

# 2022 MID-ATLANTIC STATES CAMPGROUND CONFERENCE & TRADE SHOW



The **31<sup>st</sup> Annual Campground Conference** of the Mid-Atlantic States is taking place **February 28<sup>th</sup>, March 1<sup>st</sup>, and 2<sup>nd</sup>** at the DoubleTree by Hilton Hotel at the Entrance to Universal Orlando in Orlando, Florida. The Trade Show will be held on Tuesday, March 1<sup>st</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.

We are planning on having **9 educational seminars** with topics that will give you the tools to remain successful 2022. The trade show will feature industry specific vendors.

On Tuesday evening, we will hold our **31<sup>st</sup> Anniversary Banquet**. We invite everyone to join us in celebrating the great friendships we have made over the past 31 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. Early registration fee will be only \$250.00 per person (\$295.00 per person after February 19<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 the Sunshine State!

As an added bonus, Visit Orlando is offering discounts to attractions, dining and more when you 'show your badge' at selected businesses. Learn more here, [www.orlandomeeting.com/delegate/nj\\_campground\\_owners\\_conference\\_22/](http://www.orlandomeeting.com/delegate/nj_campground_owners_conference_22/).

Sincerely,

*Joann*

Joann DeVescio  
Conference Planner  
New Jersey Campground Owners Association

**Join the Facebook page for all the latest on the conference.**  
[www.facebook.com/groups/MACConference](https://www.facebook.com/groups/MACConference)

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## TENTATIVE SCHEDULE\*

### MONDAY, FEBRUARY 28

- 9 AM – 10:15 AM Safety First - Cyber Security and Brick & Mortar Security & Safeguards  
Patrick Hardy, President & CEO Hytrophly Disaster Management
- 10:15 AM – 10:30AM Break
- 10:30 AM – 11:45 AM 5 Things Your Website Is Trying to Tell You Right Now...But You're Not Listening!  
Matt Weber, CEO, Roar! Internet Marketing
- 12 noon – 1PM Lunch
- 1 PM – 2:15 PM Attracting & Retaining Employees in 2022  
Wendy Sellers, CEO, The HR Lady
- 2:15 PM – 2:30 PM Break
- 2:30 PM – 3:45 PM Start with the End in Mind – Using Your Data To Run Your Business  
John Jaszewski, Broker/Owner, Properties Plus
- 3:45 PM – 4 PM Break
- 4 PM – 5:15 PM Get Creative! - Themed Weekends & Adult Activities  
Lori Severson, CEO, Severson & Associates
- 6 PM Dinner
- 7:30 PM Evening Cracker Barrel

### TUESDAY, MARCH 1

- 8:30 AM – 9 AM ARVC Update - David Basler, VP of Membership and Marketing, ARVC
- 9 AM – 10:15 AM Leave the Calls to Nature, Not Your Attorney  
Christine Taylor, Partner, The Towne Law Firm
- 10:15 AM – 10:30 AM Break
- 10:30 – 11:45 AM Electrical Trends & Maintenance Tips for the Outdoor Hospitality Industry  
Heidi Doyle, Electric Product Specialist, Utility Supply Group
- 12 noon – 1 PM Lunch
- 1 PM – 5 PM Trade Show
- 6 PM Dinner
- 7 PM Auction

### WEDNESDAY, MARCH 2

- 9 AM – 10:15 AM – Be the Solution - Sexual Predators & Human Traffickers – Michael Hannon, Esq.
- 10:15 AM – 10:30 AM Break
- 10:30 AM – 11:45 AM Hidden Profit - Marketing your Camp Store Products to Sell
- 11:45 AM Farewell

*\*Seminars Subject to Change*

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## REGISTRATION FORM 🏡 FEBRUARY 28, MARCH 1 & 2

Campground \_\_\_\_\_

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

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

Attendees: 1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_

Early Registration - \$250 per person - Due by 2/19/22

Late Registration - \$295 per person - After 2/19/22

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, February 28 - Luncheon & 5 Educational Sessions (first session begins at 9AM) - \$175

Monday, February 28 - Luncheon, 5 Educational Sessions, Dinner Reception - \$205

Tuesday, March 1 - 3 Educational Sessions, Luncheon, & Trade Show - \$160

Tuesday, March 1 - 3 Educational Sessions, Luncheon, Trade Show, Annual Banquet - \$205

Tuesday, March 1 - Trade Show Only - \$85

Wednesday March 2 - 2 Educational Sessions - \$130

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

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

Special room rates (\$119/night+taxes) are available at the  
DoubleTree by Hilton Hotel at the Entrance to Universal Orlando, 5780 Major Blvd., Orlando, Florida, 32819.

If accommodations are needed, please contact Hilton Reservations at 1-800-222-TREE (8733)  
using the special rate code (MCC) or the Hilton Booking Link:  
<https://www.hilton.com/en/attend-my-event/mcountd-mcc-b58cbe75-5f71-40d4-a1ec-8413df40a9a3/>

Please Return with your check payable to NJCOA by Friday, February 19, 2022

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

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