

# 2020 MID-ATLANTIC COASTAL STATES CAMPGROUND CONFERENCE & TRADE SHOW

# TEE UP 2020



The **29<sup>th</sup> Annual Campground Conference** of the Mid-Atlantic States is taking place **March 16<sup>th</sup>, 17<sup>th</sup> and 18<sup>th</sup>** at Dover Downs Hotel & Casino, Dover, Delaware. The Trade Show will be held on Tuesday, March 17<sup>th</sup>. Attending the annual conference will give you and your employees the opportunity to network with peers and learn skills that are essential to making your campground successful. The **Trade Show** will also give you insight into the newest products and services specifically targeted to RV Parks and Campgrounds.

This year's conference theme is **TEE UP 2020**. We have **10 educational seminars** planned with topics that will help you and your campground tee up 2020 and a **keynote speaker** at our Monday luncheon. The trade show will have over 30 vendors.

**NEW this year** - We have added a **Young Professionals Networking Event** on Monday at 8:30pm. We hope all our owners and managers 40 and under will join the event hosted by Brian Searl of Insider Perks. **We have also added to the schedule an American Heart Association CPR/First Aid Certification course on Wednesday morning. There is an additional fee of \$75 if you would like to take the course; it includes your certification card.**

On Tuesday evening, we will hold our **29<sup>th</sup> Anniversary Banquet and Auction**. We invite everyone to join us in celebrating the great friendships we have made over the past 29 years. **Help us make the Auction a success! Bring an item unique to your area or a fun item to donate!**

This conference is being planned for YOU — the campground owner/operator. We have kept registration costs to a minimum and are based on meeting and meal function costs only. This year's early registration fee will be only \$230.00 per person (\$275.00 per person after March 6<sup>th</sup>). All other expenses are paid through exhibitor fees, donations, and sponsorships. **Attendance at the conference is a tax-deductible operating expense.** Please try and be there for your own enjoyment, education, and the support of the industry. I look forward to seeing all of you in Dover, Delaware.

Sincerely,

*Joann*

Joann DelVescio

Conference Planner

New Jersey Campground Owners Association

**We have started a Facebook Page for the conference.**

**Join the page for all the latest on the conference.**

**[www.facebook.com/groups/MACConference](http://www.facebook.com/groups/MACConference)**

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## TENTATIVE SCHEDULE\*

### MONDAY, MARCH 16

9 AM – 12 Noon REGISTRATION

- 10 AM – 11 AM**            **Reading the Green - Industry Trends and Insights**  
David Basler, Vice President, ARVC
- 11:15 AM – 12:30 PM**    **Reach the Green - Reach Customers On-Line with Google**  
Randi Penfil, Grow With Google
- 12:45 PM– Lunch**        **Fixing Divots - Being Good Stewards of Our Environment**  
Christina Perez, Manager, Government Affairs & Political Engagement, Outdoor Industry Association
- 2 PM – 3:30 PM**         **The Mental Game - Developing A Leaders Eye – Are You Overwhelmed, Time-Deprived, Frustrated, Exhausted, Out of the Loop, or Left Behind?**  
Jeff Whitaker, The Jeff Whitaker Company
- 3:45 PM – 4:45 PM**       **The Stories we Tell - Oh, the Mistakes We've Made!**  
Campground Owners Panel
- 5 PM - 6:15 PM**         **FOUR! - How to Get Attention in a Noisy Online World**  
Brian Searl, Founder & CEO, Insider Perks
- 7 PM**                    **Welcome Dinner**
- 8:30 PM**                **Young Professionals Networking Event**  
Hosted by Brian Searl, Founder & CEO, Insider Perks

### TUESDAY, MARCH 17

- 8:30 AM – 9:30 AM**       **Examining the Course Card - The Importance of Visuals**  
Nichole Poisson, OHE, Kampgrounds of America
- 9:45 AM – 10:45 AM**    **Playing in Bad Weather Part I**  
**Is Your Park Disaster Ready? Response, Recovery and Insurance – Part I**  
Irene Jones, Marshall Sterling Insurance, Patrick Hardy, CEO, Hytropy
- 11:00 AM – 12 Noon**     **Playing in Bad Weather Part II**  
**Be Prepared – Creating an Emergency/Disaster Plan – Part II**  
Irene Jones, Marshall Sterling Insurance, Patrick Hardy, CEO, Hytropy
- 12 Noon – Lunch**       **A View from the Gallery - Watching Our Industry Grow**  
Mark Koep, Founder & CEO, CampgroundViews.com
- 1 PM – 5 PM**            **TRADE SHOW IS OPEN**
- 6 PM**                    **Banquet and Auction**

### WEDNESDAY, MARCH 18

- 8:30 AM– 10 AM**        **Listening to Your Caddy - Dynamic Pricing – Is this Revenue Stream Right For you?**  
Kathleen Walsh, President & CEO, Advanced Outdoor Solutions
- 10:15 AM- 11:15 AM**    **Choosing the Right Club - Best Idea**  
Bring your best idea and earn a chance to win a free registration to the 2021 Conference
- 10:15 AM- 1:15 PM**    **First Aid/CPR Certification Class - Attendees will receive American Heart Association Certification**  
**\*Additional Fee Required - Not included in Conference Registration**
- 11 AM– 12:30 PM**       **19th Hole - Cracker Barrel**

*\*Times of Seminars Subject to Change*

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## REGISTRATION FORM MARCH 16, 17 & 18

Campground \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Attendees: 1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

Early Registration - \$230 per person - Due by 3/5/20

Late Registration - \$275 per person - After 3/5/20

Total Enclosed: \$ \_\_\_\_\_

If you are unable to join us for the full conference please see the below rates (per person)

Please check appropriate boxes below if not attending full conference

Monday, March 16 - Luncheon & 5 Educational Sessions (first session begins at 10AM) - \$145

Monday, March 16 - Luncheon, 5 Educational Sessions, Cocktail and Dinner Reception - \$175

Tuesday, March 17 - 4 Educational Sessions, Luncheon, & Trade Show - \$130

Tuesday, March 17 - 4 Educational Sessions, Luncheon, Trade Show, Annual Banquet, Sweepstakes & Auction - \$175

Tuesday, March 17 - Trade Show Only - \$75

Wednesday, March 18 - 3 Educational Sessions - \$100

Wednesday, March 18 - American Heart Association CPR/First Aid Certification - \$75 (not included in conference registration)

Total Enclosed \$ \_\_\_\_\_

Special room rates are available at Dover Downs Hotel & Casino, 1131 N Dupont Hwy, Dover, DE 19901 (\$129/night+taxes). If accommodations are needed, please contact the hotel directly, 866-473-7378 by March 1<sup>st</sup>. Group code: GCAMP20 **\*\*USE YOUR DOVER DOWNS PLAYER CARD TO SAVE\*\***

Please Return with your check payable to NJCOA by Monday, March 5, 2020

Mail to: NJCOA • P.O. Box 808 • Marmora, NJ 08223 • (609) 545-0145

JOANN@CAMPNJ.COM • CONFIRMATION WILL BE SENT VIA EMAIL