

2021 MID-ATLANTIC COASTAL STATES CAMPGROUND CONFERENCE & TRADE SHOW

Sunshine &
SUCCESS



The **30th Annual Campground Conference** of the Mid-Atlantic States is taking place **March 2nd, 3rd, and 4th** at the Godfrey Hotel & Cabanas, Tampa, Florida. The Trade Show will be held on Wednesday, March 3rd. 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 **Sunshine & SUCCESS**. We will have **8 educational seminars** planned with topics that will give you the tools for a successful 2021. The trade show will feature industry vendors.

On Wednesday evening, we will hold our **30th Anniversary Banquet and Auction**. We invite everyone to join us in celebrating the great friendships we have made over the past 30 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 the same as last year's canceled event. Early registration fee will be only \$230.00 per person (\$275.00 per person after February 19th). 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 the Sunshine State!

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**

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TENTATIVE SCHEDULE*

TUESDAY, MARCH 2

8:00 AM	Registration
9:00 AM - 10:00 AM	Take A Deep Breath – Finding Time for Us John Strasser & Natalie Sanders, Rebel Against Yourself
10:15 AM - 11:30 AM	The State of the American Travel Andrea Wood, Vice President, Miles Partnership
11:30 AM - 12 Noon	Game Time Hosted by your Fellow Campground Owners
12 Noon - 1 :30 PM	Lunch
1:30 PM - 2:45 PM	Working with your Family - How to Manage Working Together Better Eileen Vaughn, Mountain Vista Campground, PA
3:00 PM - 4:15 PM	How To Work With Influencer's Janine Pettit, Girl Camper
4:30 PM - 5:00 PM	Game Time Hosted by your Fellow Campground Owners
6:00 PM	Dinner

WEDNESDAY, MARCH 3

8:00 AM	Breakfast
9:00 AM - 10:15 AM	7 Effective Ways to Capture the Elusive Millennial Creature Rachel Godbout, COO, Advanced Outdoor Solution
10:30 AM - 11:45 AM	The Importance of Visuals Nichole Poisson, OHE, Kampgrounds of America
12 Noon - 1:00 PM	Lunch
1:00 PM - 5:00 PM	Trade Show
6:00 PM	Dinner

THURSDAY, MARCH 4

8:00 AM	Breakfast
9:00 AM - 10:15 AM	The Art of Revenue Management Kathleen Walsh, President and CEO, Advanced Outdoor Solutions
10:-:30 AM - 11:45 AM	Increasing the Value of Your Campground Mia Caetano Johnson, Principal Business Broker Northeast Campground Brokers
12 noon - 12:30 PM	Conference Wrap-Up

**Seminars Subject to Change*

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REGISTRATION FORM ↗ MARCH 2, 3 & 4

Campground _____

Street _____ City _____ State _____ Zip _____

Email _____ Phone _____

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

Early Registration - \$230 per person - Due by 2/19/21

Late Registration - \$275 per person - After 2/19/21

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

Tuesday, March 2 - Luncheon & 4 Educational Sessions (first session begins at 10AM) - \$145

Tuesday, March 2 - Luncheon, 4 Educational Sessions, Dinner Reception - \$175

Wednesday, March 3 - 2 Educational Sessions, Luncheon, & Trade Show - \$130

Wednesday, March 3 - 2 Educational Sessions, Luncheon, Trade Show, Annual Banquet - \$175

Wednesday, March 3 - Trade Show Only - \$75

Thursday, March 4 - 2 Educational Sessions - \$100

***You can pay by credit card for a small additional fee**

Total Enclosed \$ _____

Special room rates (\$129/night+taxes) are available at the Godfrey Hotel & Cabanas Tampa, 7700 W Courtney Campbell Cswy.
If accommodations are needed, please contact the hotel directly, call 1-877-734-3188, use group name – Mid-Atlantic Conference

ONLINE: <https://reservations.travelclick.com/98258?groupID=3182977>

CAMPGROUNDS

Clearwater Travel Resort • <http://www.clearwaterrvresort.com/> ↗ Bay Bayou RV Resort • <https://www.rvparkflorida.com/>

Lazydays RV Resort • <https://www.lazydays.com/locations/florida/tampa-florida/rv-resort?cid=37-0016-01>

Campgrounds close to Tampa • www.campflorida.com/Regions/Central-Florida/

Please Return with your check payable to NJCOA by Friday, February 19, 2021

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

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