2026

6TH ANNUAL

CAMPGROUND OWNERS EXPO

BRANSON, MISSOURI









DECEMBER 2-5, 2026

HILTON BRANSON CONVENTION CENTER

CONTACT & LOCAL INFO

COE STAFF CONTACT NUMBERS AND EXPLORE BRANSON/DISCOUNT INFO.

COE STAFF CONTACTS

HAVE A QUESTION? WE HAVE THE ANSWER!
Contact any staff member below for assistance.

Lori Severson	**(608) 792-5915**
Danielle Todd	**(608) 386-0752**
COE Office	**(608) 525-2323**
Amber Mathison (Registration Desk - At event only)	**(615) 574-1275**
Ryan Lipke (Exhibit Questions - At event only)	**(608) 525-0247**

REGISTRATION DESK OPEN HOURS

Tuesday 12/1:	**Noon - 7P**
Wednesday 12/2:	**7:30A - 5P**
Thursday 12/3:	**7:30A - 2P**
Friday 12/4:	**7:30A - Noon**
Saturday 12/5:	**8A - 11:30A**

SCAN FOR DISCOUNTED BRANSON SHOWS

AMERICA'S BEST CAMPGROUND

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

See all the discounted show tickets available through ABC, then call (417) 336-4399 to make your reservation. Your tickets will be ready for pickup at the COE Registration Desk.

EXPLORE BRANSON!

Branson MISSOURI

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.

Branson, Missouri offers something for everyone—from live shows and great dining to outdoor adventures, attractions, and family fun. For things to do, dining, entertainment, transportation, and more, visit ExploreBranson.com.

BACK BY POPULAR DEMAND!

RV TECH BASICS

Learn how to assist your customers and boost their RV'ing experience with this one day class!

Want to boost your guests' RVing experience? Get a hands-on look at an RV with an RV Industry Association representative from the RV Technical Institute. Park operators and managers are often the first to help guests with technical issues. This session will cover the basics to help guests safely get back on the road, save a vacation that may be going downhill, and make your park stand out for great customer service.

DATE & TIME:
Tuesday December 1
9:00am to 4:00pm

LOCATION:
Boston Ferry
2nd level

RV TECHNICAL INSTITUTE

COST IS $25 PER PERSON

MUST PRE-REGISTER

ONE HOUR LUNCH BREAK SPONSORED BY RVIA

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!



MARK HAZELBAKER
(608) 220-7271



ANDERS HELQUIST
(715) 563-8636



CHRISTINE TAYLOR
(518) 926-9098

Meet with Christine Taylor to talk through legal issues specific to campgrounds, RV parks and outdoor hospitality businesses. From guest and employee agreements, waivers and releases, long-term guests and removals, to ADA, employment, liability, real estate and other business questions, Christine brings both extensive legal experience and first-hand campground ownership knowledge.

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?

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 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.

CAMP
Campground Association Management Professionals

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

PR & MEDIA SUPPORT



(760) 469-5905

PR questions or need help telling your campground's story?

Meet with Jeff Crider, journalist, PR expert, and President & CEO of Crider Public Relations. With decades of industry experience, Jeff can help you identify the stories worth sharing and get your campground noticed.

STATE ASSOCIATION MEETINGS

The following State Associations are hosting meetings during COE.

Missouri Association of RV Parks and Campgrounds

MOARC Annual Meeting

Tuesday 12/1 - 3:00 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

Texas Association of Campground Owners Meeting

Thursday 12/3 - 7:30-8:30a
Cooper Creek (Second Level)

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

Michigan Association of Recreation Vehicles and Campgrounds (MARVAC) and CAMP Michigan Meeting

Wednesday 12/2 - 3:30-5:00p | Roark Creek (Second Level)

Open to ***all*** Michigan campground owners and operators.

CAMP MICHIGAN - THURSDAY 12/3 4:30-5:30PM IN ROARKE CREEK

CAMP Michigan Board of Directors Meeting - Friday 12/4 at 1pm - Bee Creek (Second Level)

FOOD MANAGER CERTIFICATION TESTING

Get your Food Manager Certification while you're at COE!

Testing is open to both campground owners and workampers, with multiple testing time slots available throughout the day. Participants must pre-register and pay through the Jotform, where you'll select the testing time that works best for you. Please allow up to 2 hours for the proctored exam and bring your own laptop along with a valid photo ID, which must be presented when you arrive for testing.
Space is limited — scan the QR code to choose your time slot and register in advance!

EVENT GIVEAWAYS

AND ALL THE IMPORTANT DETAILS!

Collect tickets throughout the event and enter to win prizes!

Early bird baskets drawn Friday at 12:15p - Rest of baskets drawn Saturday at 11:30a - both done in the Main Ballroom!

Must be present in Main Ballroom at drawing times to win.

HOW TO EARN ENTRY TICKETS

1. **1 ticket** per person in your registered group just for attending the 2026 COE!
2. **2 tickets** for each educational seminar you attend!
3. **3 tickets** for a seminar evaluation completed after each session!
5. **5 tickets** for attending group events: Wednesday Welcome Reception dinner, Thursday Networking Circuit, Friday 'Behind The Scenes' event and Saturday wrap-up!
10. **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!

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
- 2027 COE Registration with Hotel Room (5 nights)
- $100 Amazon Gift Card
- Cabin Decor Package
- Activity Trunk
- T-Shirt Package
- *...and more great prizes!*

Be sure to check out all of the amazing prizes up for grabs in the Main Ballroom!

WHAT TO DO WITH YOUR TICKETS

Use your earned tickets for the COE Basket Raffle Giveaway!

1. **You'll receive double-sided raffle tickets.**
2. Keep one half of each ticket and place the other half in the basket for the prize you want to win.
3. Come back during the drawings with your half to check your numbers and see if your tickets are winners.

$1000 GIVEAWAY!

For campground owners!

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!



Meet...Mary Arlington

Your COE Concierge/Information Booth

Look for the big "INFORMATION" feather flag!

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.

BRAND NEW AT COE 2026!

CAMPGROUND MAKEOVER LIVE

REAL IDEAS. REAL EXPERTS. REAL IMPACT

ABOUT THE EVENT

You won't want to miss this exciting new event!
Watch real campground owners receive customized recommendations from a panel of industry experts as they tackle real-world challenges live on stage. From quick wins to long-term strategies, you'll gain **practical ideas** and **actionable solutions** for your own park.

ATTENDEES WILL VOTE

TO DETERMINE WHICH CAMPGROUND WINS UP TO **$200,000** IN PRIZES, PRODUCTS, SERVICES, AND EXPERT SUPPORT!



Thursday, December 3, 2026 | **8:00 AM–10:00 AM** | **Main Ballroom**

Attend for a Chance to Win $3,000 in Expo Spending Money

Attendees receive drawing tickets by attending Campground Makeover LIVE Thursday morning at 8:00 AM. Three $500 Expo Bucks drawings will be held at 10:00 AM, and three more $500 Expo Bucks drawings will be held at 1:00 PM. Winners must be in the room to claim their prize within two minutes, or another ticket will be drawn.

A GROWING LIST OF PRODUCTS & SERVICES ALREADY COMMITTED TO THE MAKEOVER

- Complete pond management system + one year of support
- 24 staff T-shirts
- 50 customized campground T-shirts (up to 3 designs)
- 200 complete glitter tattoo sets
- Design and printing of 5,000 custom campground brochures
- 3 hours of logo design, updating, and consulting
- Signage package (door vinyl, banners, or metal signs)
- New website design or redesign + 1 year Visibility Growth Plan
- Emergency Action Plan
- AI Visibility & Booking Package
- Two-night resort stay
- Custom mobile stap
- Featured Park Package
- Digital Marketing Package
- **AND MORE!**

More than $150,000 in products, services, and expert support to help transform a campground!

BRETT FAVRE AT COE

THURSDAY DECEMBER 3, 2026 | 12-2PM



PRE-ORDER AUTOGRAPHS & MERCHANDISE

SAVE TIME AND MAKE SURE YOU GET EXACTLY WHAT YOU WANT!

Autographs and merchandise can be pre-ordered for Brett Favre's appearance at COE!

SCAN TO PRE-ORDER

MERCHANDISE & PRICING

Sponsors: Please check your packets before ordering.

LIMITED QUANTITIES AVAILABLE

MERCHANDISE

JERSEYS (XL FOR FRAMING) Packers, Falcons, Jets, and Vikings	$300
BRETT FAVRE T-SHIRTS	$50
TUMBLERS	$35
FOOTBALLS	$70
LARGE HELMETS Packers and Vikings	$500
MINI HELMETS Packers and Vikings	$80
CELL PHONE PICTURES	$50

COE SPONSOR PACKAGES

PRESENTING SPONSORS
Autographed jersey + picture with their team and Brett

GRAND SHOW SPONSORS
Autographed helmet + picture with their team and Brett

SUPPORTING SPONSORS
Autographed football

PRE-EVENT OVERVIEW

TUESDAY DECEMBER 1

8:00a - 4:00p	**Bee Creek** (2nd Level)	**CAMP MEETING** For State Executive CAMP members only. Attendees must be paid CAMP members. Exhibitors: Join the CAMP Exhibitor Mixer during COE for a chance to connect with CAMP members from across the country. Open to all COE exhibitors; $20 per person, including drink tickets. For CAMP membership information, contact Lisa Thibodaux, LARVC Executive Director, at (225) 235-2166 or lisa@campinglouisiana.com
8:00a- 4:30p	**Cooper Creek 1**	**FOOD MANAGER CERTIFICATION TESTING - MUST PRE-REGISTER!** Get your Food Manager Certification during COE! Open to both campground owners and workampers. Participants must pre-register for a testing time slot at COE, allow up to 2 hours for the proctored exam, and bring their own laptop.
9:00a - 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!
Noon - 7:00p	**Convention Center Lobby**	**REGISTRATION DESK OPEN FOR EVENT CHECK-IN** Campground Owners, Exhibitors and Workcampers can check in, pick up event bags and grab name badges. Pre-register before COE to save time when you arrive!
1:00 - 4:30p	**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 - 7:30p	**Main Ballroom**	**INDUSTRY CONNECTIONS: WHERE CAMPGROUND OWNERS MEET WORKCAMPERS** This fast-paced networking session brings campground owners and workampers together for short, face-to-face conversations. Rotate through multiple connections, learn more about each other's needs and experience, and explore potential opportunities before COE begins. **Scan to Register**
5:30 - 7:30p This Event Is Sponsored By: RV Industry Association	**Cooper Creek (Second Level)**	**CAMP Exhibitor Mixer - Sip, socialize and spark ideas! - *Cost is $20/person.*** Open to all COE exhibitors! Connect with CAMP members (Campground Association Management Professionals) from across the country, exchange ideas and resources, and build new industry connections in a fun, casual setting. **Plus, attendees will be entered into a drawing for a Brett Favre autograph!** Spots are limited!

WORKCAMPER EDUCATION SESSIONS

TUESDAY DECEMBER 1 | 1:00-4:30PM

	1:00 - 2:00p	2:15 - 3:15p	3:30 - 4:30p
Compton Ferry	**WORKCAMPING 101: FIRST CONNECTION TO DREAM JOB** Russ and Val Hicks	**WORKING AS A COUPLE** Russ and Val Hicks	**YOUR FIRST 30 DAYS ON THE JOB** Russ and Val Hicks
Cooper Creek 3	**PANEL DISCUSSION: LIVING THE LIFESTYLE - THE REALITIES, REWARDS AND LESSONS LEARNED** Amber Mathison, Gary Fox and Irma Flores	**CREATING THE FUN: ALL THINGS ACTIVITIES!** Amber Mathison and Carla Brown	**SOCIAL MEDIA, CONTENT & DIGITAL MARKETING** Sara Broers
Short Creek 2	**CUSTOMER SERVICE ESSENTIALS FOR WORKCAMPERS** Sarah Krause	**WHAT WOULD YOU DO? GUEST COMPLAINTS, EMERGENCIES, BEST RESPONSES AND TEAM CONFLICT** Sarah Krause	**BECOME THE EMPLOYEE CAMPGROUNDS FIGHT TO KEEP** Sarah Krause
Short Creek 1	**UNDERSTANDING COMPENSATION & BENEFITS** Mark Hazelbaker and Anders Helquist	**WORKCAMPING LEGAL Q&A CRACKER BARREL** Mark Hazelbaker and Anders Helquist	**SAY THIS, NOT THAT: LEGAL COMMUNICATION FOR WORKCAMPERS** Mark Hazelbaker and Anders Helquist
Fall Creek	**BASIC MAINTENANCE SKILLS FOR NON-MAINTENANCE PEOPLE** Matt Pargman, Marc Gilbertson and Joe Ledger	**HOUSEKEEPING SECRETS THAT GUESTS NOTICE** Lisa Black, Tiffany Pargman, Kristin Gilbertson and Kristen Ledger	**RETAIL AND MERCHANDISING** Lisa Black, Tiffany Pargman and Kristin Gilbertson

WORKCAMPER SEMINAR DESCRIPTIONS

TUESDAY 12/1 - 1:00PM SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Compton Ferry	**Russ and Val Hicks**	**WORKCAMPING 101: FROM FIRST CONNECTION TO DREAM JOB** Thinking about becoming a workcamper—or looking for your first position? Learn how to find quality opportunities, evaluate campgrounds, build industry connections, ask the right interview questions, avoid common red flags, and confidently choose the workcamping experience that's right for you.
Cooper Creek 3	**Amber Mathison, Gary Fox and Irma Flores**	**PANEL DISCUSSION: LIVING THE LIFESTYLE** What is workcamping really like—and how can you make the most of it? Hear from RVers who are currently living the lifestyle as they share the perks, challenges, and lessons they've learned along the way. Discover which positions campgrounds are looking to fill, creative ways to earn additional income while traveling, and how your own skills, hobbies, and talents could turn into paid opportunities. Plus, learn what helps certain workcampers get hired first, how to find opportunities in the places you actually want to visit, and what you can do to stand out to campground employers.
Short Creek 2	**Sarah Krause**	**CUSTOMER SERVICE ESSENTIALS FOR WORKCAMPERS** Great guest experiences make campgrounds successful—and workcampers are key. Learn practical tips for welcoming campers, handling questions, and resolving issues with professionalism to create memorable stays that keep guests coming back.
Short Creek 1	**Mark Hazelbaker and Anders Helquist**	**UNDERSTANDING COMPENSATION AND BENEFITS** Site, wages, utilities, store discounts, bonuses...every campground structures compensation differently. Learn how to compare offers and understand what's really included.
Fall Creek	**Matt Pargman, Marc Gilbertson and Joe Ledger**	**BASIC MAINTENANCE SKILLS FOR NON-MAINTENANCE PEOPLE** Simple repairs, preventive maintenance, and troubleshooting that make you more versatile—even if you're not a maintenance expert.

WORKCAMPER SEMINAR DESCRIPTIONS

TUESDAY 12/1 - 2:15PM SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Compton Ferry	**Russ and Val Hicks**	**WORKING AS A COUPLE** For many workcampers, working together is part of the adventure. Learn how successful couples divide responsibilities, communicate effectively, and avoid common pitfalls.
Cooper Creek 3	**Amber Mathison and Carla Brown**	**CREATING THE FUN: ALL THINGS ACTIVITIES!** Learn to plan and lead fun, engaging activities that make guests' stays unforgettable! From themed weekends to games and crafts, this session shares creative ideas and tips for organizing events that bring energy and connection to your campground. Perfect for any workcamper looking to add "activities director" to their skill set!
Short Creek 2	**Sarah Krause**	**WHAT WOULD YOU DO?: GUEST COMPLAINTS, EMERGENCIES, BEST RESPONSES AND TEAM CONFLICT** An interactive session where attendees work through real campground scenarios involving guest complaints, emergencies, difficult coworkers, and busy weekends.
Short Creek 1	**Mark Hazelbaker and Anders Helquist**	**WORKCAMPING LEGAL Q&A CRACKER BARREL** Workcamping is rewarding, but the legal side can be tricky. Join this attorney-led discussion covering classifications, contracts, pay, taxes, and more. Bring your questions and leave with clarity before starting or continuing a workcamping job.
Fall Creek	**Lisa Black, Tiffany Pargman, Kristin Gilbertson and Kristen Ledger**	**HOUSEKEEPING SECRETS THAT GUESTS NOTICE** Great housekeeping is about more than a clean cabin—it's about creating an experience guests remember. Learn practical tips for cleaning efficiently, maintaining cabins and rentals, preparing spaces for incoming guests, and catching the little details that make a big impression. You'll also explore simple ways to go above and beyond guest expectations and leave with a housekeeping checklist you can use on the job—or share with potential campground employers to showcase the value you can bring to their team.

WORKCAMPER SEMINAR DESCRIPTIONS

TUESDAY 12/1 - 3:30PM SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Compton Ferry	**Russ and Val Hicks**	**YOUR FIRST 30 DAYS ON THE JOB** Starting at a new campground can be overwhelming. Learn how to make a great first impression, learn quickly, avoid common mistakes, and become the employee every campground wants to hire back.
Cooper Creek 3	**Sara Broers**	**SOCIAL MEDIA, CONTENT & DIGITAL MARKETING** No matter what your workamping job is, you can help tell the campground's story. This hands-on session will show you how to spot content opportunities, take better photos and videos, create useful social media content, and share it with your manager. Learn how to contribute beyond your role, add value to the team, and get noticed for your skills and initiative.
Short Creek 2	**Sarah Krause**	**BECOME THE EMPLOYEE CAMPGROUNDS FIGHT TO KEEP** What separates average workcampers from exceptional ones? Learn the habits, attitude, communication skills, and professionalism that earn repeat offers and glowing references.
Short Creek 1	**Mark Hazelbaker and Anders Helquist**	**SAY THIS, NOT THAT: LEGAL COMMUNICATION FOR WORKCAMPERS** A frustrated guest is in front of you. Someone gets hurt. A camper wants a refund. A parent is angry about a rule. What you say next matters. In this practical attorney-led session, learn how to communicate professionally without making promises, accepting blame, admitting liability, or creating bigger problems. Using real-world campground scenarios, you'll learn what employees can safely say, what should never be promised, how to document difficult situations, and when to involve a manager or owner. Examples include injuries, refunds, rule violations, damaged property, angry guests, and safety incidents. Leave with simple phrases and communication guidelines you can use immediately when situations get difficult.
Fall Creek	**Lisa Black, Tiffany Pargman and Kristin Gilbertson**	**RETAIL AND MERCHANDISING** Many workcampers work in camp stores. Learn merchandising, upselling, inventory basics, and customer service techniques that increase sales.

DAILY OVERVIEW

WEDNESDAY DECEMBER 2

7:00a - Noon	**Second Level**	**BREAKFAST/SNACKS & COFFEE CART OPEN** Items for purchase like breakfast, snacks, coffee, drinks, etc. - Water stations available.
8:00 - 8:45a	**Main Ballroom**	**EVENT KICKOFF AND WELCOME SESSION (CAMPGROUNDS ONLY) -** ***Fuel your morning with fresh fruit, parfait station, assorted pastries, veggie & meat mini omelets and of course assorted juices and fresh brewed coffee!*** 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 to use your 2027 COE Campground Action Plan workbook** while you're here at COE, designed to help you capture ideas, prioritize improvements, and leave COE with a clear plan for your next season.
8:30a-11:30a	**Boston Ferry** (2nd Level)	**BUY REALITY, NOT JUST THE DREAM: CAMPGROUND OWNERSHIP BOOTCAMP** Thinking about buying a campground? Join **John Jaszewski of Campgrounds America** for a half-day look at the financial, operational, infrastructure, financing, and due-diligence realities future owners need to understand before purchasing a park.
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 ROUND TABLE EXCHANGE** Whether you're new to workcamping or a seasoned pro, this interactive session lets you choose from facilitated table discussions for all experience levels. Rotate to a new topic every 30 minutes, then come back together to share key takeaways and ideas.
12:30 - 5:00p	**Expo Hall**	**EXPO HALL OPEN** Shop products, services, and show specials for your park. Earn 10 basket raffle tickets with every on-site purchase—bring your receipt to registration to claim them.
5:00 - 8:00p	**Main Ballroom**	**WELCOME RECEPTION 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! During this event, we'll announce the 10 finalists for Thursday's Campground Makeover LIVE! **Evening event schedule:** • **5:15p:** 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'll draw two winners of $500 each to spend with any exhibitor here at COE! All registered attendees at COE are entered to win.

FREE BREAKFAST INCLUDED TODAY! SERVED IN THE MAIN BALLROOM FROM 7:00 TO 8:30A



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

SEMINAR LINE UP

WEDNESDAY DECEMBER 2

	9:00 - 10:00a	10:15 - 11:15a	11:30a - 12:30p
Roark Creek	**RETAIL PURCHASING 101: BUYING FOR RESALE** Holly Hoffman *Sales Tax Advisory Network*	**GMI COMPLIANCE: WILL YOUR SITES PASS THE TEST?** Heidi Doyle and Tristan Ciceri *Electrical Works*	**STAY ON THE RIGHT PATH: SALES TAX COMPLIANCE FOR CAMPGROUND OWNERS** Holly Hoffman *Sales Tax Advisory Network*
Compton Ferry	**NEW GMI REQUIREMENTS: IS YOUR PARK READY?** Trevor Kropf, *Kropf Industries* Chris Bornemann, *RVIA*	**FILL MORE SITES: MARKETING TIPS YOU CAN USE TODAY** Caleb Cook and Emily Hickey *CampLife*	**SIMPLE CONCESSIONS THAT DRIVE REVENUE** Lyle Rupp *Snowie Shaved Ice*
Cooper Creek	**FUTURE OF OUTDOOR HOSPITALITY** Mark Koep *Campground Views*	**SMARTER SYSTEMS: SAVING TIME & MONEY** Connie Sondalle, Sarah Krause and CAMP Members	**THE POWER OF CAMPGROUND CONNECTIONS** CAMP Members
Short Creek 3/4	**EMERGENCY ACTION PLAN WORKSHOP** ***This session requires pre-registration! - Register before 11/20/26 at: https://bit.ly/EAPworkshop-COE26*** Eric Haun & Crystal Erickson, *Coverra Insurance Services*		**STOP GUESSING: 5 DATA DRIVEN MOVES FOR A MORE PROFITABLE CAMPGROUND** Vitaliy Lukyanchuk & Devin Fuller *Storable Newbook*
Short Creek 1/2	**DON'T LET FRAUDSTERS SET UP CAMP: FRAUD AWARENESS & PREVENTION** Phil Whitehead and Kim Lantta *Lake Ridge Bank*	**RISING DEMAND FOR OPEN WATER RECREATION: ASSESSING AQUAPARKS AS A REVENUE OPPORTUNITY** Panel Moderator, Andy Berens *Commercial Recreation Specialists*	**PROTECTING THE BUSINESS** Mark Hazelbaker and Anders Helquist, *Weld Riley* Eric Haun and Crystal Erickson, *Coverra Insurance Services*
Fall Creek	**PANEL: HOW TO ADD $50K WITHOUT ADDING MORE SITES** Facilitated by Lori Severson *Severson & Associates*	**DIGITAL MARKETING 101: GET FOUND, GET FOLLOWED, GET BOOKED** Sara Broers *Travel with Sara*	**MAKING THE ECONOMIC CASE FOR YOUR CAMPGROUND** Chris Bornemann *RVIA*
Main Ballroom	**WORKCAMPER ROUND TABLE EXCHANGE -** This session exclusive to workcampers! You choose 5 topics that interest you most. Spend 30 minutes at each topic before rotating to a new table. We'll wrap up together as a group to share key takeaways and ideas. Topics Include (see descriptions on next page): 1. **Problem Solving Without the Drama** 2. **Time Management During Busy Season** 3. **Social Media for Workcampers** 4. **Ask the Veteran Workcampers** 5. **Skills That Make You More Marketable** 6. **From Workcamper to Team Leader** 7. **Technology Tools for Life on the Road** 8. **Ask the Campground Owners** 9. **Certifications and Training Worth Having** 10. **Hidden Skills Campgrounds Love**		

WORKCAMPER ROUND TABLE EXCHANGE

WED. DEC. 2 | 9A-12:30P | MAIN BALLROOM

THIS SESSION IS EXCLUSIVE TO WORKCAMPERS ONLY!

SESSION MODERATED BY GARY FOX - HERE'S HOW IT WORKS:

- **You choose the five topics from the list below that interest you most.**
- **Spend 30 minutes at each topic before rotating to a new table.**
- **There will be two 15-minute breaks - at 10am and 11:15am.**
- **We'll wrap up together as a group to share key takeaways and ideas.**

Table 1: Problem Solving Without the Drama - *Russ and Val Hicks*
Campgrounds are busy. Guests get upset. Equipment breaks. Discuss practical conflict resolution and problem-solving skills that make you a great team member.

Table 2: Time Management During Busy Season - *Joe Ledger*
Balancing guests, projects, activities, and personal time isn't always easy. Chat productivity tips with experienced workcampers who thrive during peak season.

Table 3: Social Media for Workcampers - *Sara Broers*
Many campgrounds need help creating content. Learn smartphone photography, short videos, Facebook basics, and simple marketing ideas that can make you more employable.

Table 4: Ask the Veteran Workcampers - *Irma Flores*
Experienced workcampers share their biggest lessons learned, biggest mistakes, and best advice.

Table 5: Skills That Make You More Marketable - *Mary Arlington*
What abilities, hobbies, certifications, and unexpected talents have helped workcampers stand out? Attendees can share ways to build a more versatile workcamping skill set.

Table 6: From Workcamper to Team Leader - *Amber Mathison*
Discuss how experienced workcampers can take on greater responsibility, prepare for supervisory roles, and show campground owners they are ready to lead.

Table 7: Technology Tools for Life on the Road - *Eric Mathison*
Share helpful apps and tools for trip planning, budgeting, scheduling, document storage, campground communication, remote work, and everyday RV life.

Table 8: Ask the Campground Owners - *Claire Walter and Kristen Ledger*
Ask campground owners questions about hiring, interviews, expectations, what owners look for, and how to become the employee they can't wait to hire back.

Table 9: Certifications and Training Worth Having - *Bobbi Jo Beyersdorf*
Which certifications can strengthen a workcamper's resume? Participants can discuss CPR, first aid, food safety, pool operations, RV training, equipment operation, and other useful credentials.

Table 10: Hidden Skills Campgrounds Love - *Chris Westfall*
What unexpected skills have helped you land jobs? Photography, woodworking, sewing, event planning, landscaping, IT, handyman work, graphic design, music—the list goes on.

SEMINAR DESCRIPTIONS

WEDNESDAY 12/2 - 9:00A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	**Holly Hoffman** Sales Tax Advisory Network	**RETAIL PURCHASING 101: BUYING FOR RESALE** Take the confusion out of purchasing inventory for your campground store. Learn when items can be purchased tax-free for resale, how to properly use exemption and resale certificates, and which purchases don't qualify as resale items. We'll cover the basics so you can purchase inventory correctly and avoid costly sales tax mistakes.
Compton Ferry	**Trevor Kropf** Kropf Industries **Chris Bornemann** RVIA	**NEW GMI REQUIREMENTS: IS YOUR PARK READY?** Grounding Monitor Interrupters (GMIs) are coming to RVs—and they could impact your campground's electrical service. Beginning with model year 2028, RVs with 30- and 50-amp service will be required to have GMIs that detect grounding issues and can prevent power from flowing to the RV. Learn what the new requirements mean, what electrical issues they may uncover at your park, and what you should be doing now to prepare and avoid problems for future guests.
Cooper Creek	**Mark Koep** Campground Views	**FUTURE OF OUTDOOR HOSPITALITY** The outdoor hospitality industry is changing quickly. This session looks ahead at the trends, technology, guest expectations, generational shifts, RV industry changes, glamping, automation, AI, experience-driven travel, sustainability, and new business models that will shape the future of campgrounds and outdoor resorts.
Short Creek 3/4	**Eric Haun and Crystal Erickson** Coverra Insurance Services	**EMERGENCY ACTION PLAN WORKSHOP** ****YOU MUST PRE-REGISTER FOR THIS SESSION - LIMITED SPACE AVAILABLE AND YOU WILL NEED TO BRING SPECIFIC DOCUMENTS WITH YOU TO THE WORKSHOP**** **REGISTER HERE BY 11/20/26: https://bit.ly/EAPworkshop-COE26** Join us for an interactive workshop designed to help you begin developing your personalized Emergency Action Plan (EAP) for your campground. Receive practical tools, applicable documents, and hands-on guidance throughout the session.
Short Creek 1/2	**Phil Whitehead and Kim Lantta** Lake Ridge Bank	**DON'T LET FRAUDSTERS SET UP CAMP: FRAUD AWARENESS AND PREVENTION** Fraud is a growing threat that can target both you and your business in many different ways. This session will go beyond bank fraud to cover common scams and fraud attempts happening today, including credit card fraud, maintenance scams, vendor fraud, romance scams, chargeback scams, and more. Through real-life scenarios, you'll learn how these schemes happen, what warning signs to watch for, and what processes you can put in place now to better protect your personal information, money, and business.
Fall Creek	**Lori Severson** Severson & Associates	**PANEL: HOW TO ADD $50K WITHOUT ADDING MORE SITES** You may have untapped revenue sitting right inside your existing campground. This session will explore practical ways to increase income without adding a single site—from paid activities, rentals, VIP upgrades, and premium amenities to creating signature products and experiences that guests specifically seek out. Learn how to make better use of what you already have, package ordinary offerings in more memorable ways, and turn small upgrades and add-ons into a meaningful boost to your bottom line. Panel: Chris Bornemann of RVIA and reps from Teddy Mountain, Glitter Tattoos and Rhode Island Novelty.
Main Ballroom	**Various Table Moderators**	**WORKCAMPER ROUND TABLE EXCHANGE** This session exclusive to workcampers! You choose 5 topics that interest you most. Spend 30 minutes at each topic before rotating to a new table. We'll wrap up together as a group to share key takeaways and ideas. Topics are listed on page 15.

SEMINAR DESCRIPTIONS

WEDNESDAY 12/2 - 10:15A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	**Heidi Doyle and Tristan Ciceri** Electrical Works	**GMI COMPLIANCE: WILL YOUR SITES PASS THE TEST?** New Grounding Monitor Interrupter (GMI) requirements will change how newer RVs interact with campground electrical systems. Is your infrastructure ready? This session takes a practical look at GMI compliance, including what makes a site connection safe, how grounding issues are identified, what testing can reveal, and what may need to be corrected before problems arise. Learn how to evaluate your park's electrical system and prepare your sites for the transition.
Compton Ferry	**Caleb Cook and Emily Hickey** CampLife	**FILL MORE SITES: MARKETING TIPS YOU CAN USE TODAY** Discover practical marketing ideas designed for busy campground owners. We'll share real-world examples, easy improvements for your website and social media, and email marketing tips that can help you stay connected with guests and encourage more reservations.
Cooper Creek	**Connie Sondalle, Sarah Krause and CAMP Members**	**SMARTER SYSTEMS: SAVING TIME & MONEY** Work smarter, spend smarter, and make sure you're taking advantage of every opportunity available to your business. This session explores practical systems that can streamline campground operations through better workflows, technology, checklists, and reporting, while also showing you how to easily access discounts, use credit card programs that can save money and make the most of State Association programs, partnerships, and resources.
Short Creek 3/4	**Eric Haun and Crystal Erickson** Coverra Insurance Services	**CONTINUED: EMERGENCY ACTION PLAN WORKSHOP** ****YOU MUST PRE-REGISTER FOR THIS SESSION - LIMITED SPACE AVAILABLE AND YOU WILL NEED TO BRING SPECIFIC DOCUMENTS WITH YOU TO THE WORKSHOP**** **REGISTER HERE BY 11/20/26: https://bit.ly/EAPworkshop-COE26** Join us for an interactive workshop designed to help you begin developing your personalized Emergency Action Plan (EAP) for your campground. Receive practical tools, applicable documents, and hands-on guidance throughout the session.
Short Creek 1/2	**Panel Moderator: Andy Berens** Commercial Recreation Specialists	**RISING DEMAND FOR OPEN WATER RECREATION: ASSESSING 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. **Panel Includes: Coming soon!**
Fall Creek	**Sara Broers** Travel with Sara	**DIGITAL MARKETING 101: GET FOUND, GET FOLLOWED, GET BOOKED** How do modern campers choose where to stay? They search online, check social media, and look for easy booking options. This action-focused session covers simple, low-cost ways to improve local search visibility, build an engaged online community, and turn casual browsers into repeat guests—all while running your park.
Main Ballroom	**Various Table Moderators**	**WORKCAMPER ROUND TABLE EXCHANGE** This session exclusive to workcampers! You choose 5 topics that interest you most. Spend 30 minutes at each topic before rotating to a new table. We'll wrap up together as a group to share key takeaways and ideas. Topics are listed on page 15.

SEMINAR DESCRIPTIONS

WEDNESDAY 12/2 - 11:30A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	**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!
Compton Ferry	**Lyle Rupp** Snowie Shaved Ice	**SIMPLE CONCESSIONS THAT DRIVE REVENUE** You don't need a full restaurant to turn food and beverage into a meaningful revenue stream. This session will take a practical look at simple concession options campground owners can add with minimal space, staffing, and complexity. Leave with ideas for easy-to-manage offerings that improve the guest experience, increase per-guest spending, and create new revenue without taking on a full food-service operation.
Cooper Creek	**CAMP Members**	**THE POWER OF CAMPGROUND CONNECTIONS** If you want to become more involved in the campground industry beyond your own park, this session is a great place to start. Members of CAMP will share what state campground associations do, how they support their members, and why those connections matter. You'll also learn ways to get involved with an existing association and what it takes to bring campground owners together if your state does not currently have a strong association.
Short Creek 3/4	**Vitaliy Lukyanchuk & Devin Fuller** Storable Newbook	**STOP GUESSING: 5 DATA DRIVEN MOVES FOR A MORE PROFITABLE CAMPGROUND** The campground industry is changing, but knowing what to do next isn't always clear. Join us for a practical look at the data shaping campground performance today and discover five actionable strategies to help increase revenue, understand your guests, work smarter and prepare for the 2027 season.
Short Creek 1/2	**Mark Hazelbaker & Anders Helquist** Weld Riley **Eric Haun & Crystal Erickson** Coverra Insurance Services	**PROTECTING THE BUSINESS** Legal issues, insurance claims, guest behavior, seasonal agreements, financial compliance—there's a lot that can leave a campground exposed. Hear both the legal and insurance sides as industry professionals break down common risks, costly mistakes, and practical ways to better protect your campground.
Fall Creek	**Chris Bornemann** RVIA	**MAKING THE ECONOMIC CASE FOR YOUR CAMPGROUND** Your campground creates value far beyond the sites you rent. Learn how to put numbers behind your economic impact and use that story when talking with municipalities, tourism organizations, chambers, lenders, and economic development groups. This session will help owners better communicate the jobs, visitor spending, tax revenue, and community benefits their campground helps generate - and use that information to support future growth, partnerships, and investment.
Main Ballroom	**Various Table Moderators**	**WORKCAMPER ROUND TABLE EXCHANGE** This session exclusive to workcampers! You choose 5 topics that interest you most. Spend 30 minutes at each topic before rotating to a new table. We'll wrap up together as a group to share key takeaways and ideas. Topics are listed on page 15.

CHARITY AUCTION

WEDNESDAY DECEMBER 2 | 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 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!



AUTOGRAPHED TAYLOR SWIFT GUITAR



2 FLAIR OUTDOORS FIRE PITS



TAYLOR SWIFT & TRAVIS KELCE SIGNED PRINT



TRAVIS AND JASON KELCE SIGNED PRINT

SILENT AUCTION ITEMS

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

COMING SOON!

COMING SOON!

COMING SOON!

Want to bid but not sure if you can fit it in your suitcase? Set up shipping your items home with the convention center!

DAILY OVERVIEW

THURSDAY 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.
8:00a - 10:00a	**Main Ballroom**	**CAMPGROUND MAKEOVER LIVE** ***ONE OF COE'S MOST INTERACTIVE SESSIONS!*** You won't want to miss this exciting new event! Watch real campground owners receive customized recommendations from a panel of industry experts as they tackle real-world challenges live on stage. From quick wins to long-term strategies, you'll gain practical ideas and actionable solutions for your own park. **And you'll have a say in the outcome—attendees will vote to determine which campground wins up to $200,000 in prizes, products, services, and expert support!**
10:00a - 2:00p	**Expo Hall**	**EXPO HALL OPEN -** ***Stop by the Coverra Insurance Services booth for a FREE Bloody Mary bar!*** 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!
2:15p - 4:15p	**Main Ballroom**	**THE NETWORKING CIRCUIT -** ***This fun networking session is open to both campground owners and our exhibitors. Cash bar is open until 6p!*** 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 21 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, at the end of the event, we will draw a winner for a FREE 2027 COE registration with hotel included!**

THE 2026 NETWORKING CIRCUIT

THUR. 12/3 | 2:15-4:15PM | MAIN BALLROOM

THE 2026 COE NETWORKING CIRCUIT IS PRESENTED BY:

Storable | Newbook

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!

1. Family & Team Dynamics - *Don Bennett*
Discuss communication, workload fairness, boundaries, and strategies for working successfully with family and close-knit teams.

2. Retail Revenue - *Geri Walter & Smart Industry Products*
Exchange tips on store layouts, inventory, promotions, and product selection to boost retail sales and draw customers in.

3. Credit Cards - *Kim Lantta*
Discuss processing fees, chargebacks, surcharges, payment policies, and ways to reduce transaction costs.

4. Selling & Succession - *John Jaszewski*
Explore succession planning, campground valuation, family transitions, and preparing your business for a future sale.

5. Emerging Leaders - *Sarah Krause*
Discuss leadership, generational differences, earning credibility, introducing new ideas, and growing within the industry.

6. Press the Button! - *Kristen Gilbertson*
Share strategies for attracting groups, creating memorable experiences, advertising, and running profitable events.

7. Expansion & Zoning - *Anders Helquist*
Discuss zoning, permitting, local boards, infrastructure, neighborhood concerns, and common obstacles to campground expansion.

8. Guest Communication - *CampLife*
Compare emails, texting, apps, social media, signage, and printed materials to improve guest communication.

9. Park Models - *Trevor Kropf*
Discuss rentals, sales, seasonal opportunities, placement, guest demand, and key financial and operational considerations.

10. What Should You Stop Doing? - *Ben Stefan*
Discuss activities, amenities, services, and traditions that no longer justify the labor, cost, or complexity.

11. Airbnb & Third-Party Booking Strategies - *Storable Newbook*
Discuss what banks look for, credit lines, rentals, and expansion strategies with peers and an expert lender.

12. The Glamping Conversation - *Conestoga Wagons*
Explore unit types, costs, utilities, pricing, housekeeping, guest expectations, and considerations before investing.

13. Maintenance Projects - *Dan Beyersdorf*
Share improvements that reduced labor, utility costs, repairs, or guest complaints and delivered long-term value.

14. Stop Giving It Away - *Chris Westfall*
Discuss early arrival, late checkout, visitors, premium features, delivery, and other revenue-producing conveniences.

15. Campground Policy - *Joe Ledger*
Discuss visitor, pet, golf cart, quiet hour, occupancy, parking, and other common campground policies.

16. Campground Bathrooms - *Tiffany Pargman*
Exchange ideas on cleaning, showers, fixtures, ventilation, remodeling, and small improvements guests notice.

17. Golf Carts - *Clear Creek Golf Cars*
Discuss rentals, guest-owned carts, age rules, traffic, charging, parking, insurance, and enforcement.

18. Pets at the Park - *Christine Taylor*
Discuss pet fees, dog parks, waste stations, lodging, barking complaints, rules, and pet-friendly amenities.

19. When Campers Break the Rules - *Mark Hazelbaker*
Discuss warnings, documentation, repeat violations, difficult conversations, and consistent policy enforcement.

20. Bookings, Cancellations, Refunds & Exceptions - *Mary Arlington & RoverPass*
Discuss booking policies, weather, illness, no-shows, early departures, credits, refunds, and handling exceptions consistently.

21. Weather-Proofing the Guest Experience - *CampersAPP*
Exchange ideas for indoor activities, covered spaces, backup entertainment, and communication when weather changes plans.

22. The Sleeping Revenue Generator - *Lyle Rupp*
Learn the revenue potential of shaved ice as a mini business at your park, including niche products, special events, and birthday party opportunities.

23. Using Dead Space - *Kelly Jones*
Explore ways to turn unused buildings, empty lawns, and outdated spaces into new opportunities.

24. From Green Space to Guest Amenity - *Diego Michelato*
Explore ways to turn underused spaces into guest-friendly amenities that add recreation, convenience, and value to your park.

DAILY OVERVIEW

FRIDAY 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 - 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**	**'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 12/4! Limited tickets available!*** Your $50 ticket (per person) includes RV tours, theatre and memorabilia access, a whiskey tasting, an Ozark buffet lunch, a Q&A with the Presley family and special guests, a one-hour live show, and photos with the cast on stage!

Scan here for tickets!

PRESLEYS' Country Jubilee





This year's behind-the-scenes event takes COE attendees to Presleys' Country Jubilee! Tour RVs on display in the parking lot, explore the theatre and lobby, view historic memorabilia, enjoy a whiskey tasting, and meet some of the entertainers.

A buffet Ozark lunch will be served in the theatre, followed by a Q&A with the Presley family and additional panel guests. The family will share stories about the show, their campground property, and nearly 60 years of entertaining in Branson.

The event wraps up with a one-hour live show featuring top musicians, comedy, and unforgettable costumes, followed by photos with the cast on stage.

Cost: $50 per person. Transportation from the hotel is not provided.

SEMINAR LINE UP

FRIDAY DECEMBER 4

	8:30 - 9:30a	9:45 - 10:45a	11:00a - 12:00p
Roark Creek	**TURNING FINANCIALS INTO SMART GROWTH** Joe Walter *Multi-Park Owner, Wisconsin*	**FROM GOOD SERVICE TO RAVING FANS** Craig Alsup, *Askew's Landing RV Campground*	**AI TOOLS TO SUPPORT YOUR TEAM** Brenna Stevens *Baseline Strategic Advisory*
Compton Ferry	**MOBILE HOME PARKS IN CAMPGROUNDS** John Salsman and Mark Hazelbaker	**PANEL DISCUSSION: SECURITY IN YOUR PARK** Mark Hazelbaker, Matt Pargman and Marc Gilbertson	**THE CAMPGROUND SNACK BAR THAT PRINTS MONEY!** Geri and Claire Walter *Multi-Park Owners, Wisconsin*
Cooper Creek	**DREAM TEAMS: CONNECT, COLLABORATE AND THRIVE** Kristine Valk	**BEYOND THE LABELS: LEADING ACROSS GENERATIONS** Kristine Valk	**WORKPLACE FATIGUE TO IMPACT: HELPING TEAMS SEE HOW THEIR WORK MAKES A DIFFERENCE** Kristine Valk
Short Creek 3/4	**GUERRILLA MARKETING BASICS** Lori Severson, Sarah Krause and Mary Arlington	**PANEL: CREATING GUEST EXPERIENCES** Sarah Krause, Selena Littman, Tiffany Pargman and Kristin Gilbertson	**FROM CAMPGROUND TO CONTENT: A PRACTICAL GUIDE TO WORKING WITH TODAY'S RVERS AND CONTENT CREATORS** Mindy Smith
Short Creek 1/2	**FILL YOUR CAMPGROUND CALENDAR: BUILDING A GROUP SALES STRATEGY THAT WORKS** Genevieve Sullivan *The GrowthPro Group*	**CELEBRATE MORE: BUILDING EASY-TO-BOOK PACKAGES FOR BIRTHDAYS, CELEBRATIONS AND EVENTS** Genevieve Sullivan *The GrowthPro Group*	**SEE IT, OWN IT, RESOLVE IT: CREATING A CULTURE OF CUSTOMER SERVICE AND CURB APPEAL** Genevieve Sullivan *The GrowthPro Group*
Fall Creek	**SESSION COMING SOON** Speaker Coming Soon	**WOULD YOU BOOK YOUR OWN CAMPGROUND? IMPROVE YOUR WEBSITE, VISUALS & BRAND PRESENCE WITHOUT STARTING OVER** Colleen Goldhorn *Colleen Goldhorn Creative Co.*	**USING CHARITABLE PARTNERSHIPS TO BUILD COMMUNITY, DRIVE ATTENDANCE & INCREASE REVENUE** Tiffany Pargman, Carla Brown, Connie and Randy Sondalle

SEMINAR DESCRIPTIONS

FRIDAY 12/4 - 8:30A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	**Joe Walter** Multi-Park Owner Wisconsin	**TURNING FINANCIALS INTO SMART GROWTH** This is a practical, experience-based seminar designed specifically for campground owners and operators. Drawing from 15+ years owning and operating O'Neil Creek Campground (now in its 15th season with 380 sites) and the first season managing the newly acquired Red Barn Campground, this session turns real-world campground financials into practical strategies for growth. Learn which KPIs matter most and how to use them to make smarter decisions about pricing, site mix, staffing, capital improvements, cash flow, and expansion—turning your numbers into a roadmap for stronger, more sustainable growth.
Compton Ferry	**John Salsman and Mark Hazelbaker**	**MOBILE HOME PARKS IN CAMPGROUNDS** Adding or operating mobile home sites within a campground can create new opportunities, but it also brings different legal, operational, and management considerations. This session will explore how mobile home areas fit into campground operations, including ownership structures, long-term occupancy, rules, responsibilities, and potential challenges. Leave with a better understanding of what to consider before adding or managing this type of housing within your park.
Cooper Creek	**Kristine Valk** Merchants Financial Group	**DREAM TEAMS: CONNECT, COLLABORATE AND THRIVE** Get ready to build your dream team! In this lively, interactive session, you'll discover quick and creative team activities that help new and long-term employees connect, collaborate, and have fun. You'll leave with practical ideas to spark conversation, break down silos, and help team members recognize and share their unique strengths.
Short Creek 3/4	**Lori Severson, Sarah Krause and Mary Arlington**	**GUERRILLA MARKETING BASICS** You don't need a huge marketing budget to get your campground noticed. This session will explore simple, creative, low-cost ways to reach new guests, build local awareness, generate word-of-mouth, and make the most of the marketing opportunities already around you. Leave with practical guerrilla marketing ideas you can put to work right away—without adding a major expense or complicated campaign.
Short Creek 1/2	**Genevieve Sullivan** The GrowthPro Group	**FILL YOUR CAMPGROUND CALENDAR:** **BUILDING A GROUP SALES STRATEGY THAT WORKS** Group business does not happen by accident. Whether you are trying to attract family reunions, church retreats, youth groups, RV clubs, corporate outings, school trips, or seasonal gatherings, successful campgrounds create intentional strategies that make booking easy and experiences memorable. In this session, campground operators will learn the first three foundational steps to building a strong and sustainable group sales program: identifying the right target groups, identifying ways to simplify the buying decision, and building a practical sales strategy that consistently drives inquiries and bookings. Attendees will leave with actionable ideas they can immediately apply regardless of campground size, staffing level, or amenities.
Fall Creek	**Speaker Coming Soon**	**SESSION COMING SOON**

SEMINAR DESCRIPTIONS

FRIDAY 12/4 - 9:45A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	**Craig Alsup** Askew's Landing RV Campground	**FROM GOOD SERVICE TO RAVING FANS** Great guest experiences shouldn't depend on the owner being everywhere at once. Join campground owner and Campground Growth Club founder Craig Alsup for a practical workshop on building consistent service habits across your team. Learn how to identify service gaps, improve key moments from arrival through problem-solving, add thoughtful low-cost touches, and give staff clear guidance for common guest concerns. Leave with practical examples and a focused action plan for improving the guest experience at your park.
Compton Ferry	**Mark Hazelbaker, Matt Pargman & Marc Gilbertson**	**PANEL DISCUSSION: SECURITY IN YOUR PARK** Keeping guests, staff, and your property safe requires planning, clear policies, and the right systems in place. In this panel discussion, campground operators will share real-world approaches to security, including staffing, guest policies, incident response, access control, cameras, and communication. Leave with practical ideas for strengthening security at your park while maintaining a welcoming guest experience.
Cooper Creek	**Kristine Valk** Merchants Financial Group	**BEYOND THE LABELS: LEADING ACROSS GENERATIONS** Build stronger connections and turn different perspectives into better teamwork. Managers and emerging leaders will discover practical ways to move beyond generational labels, communicate clearly, and encourage two-way learning - leaving with an action plan to put these skills to work.
Short Creek 3/4	**Sarah Krause, Selena Littman, Tiffany Pargman and Kristin Gilbertson**	**PANEL: CREATING GUEST EXPERIENCES** Great guest experiences don't happen by accident—they're built through thoughtful details, strong service, and memorable moments throughout the stay. In this panel, campground operators will share real-world ideas for creating experiences that keep guests engaged, build loyalty, and give families more reasons to return. Leave with practical takeaways you can adapt to your own park, from simple touches to larger programming and amenity ideas.
Short Creek 1/2	**Genevieve Sullivan** The GrowthPro Group	**CELEBRATE MORE: BUILDING EASY-TO-BOOK PACKAGES FOR BIRTHDAYS, CELEBRATIONS AND EVENTS** Make it easier for guests to choose your campground for their next celebration. Learn how to create simple, experience-focused packages for birthdays, reunions, anniversaries, group weekends, corporate retreats, and more. Discover how to bundle amenities, simplify booking, create upsells, and turn celebrations into an additional revenue stream—all while making planning easier for your guests.
Fall Creek	**Colleen Goldhorn** Colleen Goldhorn Creative Co.	**WOULD YOU BOOK YOUR OWN CAMPGROUND? HOW TO IMPROVE YOUR WEBSITE, VISUALS AND BRAND PRESENCE WITHOUT STARTING OVER** See your campground through the eyes of a potential guest. This session will show you how to evaluate your website, photography, social media, signage, messaging, and overall brand presence to identify small improvements that can build trust and encourage bookings. Leave with practical ideas to strengthen your first impression, improve visual consistency, and prioritize marketing updates—without a complete rebrand.

SEMINAR DESCRIPTIONS

FRIDAY 12/4 - 11:00A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	**Brenna Stevens** Baseline Strategic Advisory	**AI TOOLS TO SUPPORT YOUR TEAM** AI can help your team work faster, stay organized, and spend less time on repetitive tasks. This session will explore practical ways campground owners and managers can use AI to support communication, marketing, planning, training, customer service, and everyday operations. Leave with simple ideas for using AI as a tool to strengthen your team without replacing the personal service your guests expect.
Compton Ferry	**Geri and Claire Walter** Multi-Park Owners Wisconsin	**THE CAMPGROUND SNACK BAR THAT PRINTS MONEY!** A snack bar can be much more than a convenient place to grab a quick bite—it can become one of the easiest ways to grow per-guest spending. This session will cover practical ideas for building a profitable snack bar through smart pricing, simple menus, high-margin products, eye-catching presentation, and easy upsells. Leave with ideas for increasing sales, improving efficiency, and turning an often-overlooked amenity into a stronger revenue center.
Cooper Creek	**Kristine Valk** Merchants Financial Group	**WORKPLACE FATIGUE TO IMPACT: HELPING TEAMS SEE HOW THEIR WORK MAKES A DIFFERENCE** Turn workplace fatigue into renewed energy and purpose! This engaging session helps teams connect their daily work to a bigger impact, recognize the difference they make, and rediscover the motivation to succeed together.
Short Creek 3/4	**Mindy Smith** Go RVing	**FROM CAMPGROUND TO CONTENT: A PRACTICAL GUIDE TO WORKING WITH TODAY'S RVERS AND CONTENT CREATORS** You don't need a big marketing budget to reach more of the right RVers. This practical session will explore today's RV owner demographics, what motivates their travel, and what keeps them coming back. Learn how to turn those insights into affordable marketing strategies, including how to work with influencers and content creators, structure simple partnerships, and make the most of the content they create. Leave with practical ideas you can put to work right away.
Short Creek 1/2	**Genevieve Sullivan** The GrowthPro Group	**SEE IT, OWN IT, RESOLVE IT: CREATING A CULTURE OF CUSTOMER SERVICE AND CURB APPEAL** Great guest experiences start with a team that notices problems, takes ownership, and acts. Learn how the "See It, Own It, Resolve It" mindset can improve both customer service and curb appeal—from dirty bathrooms and overflowing trash cans to missed guest cues and service issues. Discover practical ways to train and empower your team to take action, improve first impressions, and create the kind of experience that leads to better reviews, repeat visits, and happier guests.
Fall Creek	**Tiffany Pargman, Carla Brown, Connie and Randy Sondalle**	**USING CHARITABLE PARTNERSHIPS TO BUILD COMMUNITY, DRIVE ATTENDANCE AND INCREASE REVENUE** The right charitable partnership can create impact far beyond a single fundraiser. This session will explore how campgrounds can work with nonprofit organizations to strengthen community connections, create meaningful events, attract new guests, and generate additional revenue opportunities. Leave with practical ideas for building partnerships that support a good cause while also bringing value back to your park.

DAILY OVERVIEW

SATURDAY DECEMBER 5

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 2027 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 2026 CONCLUDES!** Thank you so much for attending the 6th 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 2027 season and can't wait to welcome you back to the 7th Annual COE right here in Branson, MO!



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 2027!

SEMINAR LINE UP

SATURDAY DECEMBER 5

	9:00 - 10:00a	10:15 - 11:15a
Roark Creek	**BUYING ANOTHER PARK: WHAT TO KNOW BEFORE YOU GROW** Joe Walter	**YOUR CAMPGROUND SCORECARD: THE NUMBERS EVERY OWNER SHOULD KNOW** Joe Walter
Compton Ferry	**THE PROFESSIONALIZATION OF CAMPGROUND OWNERSHIP: MANAGING THE BUSINESS, BUILDING YOUR TEAM AND CREATING A COMPANY THAT RUNS SMARTER** Kelly Jones	**THE HARD CONVERSATION ROOM - OWNERS ONLY: WHAT CAMPGROUND OWNERS ARE STRUGGLING WITH BUT DON'T ALWAYS SAY OUT LOUD** Kelly Jones
Cooper Creek	**RV PEDESTAL 101: TAKING THE FEAR OUT OF MAINTENANCE** Dan Beyersdorf	**THE SHOULDER SEASON PLAYBOOK: FILLING APRIL, MAY, SEPTEMBER AND OCTOBER** Joe and Kristen Ledger
Short Creek 3/4	**TRAIN AND STAFF MANAGERS** Sarah Krause	**FROM FIRST STAY TO FAMILY TRADITIONS: REBOOKING, LOYALTY AND REPEAT GUESTS** Amber Mathison
Short Creek 1/2	**IF I TOOK OVER YOUR CAMPGROUND: THE 30-DAY GM AUDIT** Chris Westfall	**THE COST OF "JUST THIS ONCE": HOW OWNER EXCEPTIONS CREATE EXPENSIVE PROBLEMS** Chris Westfall
Fall Creek	**RUNNING A BAR AT YOUR PARK: PROFIT, PEOPLE, POLICIES & GUEST EXPERIENCE** Connie and Randy Sondalle	**NEW OWNER SESSION: WHAT DID I MISS OR SHOULD I DO TO KEEP/GET ON TRACK?!** Panel Speakers: Kristin Gilbertson, Joe Walter and Mary Arlington

SEMINAR DESCRIPTIONS

SATURDAY 12/5 - 9:00A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	**Joe Walter**	**BUYING ANOTHER PARK: WHAT TO KNOW BEFORE YOU GROW** Buying another campground can create opportunities for growth—but only when you understand what you are purchasing. Learn how to evaluate financial performance, infrastructure, staffing, operations, reputation, deferred maintenance, and future potential while spotting costly red flags. Discover which questions to ask and details to verify so you can approach your next acquisition with confidence and a clear plan.
Compton Ferry	**Kelly Jones**	**THE PROFESSIONALIZATION OF CAMPGROUND OWNERSHIP: MANAGING THE BUSINESS, BUILDING YOUR TEAM AND CREATING A COMPANY THAT RUNS SMARTER** As campgrounds grow, owners need systems that keep the business moving without every decision, problem, and detail depending on them. Learn how to strengthen leadership, define department responsibilities, create written processes, improve accountability, and establish consistent training, budgeting, reporting, and guest-service practices. Discover how to delegate confidently, reduce owner dependency, and build a more professional, scalable hospitality company without losing the personality and heart behind its success.
Cooper Creek	**Dan Beyersdorf**	**RV PEDESTAL 101: TAKING THE FEAR OUT OF MAINTENANCE** If you are a new or inexperienced park owner or maintenance person who is “scared” of electricity, this session is for you. You will learn that you don't have to fear electricity, just respect it. You will also learn that you don't need to have an expensive electrician come out for these minor repairs. You can do this! This will be a hands on class where we will review the anatomy of a pedestal. Then we will show you how to safely, quickly and confidently diagnose and repair all the most common issues that you will find with pedestals in your park. We will have some pedestals and tools on hand for you to put your new learned skills to the test by diagnosing issues and replacing breakers and receptacles based on your findings.
Short Creek 3/4	**Sarah Krause**	**TRAIN AND STAFF MANAGERS** Strong managers can make the difference between an operation that constantly needs owner involvement and one that runs smoothly day to day. This session will cover practical ways to identify, train, support, and hold managers accountable while giving them the tools and confidence to lead effectively. Leave with ideas for building stronger managers, improving communication, and creating clearer expectations across your team.
Short Creek 1/2	**Chris Westfall**	**IF I TOOK OVER YOUR CAMPGROUND: THE 30-DAY GM AUDIT** What would an experienced general manager notice during their first 30 days at your campground? Gain a GM’s perspective on staffing, labor, maintenance, guest experience, revenue, communication, operating systems, and owner involvement to uncover problems hiding in plain sight. Leave with a fresh framework for identifying operational gaps, strengthening your team, and prioritizing the improvements that could make the greatest difference.
Fall Creek	**Connie and Randy Sondalle**	**RUNNING A BAR AT YOUR PARK: PROFIT, PEOPLE, POLICIES & GUEST EXPERIENCE** A campground bar can be a strong revenue center—but only when the operation behind it works. This session will cover practical ways to improve profitability, manage staffing and inventory, establish effective policies, and create a bar experience that complements the campground rather than complicates it. Leave with ideas to increase sales, control costs, strengthen operations, and create an atmosphere guests want to return to.

SEMINAR DESCRIPTIONS

SATURDAY 12/5 - 10:15A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Roark Creek	**Joe Walter**	**YOUR CAMPGROUND SCORECARD: THE NUMBERS EVERY OWNER SHOULD KNOW** You can't improve what you don't measure, but campground owners don't need reports full of numbers they never use. Learn which key indicators—including occupancy, average daily rate, revenue per available site, labor costs, guest spending, and repeat bookings—best reflect performance. Build a simple scorecard to spot problems, track progress, and guide better decisions on pricing, staffing, expenses, and future investments.
Compton Ferry	**Kelly Jones**	**THE HARD CONVERSATION ROOM - OWNERS ONLY: WHAT CAMPGROUND OWNERS ARE STRUGGLING WITH BUT DON'T ALWAYS SAY OUT LOUD** Campground ownership brings challenges that aren't always easy to discuss, from burnout and financial pressure to staffing, legal concerns, aging infrastructure, family conflict, and difficult decisions about the future. This confidential, owners-only session brings experienced operators and industry professionals together for an honest, facilitated conversation about real challenges and lessons learned. Gain practical perspective, solution-focused advice, and reassurance that you're not alone in carrying the weight of ownership.
Cooper Creek	**Joe and Kristen Ledger**	**THE SHOULDER SEASON PLAYBOOK: FILLING APRIL, MAY, SEPTEMBER & OCTOBER** Your campground's revenue potential does not have to begin on Memorial Day and end after Labor Day. Learn how targeted events, lodging packages, partnerships, pricing, and programming for different audiences can drive visits during April, May, September, and October. Discover practical ways to build demand, manage weather and staffing limitations, and make slower months a stronger, more dependable part of your season.
Short Creek 3/4	**Amber Mathison**	**FROM FIRST STAY TO FAMILY TRADITIONS: REBOOKING, LOYALTY AND REPEAT GUESTS** A guest's first visit can become years of repeat stays, referrals, and family traditions. Learn how thoughtful communication, personal connections, rebooking strategies, loyalty programs, signature experiences, and consistent service give campers a reason to return. Discover practice ways to strengthen guest relationships, increase repeat reservations, and build loyalty that supports steadier revenue and a stronger campground community.
Short Creek 1/2	**Chris Westfall**	**THE COST OF "JUST THIS ONCE": HOW OWNER EXCEPTIONS CREATE EXPENSIVE PROBLEMS** A special discount, unusual refund, favor for a longtime seasonal, or quick schedule change may seem harmless—but what happens after the owner walks away? An experienced general manager explains how inconsistent decisions affect manager authority, guest expectations, employee morale, and profitability. Learn how to stay flexible without undermining your team, creating accidental policies, or turning every difficult decision into an owner-level problem.
Fall Creek	**Kristen Gilbertson, Joe Walter, and Mary Arlington**	**NEW OWNER SESSION: WHAT DID I MISS OR SHOULD I DO TO KEEP/GET ON TRACK?!** New to campground ownership—or feel like your park has gotten off track? This practical panel will help you take a step back and evaluate the essential pieces of your operation, from finances, pricing, insurance, staffing, and guest policies to maintenance, utilities, reservations, marketing, and long-term planning. Hear lessons learned, common mistakes to avoid, and the questions you should be asking your professional advisers. Leave with a campground check-up and a focused 90-day plan to tackle your biggest priorities.

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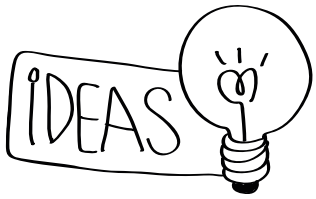


A BIG THANK YOU TO ALL OF OUR 2026 SPEAKERS FOR PROVIDING TOP-NOTCH INDUSTRY EDUCATION & KNOWLEDGE FOR OUR COE ATTENDEES!

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: _____

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