

2019 MID-ATLANTIC COASTAL STATES CAMPGROUND CONFERENCE & TRADE SHOW



The **28th Annual Campground Conference** of the Mid-Atlantic States is taking place **March 11th, 12th and 13th** at Dover Downs Hotel & Casino, Dover, Delaware. The Trade Show will be held on Tuesday, March 12th and a Cracker Barrel will be held on Wednesday morning. 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 ***RACE TO SUCCESS***. We have **10 educational seminars** planned with topics that will help you and your campground win the race to success and a **keynote speaker** at our Monday luncheon. The trade show will have over 30 vendors.

On Tuesday evening, we will hold our **28th Anniversary Banquet and Auction**. We invite everyone to join us in celebrating the great friendships we have made over the past 28 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 \$220.00 per person (\$265.00 per person after March 6th). 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 DeVescio
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

2019 MID-ATLANTIC COASTAL STATES CAMPGROUND CONFERENCE & TRADE SHOW



TENTATIVE SCHEDULE*

MONDAY, MARCH 11

9 AM – 12 Noon

REGISTRATION

10 AM – 11 AM

Staying in the Race - Working with Family

Joshua Nacht, Ph.D., Consultant, Family Business Consulting Group

11:15 AM – 12:15 PM

How to Avoid the Red Flag - Successfully Handling All Online Reviews

Melissa Melhorn, DMO Americas - East, Tripadvisor.com

12:30 PM– Lunch

Listening over the Roar of the Engines

Dave Basler, Sr. Director of Membership and Marketing, ARVC

2 PM –3:30 PM

Get in the Groove - Engaging Teens with Outdoor Activities

Caitlyn Wyand, Outdoor Program Specialist, Camp Sacy, Girl Scouts of Central & Southern NJ

3:45 PM – 4:45 PM

Avoiding the Yellow Flag - Owner Panel Discussion: Safety & Security

Justin Crane, Hospitality Creek Campground

Lisa Torella, The Great Divide Campground

5:00 PM – 6:30 PM

Head to the Pit Stop - Cool Campground Crafts

Jeane Taylor, Camp Taylor Campground • Anita Pfefferkorn, Indian Rock RV Park

7 PM

Dinner & MAC Horse Race

TUESDAY, MARCH 12

8 AM – 9:15 AM

Panel Discussion - Reservation Systems

9:30 AM – 10:30 AM

Race to Retirement - Selling Your Campground

Mia Caetano Johnson, Principal Business Broker, Northeast Campground Brokers

Rich Denman, Former Owner Pleasant Acres Campground

10:45 AM –12 Noon

What's Ahead on the Track - Latest Trends in Camping

Nicole Poisson, Franchise Development Manager, KOA

12 Noon – Lunch

Are You Ready? Marketing & Technology Q&A

Brian Searl, Founder & CEO, Insider Perks, Inc.

1 PM – 5 PM

TRADE SHOW IS OPEN

6PM

Banquet and Auction

WEDNESDAY, MARCH 13

8:30 AM – 9:45 AM

Giving the Green Flag to Canine Campers

Irene M. Jones, ARM, Program Development Manager, Marshall & Sterling Insurance

10 AM - 11 AM

Winners Circle - Campground Policies & Procedures

Bring your Policies & Procedures to share and discuss

Jace Kandle, Lake Kandle Campground and Scott Turner, Ocean View Camping Resort

11:15am - 12noon

Conference Wrap-Up

**Times of Seminars Subject to Change*

2019 MID-ATLANTIC COASTAL STATES CAMPGROUND CONFERENCE & TRADE SHOW



REGISTRATION FORM
MARCH 11, 12 & 13

Campground _____

Street _____ City _____ State _____ Zip _____

Email _____ Phone _____

Attendees: 1. _____
2. _____
3. _____
4. _____

Early Registration - \$220 per person - Due by 3/5/18

Late Registration - \$265 per person - After 3/5/18

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 11 - Luncheon & 5 Educational Sessions (first session begins at 10AM) - \$135

Monday, March 11 - Luncheon, 5 Educational Sessions, Cocktail and Dinner Reception - \$165

Tuesday, March 12 - 4 Educational Sessions, Luncheon, & Trade Show - \$120

Tuesday, March 12 - 4 Educational Sessions, Luncheon, Trade Show, Annual Banquet, Sweepstakes & Auction - \$165

Wednesday, March 13 - 3 Educational Sessions - \$90

Total enclosed \$ _____

Special room rates are available at Dover Downs Hotel & Casino, 1131 N Dupont Hwy, Dover, DE 19901 (\$125/night+taxes). If accommodations are needed, please contact the hotel directly, 866-473-7378 by March 1st. Group code: GCAMP19 ****USE YOUR DOVER DOWNS PLAYER CARD TO SAVE****

Please Return with your check payable to NJCOA by Monday, March 5, 2019

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

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