improve your ability to secure financing or attract buyers when it's time to sell. We'll explore how to market and advertise lodging units to reach new audiences, tap into online travel platforms, and create high-demand rental experiences. You'll also discover the added value of selling units to seasonal guests, creating a long-term, low-maintenance income stream. Whether you're looking to boost profitability now or position your park for a future sale, this workshop will show you exactly how park models can deliver measurable returns.
Main Ballroom	Speaker coming soon!	WORKCAMPER 101 WORKSHOP - HOUR 3: LEGAL & LIFESTYLE CONSIDERATIONS Understand the ins and outs of workcamping agreements, pay structures, and tax implications, along with practical advice for protecting yourself and balancing the lifestyle. <i>Assisting in this session will be Attorney from Weld Riley, Mark Hazelbaker.</i>



CHARITY AUCTION

WEDNESDAY DECEMBER 3 | 5:30PM

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!



COMING SOON



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!

COMING SOON



DAILY OVERVIEW

THURSDAY DECEMBER 4

7:30a - 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 - 10:00a	Second Level	FIRESIDE FIX-IT SESSIONS Join us 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 Fireside Fix-It sessions, you'll be entered to win up to \$5,000 that can be spent with ANY exhibitor here at COE!
8:30a - 10:00a	Main Ballroom	INFLUENCER SPEED NETWORKING EVENT - As an alternative to the cracker barrel sessions, if you're looking for a fresh way to market your park? Meet face-to-face with industry influencers in a fast-paced "speed dating" format. Rotate tables, share ideas, and discover partners who can help promote your park. Plus, by attending this event, you'll be entered to win up to \$5,000 that can be spent with ANY exhibitor here at COE! <i>See more details on page 17!</i>
Every Hour	Expo Hall	\$5,500 IN GIVEAWAY DRAWINGS! - <i>See all the details on page 6!</i> Got your five tickets from this morning's sessions? Stick around the expo hall—prize drawings happen every hour starting at 10am! You'll have 2 minutes to claim your prize, or we draw again. Don't miss the \$500 social media tag drawing at 1pm!
10:00a - 2:00p	Expo Hall	EXPO HALL OPEN - <i>Stop by the Coverra Insurance Services booth for a FREE Bloody Mary bar!</i> Explore exhibitors offering the products and services you need to run a successful park—many with show specials! Earn 10 raffle tickets for every on-site purchase. Just bring your receipt to the registration desk to claim them!
11:00a - 1:00p	Expo Hall	GRAB-N-GO LUNCH AVAILABLE Grab lunch in the expo hall and shop around the great exhibitors here!
2:15p - 4:15p	Main Ballroom	THE NETWORKING CIRCUIT - <i>This fun networking session is open to both campground owners and our exhibitors. Cash bar is open until 6p! Snacks provided by The Gilbert Brown Foundation - donations appreciated.</i> Rotate through five 20-minute rounds of cracker barrel sessions on a variety of topics, while making valuable connections! You choose the topics you're most interested in - MANY topics to choose from! See the topics listed on page 18 so you can prepare your choices! At the end of the five rounds, we'll share some best takeaways to earn more tickets into the big giveaway! Every participant gets a ticket, we'll draw TWO winners - you get your choice of a \$500 VISA gift card, or a FREE 2026 COE registration with hotel included!



FIRESIDE FIX-IT SESSIONS

THURSDAY DECEMBER 4 | 8:30-10:00A

Quick answers, real solutions, and fresh ideas from campground owners who've faced the challenges firsthand. In fast-paced, 8-minute discussions, you'll get actionable fixes, field-tested insights, and new ideas—no PowerPoint, no pressure, just practical advice and great conversation.

DON'T FORGET! By attending these Fireside Fix-It 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 these Fireside Fix-It sessions, or the Influencer Speed-Networking event in the Main Ballroom will get these entry tickets, so don't miss out!

Option 1	Roark Creek	WHAT COULD GO WRONG?! - Kaylee Pace and Mychele Bisson For prospective and/or brand new owners: Chat with other park owners about the unexpected challenges of campground ownership—from surprise expenses to staffing and guest issues—so you know what to watch for and how to prepare.
Option 2	Compton Ferry	THIS ONE'S FOR THE OWNERS! - John Jaszewski, Phil Whitehead and Joe Ledger Big-Picture Operations, Succession & Growth: Discuss adding sites vs. amenities, hiring decisions, succession planning, investing in another park, legal and banking insights, and systems that save time and reduce stress.
Option 3	Cooper Creek	THE LEGAL PAD - Anders Helquist Ask your "What if...?" questions in a fast-paced, attorney-led session covering liability waivers, seasonal contracts, evictions, insurance, permits, ADA compliance, and other legal blind spots. Share real-world experiences and get practical insights you can't afford to miss.
Option 4	Short Creek 3/4	GROUND'S AND GEAR - Brian Pedersen and Matt Pargman Maintenance, Groundskeeping & Project Management: Share tips and tricks on tools, landscaping, preventative maintenance, ATV and golf cart repairs, sewer solutions, seasonal start-up/shut-down, work order systems, and other maintenance challenges and successes.
Option 5	Short Creek 1/2	THE PROFIT PIT STOP - Tyler Duffy Revenue Boosters & Cost Controls: Discuss add-ons that increase income, cutting expenses without impacting guests, smart pricing for premium sites, managing utilities, and tracking ROI on amenities and projects.
Option 6	Fall Creek	HIRING AND FIRING - Christine Taylor Keeping It Legal and Fair: Discuss documentation, legal compliance, consistent hiring processes, interview questions, salary ranges, and performance management including terminations.



INFLUENCER SPEED-NETWORKING

THURSDAY DECEMBER 4 | 8:30-10:00A

Make powerful connections—fast! This structured, high-energy networking session pairs campground owners with outdoor industry influencers and content creators for quick, meaningful conversations. Whether you're looking to boost your social media presence, grow brand awareness, or learn creative marketing ideas, this session is designed to spark connections that can lead to lasting partnerships.

HOW IT WORKS:

- **Meet the Influencer** – Each timed round gives you a few minutes to introduce yourself, share a bit about your park, and learn how the influencer connects with their online camping audiences. Don't forget to swap contact info! Business cards work great, so be sure to have some on hand.
- **Listen for the Signal** – When time is up, you'll hear a cue to move to the next table.
- **Rotate & Repeat** – Continue until you've had the chance to meet with multiple influencers. Number of rounds will be announced at the beginning of the session.
- **Follow Up** – You'll have a list of who you connected with so you can continue the conversation and explore collaboration opportunities after the session.

Want to chat more? Visit the lounge on the Expo Hall mezzanine to network with influencers and workcampers - open during the expo!

This format is designed to be simple, fast-moving, and fun—helping you maximize your time and walk away with fresh marketing connections.



**SCAN
ME!**



Scan to see the full
list of influencers!

**THANK YOU
SPONSORS!**



DORSEY LEVENS



**EUGENE
ROBINSON**



MARK ROSE



**ANDREW
NUSSBAUM**



SARA BROERS



**BRANDY
GLEASON**



LORI HELKE

**...AND MORE
COMING
SOON!**



THE 2025 NETWORKING CIRCUIT

THURSDAY DECEMBER 4 | 2:15-4:15P

Rotate through five 20-minute sessions on topics of your choice, each facilitated by a subject expert. Share your experiences, ask questions, and gather practical tips and ideas to take back to your park—walk away with valuable insights and inspiration from both peers and experts!

PRESENTED BY:

newbook

THANK YOU TO
OUR SUPPORT
SPONSOR:



Hiring and Firing - Facilitated by Christine Taylor

Share experiences and swap ideas about questions to ask, reference checks, job descriptions, and common hiring and firing challenges.

Family and Team Dynamics - Facilitated by

Jason Vaughn, Don and Lisa Bennett

Discuss strategies for communicating, balancing family and business, navigating personality differences, and handling workload fairness.

Birthdays and the Party Business - Facilitated by Beth Standlee

Discuss what makes birthday parties succeed or fail, creative marketing approaches, and lessons from your own experiences.

Retail Revenue - Facilitated by Kelly Jones

Exchange tips on store layouts, inventory, promotions, and product selection to boost retail sales and draw customers in.

Pond Playthings - Facilitated by Ron Romens

Talk about must-have play items, maintenance, "wow" factors, and share ideas for pieces and setups that work best.

Groups and Events - Facilitated by Andrew Nussbaum

Share strategies for attracting groups, creating memorable experiences, advertising, and running profitable events.

Credit Cards - Facilitated by Kim Lantta

Discuss processing options, marketing, reward programs, and share experiences with peers and an expert lender.

Insurance - Facilitated by Eric Haun and Crystal Erickson

Discuss business insurance, workers' comp, cyber coverage, and lessons learned with fellow operators and an expert.

Sales Tax - Facilitated by Holly Hoffman

Discuss common mistakes, success stories, best practices, and key sales vs. use tax tips with fellow operators and an expert.

Owner Essentials - Facilitated by John John Jaszewski

Discuss preparing to sell, developing exit strategies, options for sites or lodging with an industry expert, while sharing sales experiences.

Money, Money, Moneyyyy! - Facilitated by Phil Whitehead

Discuss what banks look for, credit lines, rentals, and expansion strategies with peers and an expert lender.

Young Professionals - Facilitated by Tia Anderson

Share tips on AI, motivating Gen Z employees, overcoming resistance to change, and your best hacks.

Employee Training - Facilitated by Sarah Krause

Discuss orientation, onboarding, industry knowledge, timely training, and customer service strategies.

Press the Button! - Facilitated by Jeff Crider

Discuss press-worthy topics, press releases, reaching media inside and outside your industry, and managing bad or crisis coverage with an expert industry reporter.

Expansion and Zoning - Facilitated by Anders Helquist and Mark Hazelbaker

Discuss state, county, and city regulations, neighborhood considerations, county boards, and factors that help or hinder expansion with two industry expert lawyers.

Guest Communication - Facilitated by CampLife

Discuss reservation emails, Facebook groups, texting apps, social media, and creative communication strategies.

Park Models - Facilitated by Trevor Kropf

Discuss becoming a dealer, advertising strategies, seasonal site sales, financial impacts, and experiences with park models.

Media Marketing - Facilitated by Mark Rose

Discuss marketing strategies, data-driven performance, measuring success, and conducting social media audits.

Rental Ideas & Site Enhancements - Facilitated by Newbook

Discuss rental options, site improvements to boost revenue, chargeable activities, and dynamic pricing strategies.

Electrical Bright Ideas! - Facilitated by Utility Supply Group

Discuss GFI, industry updates, expansion planning, and key considerations for electrical system improvements.

Advertising Options - Facilitated by Texas Advertising

Discuss using promotional items, signage, trade shows, rack cards, site maps, and strategies for low-cost advertising.

Low & No-Cost Marketing - Mark Koep

Discuss guerrilla marketing, easy Facebook promos, email marketing, AI tools, and other low-cost strategies.



DAILY OVERVIEW

FRIDAY DECEMBER 5

7:30a -
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!

12:15p

Main
Ballroom

EARLY BIRD BASKET GIVEAWAY DRAWINGS

If you put any tickets in the five "Early Bird" prize baskets in the ballroom - be sure you join us in the ballroom as we draw winners! We'll call the number three times, if no one claims it, we will draw again until we have a winner!

3:30p

Off Site
Event

Scan here
for tickets!



'BEHIND THE SCENES' SPECIAL EVENT - *This is a separately ticketed event. Scan the QR code to get tickets online, or purchase at the registration desk anytime before NOON ON FRIDAY 12/5! Limited tickets available!*

Your \$50 ticket (per person) includes a Q&A with staff from sales, marketing, production, operations, etc at 3:30pm - and the Whodunnit Murder Mystery Show with dinner included at 5:00pm! This event welcomes all ages!



DINNER IS INCLUDED!

The dinner includes:
Potato Soup, BBQ Pulled Pork & Herb-Roasted Chicken Breast, Mashed Potatoes, Vegetable D'jour, White Birthday Cake, Dinner Roll and your Choice of Beverage.

This show is one of the most exciting shows in Branson, MO, it'll blow you away! The gang is throwing Aunt Bell a surprise birthday party but the biggest wing ding in these parts takes a hilariously dark turn. Legendary Fiddler Squeaky Bowman meets his mysterious demise and the list of suspects is longer than a mule's tail!

Event held at the Shepherd of The Hills (Just 6.5 miles from the Convention Center - **transportation from the hotel is not included.**) - If your group would like to enjoy any of the other activities that they have to offer, you can purchase those tickets separately at the box office on arrival.



SEMINAR LINE UP



FRIDAY DECEMBER 5

	8:30 - 9:30a	9:45 - 10:45a	11:00a - 12:00p
Roark Creek	BRAND BUILDING & AUTHENTICITY IN MARKETING Kaylee Pace <i>Big Tex Campgrounds</i> <i>Ben Wheeler, TX</i>	THE SOFTER SKILLS OF LEADERSHIP YOUR TEAM WISHES YOU KNEW Kara Traxler <i>Dell Pines Campground</i> <i>Baraboo, WI</i>	SECURITY AND GUEST SERVICES Andrew Nussbaum <i>Travel Wisconsin</i>
Compton Ferry	WHAT'S MY LEADERSHIP STYLE? Kristine Valk	UNLOCK THE POWER OF COACHING Kristine Valk	CREATING A STRONG CULTURE Kristine Valk
Cooper Creek	DELIVERING SUPERHERO LEVEL SERVICE EXPERIENCES Hank Ebeling <i>Superhero Service</i>	KEEPING YOUR CAMPGROUND SAFE: A PRIVATE INVESTIGATORS APPROACH FOR PREVENTION Jodie Lee <i>Lee's Private Detective Agency</i>	BUILD YOUR DREAM TEAM: ATTRACT, HIRE, DEVELOP SERVICE SUPERHEROES! Hank Ebeling <i>Superhero Service</i>
Short Creek 3/4	SESSION COMING SOON! Lance Bevier <i>Kampgrounds of America</i>	MARKETING MAGIC: GRABBING ATTENTION IN A COMPETITIVE MARKET Craig Alsup <i>Askew's Landing RV Campground - Edwards, MS</i>	BOOST YOUR REVENUE: ANCILLARY INCOME BOOSTERS TO LEVEL UP YOUR PARK Craig Alsup <i>Askew's Landing RV Campground - Edwards, MS</i>
Short Creek 1/2	DOGS TO DIAMONDS Kelly Jones <i>Jenkins Organization</i>	REVENUE & MARKETING RETAIL OPTIMIZATION Kelly Jones <i>Jenkins Organization</i>	SOCIAL MEDIA AND GIFT SHOP SALES: TURNING ENGAGEMENT INTO PURCHASES Kelly Jones <i>Jenkins Organization</i>
Fall Creek	FROM CAMPSITES TO CORPORATE: GROWING REVENUE WITH GROUP EVENTS Beth Standlee <i>TrainerTainment</i>	CAMPGROUND KNOW-HOW: 4 GENERATIONS OF RESORT WISDOM Owners from Stoney Creek RV Resort in Osseo, WI	ALL THINGS MAINTENANCE: KEEPING YOUR PARK RUNNING SMOOTHLY Brian Pedersen <i>Stoney Creek RV Resort</i>



SEMINAR DESCRIPTIONS

FRIDAY 12/5 - 8:30A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	Kaylee Pace Big Tex Campgrounds	BRAND BUILDING & AUTHENTICITY IN MARKETING This session will dive into how authenticity and storytelling can transform a campground from “just another RV park” into a recognizable brand. Kaylee will share how documenting their journey of building Big Tex Campgrounds gave them a brand voice, increased visibility, and created loyal guests before they even opened their doors/driveway. By the end of the presentation, you’ll walk away with practical ways to define your own brand identity, using examples of what’s working, not just for Kaylee’s campground, but for parks like Camp Fimfo, Jellystone, and KOA - highlighting simple strategies they use to stand out in a competitive, sometimes oversaturated market.
Compton Ferry	Kristine Valk	WHAT’S MY LEADERSHIP STYLE? This program is designed to help leaders identify their unique leadership style, capitalize on their strengths, and overcome any challenges they may face. Rather than promoting one correct style, the goal is to enable leaders to understand their own approach and learn how to interact effectively with other styles. Come learn how to influence others, foster collaboration, and work towards achieving organizational goals using your leadership strength.
Cooper Creek	Hank Ebeling Superhero Service	DELIVERING SUPERHERO LEVEL SERVICE EXPERIENCES: MORE 5-STAR REVIEWS, ENDLESS REFERRALS AND DOUBLE YOUR REVENUE! Customer complaints can be seen as something negative, but they are actually an opportunity to get better and build loyalty. In this session will discuss the proper strategic ways to handle complaints with professionalism, empathy and efficiency.
Short Creek 3/4	Lance Bevier Kampgrounds of America	SESSION COMING SOON! Session description coming soon!
Short Creek 1/2	Kelly Jones Jenkins Organization	DOGS TO DIAMONDS Every campground gift shop has them—the products that just won’t sell. In this session, you’ll learn proven strategies to turn retail “dogs” into revenue-generating “diamonds.” Discover creative ways to reposition, bundle, or repurpose unsold merchandise, explore discounting approaches that protect your bottom line, and walk away with fresh ideas to move inventory while delighting your guests.
Fall Creek	Beth Standlee Trainer-Tainment	FROM CAMPSITES TO CORPORATE: GROWING REVENUE WITH GROUP EVENTS Discover how your campground can transform into a go-to destination for reunions, retreats, and team-building getaways. In this engaging session, we’ll explore the untapped potential of group events. Learn proven strategies for selling to organizations, clubs, and community groups, and uncover how to structure your pricing, staffing, and amenities for maximum profitability. Whether it’s a company picnic or a scout jamboree, you’ll leave with practical tools to position your campground as the ultimate group event venue.



SEMINAR DESCRIPTIONS

FRIDAY 12/5 - 9:45A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	Kara Traxler Dell Pines Campground	THE SOFTER SKILLS OF LEADERSHIP YOUR TEAM WISHES YOU KNEW Running a campground takes more than schedules, rules, and checklists—it takes leadership that supports and empowers your people. In this engaging session, Kara Traxler, co-owner of Dell Pines Campground and certified Project Manager, introduces a framework and a practical approach to the “softer skills” of leadership. Through real stories, interactive exercises, and take-home strategies, discover how to strengthen your own leadership style so your team can thrive.
Compton Ferry	Kristine Valk	UNLOCK THE POWER OF COACHING This session is designed to enhance the coaching skills of managers by focusing on key techniques for growth, alignment, and feedback. Participants will learn the value of coaching in the workplace, understand the principles of effective coaching conversations, and develop essential techniques such as active listening, asking meaningful questions, setting actionable goals, and recognizing employees' strengths. The program also covers best practices for giving and receiving feedback, establishing regular check-ins, and aligning individual goals with team and organizational objectives. Through interactive exercises and practical activities, professionals will gain the tools and confidence needed to foster a culture of continuous improvement and development within their teams.
Cooper Creek	Jodie Lee Lee's Private Detective Agency	KEEPING YOUR CAMPGROUND SAFE: A PRIVATE INVESTIGATORS APPROACH FOR PREVENTION This one-hour session provides campground owners and managers with practical tools to prevent losses caused by theft, fraud, and liability risks. Attendees will learn how to identify vulnerabilities, implement preventive measures, and strengthen policies to protect their property and guests. The session will also cover staff training, guest vetting, and proper documentation practices to minimize financial and legal exposure. This session will be interactive, and all attendees will walk away with practical tips they can start using immediately to strengthen their business.
Short Creek 3/4	Craig Alsup Askew's Landing RV Campground	MARKETING MAGIC: GRABBING ATTENTION IN A COMPETITIVE MARKET Get your park some Google love and the support of the camping community through an optimized Google Business Profile and some clever Social Media hacks. Bring your laptop and logins for some quick boost edits!
Short Creek 1/2	Kelly Jones Jenkins Organization	REVENUE & MARKETING RETAIL OPTIMIZATION Your retail space is more than a store—it's a powerful revenue driver when optimized correctly. This session explores practical strategies for maximizing profits through effective pricing, optimal placement, and targeted promotion. Explore key metrics that matter, how to tie retail promotions to park events, and ways to align your marketing efforts with your gift shop for stronger results. Leave with a toolkit of ideas to boost sales, guest engagement, and overall profitability.
Fall Creek	Owners from Stoney Creek RV Resort Osseo, WI	CAMPGROUND KNOW-HOW: 4 GENERATIONS OF RESORT WISDOM Step inside the world of family-run hospitality with a rare opportunity to learn from four generations of campground resort owners. From the front desk to the fire pit, no question is off-limits—whether it's handling reservations, maintaining facilities, running a snack bar, crafting the perfect dirty soda, or keeping traditions alive while adapting to modern guests. This interactive session gives you insider knowledge on what it takes to keep a campground thriving, blending hands-on experience, stories, and time-tested procedures that only a family business can teach.



SEMINAR DESCRIPTIONS



FRIDAY 12/5 - 11:00A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	Andrew Nussbaum Travel Wisconsin	SECURITY AND GUEST SERVICES Description coming soon!
Compton Ferry	Kristine Valk	CREATING A STRONG CULTURE Creating a strong culture within your organization is essential for fostering a positive work environment, enhancing employee engagement, and driving overall success. We'll delve into the significance of your business's origin story and how it plays a pivotal role in shaping the organizational culture. We will explore the key elements of building and maintaining a robust culture by emphasizing the importance of clear communication, shared values, and leadership. Additionally, we will cover strategies for promoting your business story, recognizing, and rewarding employee contributions, and aligning the organizational culture with your business goals. By the end, you will understand how your company's beginnings and narrative can inspire and strengthen the culture, leading to a thriving and cohesive work environment.
Cooper Creek	Hank Ebeling Superhero Service	BUILD YOUR DREAM TEAM: ATTRACT, HIRE, DEVELOP SERVICE SUPERHEROES! It is a real challenge to find any employees, let alone ones who will deliver a high level of service. In this presentation you will learn a systematic approach to building the team you need to deliver a high level of service to your customers. Learn to build a culture that people want to be part of, onboarding for success and accountability that keeps your standards!
Short Creek 3/4	Craig Alsup Askew's Landing RV Campground	BOOST YOUR REVENUE: ANCILLARY INCOME BOOSTERS TO LEVEL UP YOUR PARK Take your park from a 1 trick pony to a 1 stop shop for all things fun and adventure, while bringing in those extra \$\$\$'s that make it all worthwhile!
Short Creek 1/2	Kelly Jones Jenkins Organization	SOCIAL MEDIA AND GIFT SHOP SALES: TURNING ENGAGEMENT INTO PURCHASES Social media isn't just for showcasing your park—it's a sales engine waiting to be tapped. In this interactive session, you'll uncover how to connect your online presence with your onsite gift shop to drive real results. Learn how to feature merchandise in posts and reels, encourage guests to share their own content, and design simple campaigns that translate likes and shares into gift shop sales. If you're looking to bridge the gap between digital engagement and in-person purchases, this session is for you.
Fall Creek	Brian Pedersen Stoney Creek RV Resort	ALL THINGS MAINTENANCE: KEEPING YOUR PARK RUNNING SMOOTHLY A practical, one-hour session designed for campground owners and managers, covering preventative maintenance strategies, equipment care, groundskeeping best practices, utilities management (water, sewer, power), and cost-saving measures. Includes spreadsheet tracking ideas, safety tips, and real-world examples to avoid costly downtime.



DAILY OVERVIEW

SATURDAY DECEMBER 6

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 Two 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 2026 Campground Owners Expo. PLUS! We'll draw for the winners in the remaining COE Basket Raffle Giveaway from those tickets you've been collecting all week! Must be in the room to win! See all the prize details on page 5!
12:30p	Main Ballroom	COE 2025 CONCLUDES! Thank you so much for attending the 5th 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 2026 season and can't wait to welcome you back to the 6th Annual COE in 2026!



**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 2026!**



SEMINAR LINE UP

SATURDAY DECEMBER 6



	9:00 - 10:00a	10:15 - 11:15a
Roark Creek	BEYOND THE INCIDENT REPORT Mark Hazelbaker <i>Attorney, Weld Riley</i>	CAMPGROUND SECURITY Stephen Saint <i>Fort Welikit Campground Custer, SD</i>
Compton Ferry	THE SOCIAL CYCLE BLUEPRINT: A TIME-SAVING CONTENT SYSTEM FOR CAMPGROUND GROWTH Jackie Sinclair <i>Go Digital Diva</i>	SESSION COMING SOON! Jackie Sinclair <i>Go Digital Diva</i>
Cooper Creek	FOUNDATIONS OF BUSINESS FINANCE Joe Walter <i>O'Neil Creek Campground Chippewa Falls, WI</i>	SCALING UP: CRACKER BARREL FOR THE 10+ YEAR PROS Facilitated by Chris Westfall <i>Peaceful Pines Resort</i>
Short Creek 3/4	CAMPGROUND GIVE-BACK WEEKENDS: FUNDRAISING THAT BUILDS COMMUNITY Joe and Kristen Ledger <i>Lakeside Fire Campground</i>	PANEL DISCUSSION: TYPICAL JOB DESCRIPTIONS AT A CAMPGROUND Joe & Kristen Ledger, more coming soon! Facilitated by Mark Hazelbaker
Short Creek 1/2	ENTERTAINMENT AMENITIES: USING MUSIC AND EVENTS TO STAND OUT Sarah Krause <i>C&D Hospitality</i>	HANDLING COMPLAINTS, BAD REVIEWS AND DIFFICULT GUESTS LIKE A PRO Sarah Krause <i>C&D Hospitality</i>
Fall Creek	BIRTHDAYS IN THE GREAT OUTDOORS: TURNING SPECIAL DAYS INTO BIG PAYDAYS Beth Standlee <i>TrainerTainment</i>	CAMPGROUND LEGAL ESSENTIALS Anders Helquist <i>Weld Riley</i>



SEMINAR DESCRIPTIONS

SATURDAY 12/6 - 9:00A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	Mark Hazelbaker Weld Riley	BEYOND THE INCIDENT REPORT Description coming soon!
Compton Ferry	Jackie Sinclair Go Digital Diva	THE SOCIAL CYCLE BLUEPRINT: A TIME-SAVING CONTENT SYSTEM FOR CAMPGROUND GROWTH Marketing your campground doesn't have to be overwhelming—or time consuming. In this actionable session, Jackie Sinclair, creator of The Social Cycle®, introduces a proven content system designed specifically for small business owners who wear all the hats. You'll learn how to turn a single marketing idea—like a seasonal event, campsite feature, or glowing guest review—into a full cycle of content across social media, email, and your website. This repeatable blueprint saves time, increases visibility, and helps campground owners consistently attract and retain guests—all without the stress of figuring out what to post every day. Whether you're a solo operator or have a small team, this session will equip you with tools to grow your reach, boost your bookings, and make your marketing work harder (so you don't have to).
Cooper Creek	Joe Walter O'Neil Creek Campground	FOUNDATIONS OF BUSINESS FINANCE Master the financial foundation of running a successful campground in this practical session. Learn how to manage seasonal cash flow, decode your business numbers, and identify the key metrics you need to track for long-term success. Whether you're a seasoned owner or new to the business, this session will provide actionable insights to help you make confident, informed financial decisions and keep your campground thriving year-round.
Short Creek 3/4	Joe and Kristen Ledger Lakeside Fire Campground	CAMPGROUND GIVE-BACK WEEKENDS: FUNDRAISING THAT BUILDS COMMUNITY In this fast-paced Cracker Barrel style session, you'll discover how to design a fundraising weekend that not only draws campers but also unites seasonal guests and strengthens your campground's profile. Experienced park operators will share proven strategies for choosing the right cause, building donation models, and planning events that create a win-win: a fun guest experience that raises money for a good cause while boosting occupancy. Learn how to leverage advertising opportunities, build team spirit among seasonal campers, and pick up practical tips to ensure your fundraising efforts succeed.
Short Creek 1/2	Sarah Krause C&D Hospitality	ENTERTAINMENT AMENITIES: USING MUSIC & EVENTS TO STAND OUT Entertainment can be more than just fun—it can be a powerful amenity that sets your park apart. This session explores how live music, festivals, and themed weekends can boost occupancy, build guest loyalty, and create unforgettable experiences. We'll cover affordable event ideas for parks of all sizes, the basics of music licensing, and practical tips for partnering with local performers to bring big value without a big budget.
Fall Creek	Beth Standlee Trainer-Tainment	BIRTHDAYS IN THE GREAT OUTDOORS: TURNING SPECIAL DAYS INTO BIG PAYDAYS Birthdays aren't just for backyards, they're a golden opportunity to grow your campground's revenue and build repeat guests for life. In this interactive presentation, you'll learn how to design birthday party packages that delight families, leverage your natural surroundings for unique activities, and upsell experiences that make celebrations unforgettable. We'll cover everything from themed events and food service options to sales strategy that keep your calendar booked year-round. By the end, see how birthday events can become one of your most profitable and fun revenue streams.



SEMINAR DESCRIPTIONS

SATURDAY 12/6 - 10:15A SESSIONS



ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	Stephen Saint Fort Welikit Campground	CAMPGROUND SECURITY Safety is a top priority for both you and your guests. In this session, we'll cover practical steps to protect your campground, from using security cameras effectively to handling security situations with confidence. Learn strategies to prevent issues before they start and keep your park a safe, welcoming place for everyone.
	Stephen Saint Fort Welikit Campground	CAMPGROUND SECURITY Safety is a top priority for both you and your guests. In this session, we'll cover practical steps to protect your campground, from using security cameras effectively to handling security situations with confidence. Learn strategies to prevent issues before they start and keep your park a safe, welcoming place for everyone.
Compton Ferry	Jackie Sinclair Go Digital Diva	SESSION TITLE COMING SOON! Description coming soon!
Cooper Creek	Chris Westfall Peaceful Pines Resort	SCALING UP: CRACKER BARREL FOR THE 10+ YEAR PROS This isn't Camping 101—it's for the veterans. If you've been in the camping industry for 10+ years, you already know the basics. Now it's time to gather with your fellow industry pros for a fast-paced, idea-packed cracker barrel session focused on scaling your business to the next level. Swap proven strategies, uncover hidden revenue streams, and share the best operational, marketing, and staffing solutions you've learned over the years. Walk away with fresh ideas, a renewed vision, and the connections to make it happen. Bring your experience—and your ambition. This is where big ideas grow even bigger.
Short Creek 3/4	Panel Members Facilitated by Anders Helquist	PANEL DISCUSSION: TYPICAL JOB DESCRIPTIONS AT A CAMPGROUND Description coming soon!
Short Creek 1/2	Sarah Krause C&D Hospitality	HANDLING COMPLAINTS, BAD REVIEWS AND DIFFICULT GUESTS LIKE A PRO Dealing with difficult guests is part of running a campground—but how you handle it can make or break your reputation. In this session, you'll learn practical strategies for responding to bad reviews, calming on-site conflicts, and handling demanding guests with professionalism. Leave with scripts, de-escalation tools, and communication tips you can use—and teach your staff—right away.
Fall Creek	Anders Helquist Weld Riley	CAMPGROUND LEGAL ESSENTIALS Get clear, practical insights on the legal issues every campground owner faces—from waivers and seasonal contracts to rentals, alcohol liability, ADA compliance, and emergency policies. Learn common mistakes, improve your contracts and signage, and gain confidence to ask the right questions before signing anything.



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