

2020 MID-ATLANTIC COASTAL STATES CAMPGROUND CONFERENCE & TRADE SHOW

TEE UP 2020



The **28th Annual Campground Conference** of the Mid-Atlantic States is taking place **March 16th, 17th and 18th** at Dover Downs Hotel & Casino, Dover, Delaware. The Trade Show will be held on Tuesday, March 17th. 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 **29th 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 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 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

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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**
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**

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, Hytrophly
- 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, Hytrophly
- 12 Noon – Lunch** **A View from the Gallery - Watching Our Industry Grow**
Mark Koep, 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, 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- 11:15 AM** **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**
Led by Judy LaPorta, Little Oaks Campground, NJ

**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 1st. 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