



# 2023 MID-ATLANTIC CAMPGROUND CONFERENCE & TRADE SHOW

The **32<sup>nd</sup> Annual Campground Conference** of the Mid-Atlantic States is taking place **February 27, 28, and March 1** at the DoubleTree by Hilton Orlando at SeaWorld in Orlando, Florida. The Trade Show will be held on Tuesday, February 28. 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 **10 educational seminars** with topics that will give you the tools to remain successful 2023. The trade show will feature industry specific vendors.

On Tuesday evening, we will hold our **32<sup>nd</sup> Anniversary Banquet**. We invite everyone to join us in celebrating the great friendships we have made over the past 32 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!

Sincerely,



Joann DelVescio  
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 27

9 AM – 10:15 AM	<b>If Disney Ran Your Business - What Would It Look Like?</b> John Formica – The Ex-Disney Guy
10:15 AM – 10:30AM	Break
10:30 AM – 11:45 AM	<b>All Things Legal!</b> Mark Hazelbaker, Esq.
12 noon – 1PM	Lunch
1 PM – 2:15 PM	<b>Attitude and Why It Matters!</b> Lori Severson, President of Severson and Associates
2:15 PM – 2:30 PM	Break
2:30 PM – 3:45 PM	<b>Digital Marketing – Are You Into It?</b>
3:45 PM – 4 PM	Break
4 PM – 5:15 PM	<b>Real Talk: Campground Management 101</b> Anita Pfefferkorn, Indian Rock RV Park and Lisa Torella, The Great Divide Campground
6 PM	<b>Dinner</b>
7:30 PM	<b>Evening Entertainment</b>

### TUESDAY, FEBRUARY 28

8:30 AM – 9 AM	<b>Jeff Sims, ARVC Update</b>
9 AM – 10:15 AM	<b>SWOT Analysis of the Campground Industry</b> Nichole Poisson - Senior Manager Franchise Development, Kampgrounds of America Inc
10:15 AM – 10:30 AM	Break
10:30 – 11:45 AM	<b>Employers Professional Liability and Why are premiums increasing? A discussion on the trend.</b> Warren Oliver – Senior Marketing executive and Campground and Campground Insurance Specialist, Scirocco Insurance
12 noon – 1 PM	<b>Lunch</b>
1 PM – 5 PM	<b>Trade Show</b>
6 PM	<b>Dinner</b>
7 PM	<b>Auction</b>

### WEDNESDAY, MARCH 1

9 AM – 10:15 AM –	<b>Elevating the Guest Experience or How To Stand Out In A Crowded Market</b> Rachel Godbout, Chief Operating Officer, Advanced Outdoor Solutions
10:15 AM – 10:30 AM	Break
10:30 AM – 11:45 AM	<b>Understanding Diversity, Equality &amp; Inclusion for You, Your Employees &amp; Your Guests</b> Cavita Sawh, MS - The Ginsburg Center for Inclusion and Community Engagement, Office of Diversity Education and Training, University of Central Florida
11:45 AM	<b>Farewell</b>

*\*Seminars Subject to Change*



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## REGISTRATION FORM • FEBRUARY 27, 28, MARCH 1

Campground \_\_\_\_\_

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

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

Attendees: 1. \_\_\_\_\_ 2. \_\_\_\_\_

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

Early Registration - \$250 per person - Due by 2/19/23

Late Registration - \$295 per person - After 2/19/23

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

Monday, February 27 - Luncheon, 5 Educational Sessions, Dinner Reception - \$205

Tuesday, February 28 - 3 Educational Sessions, Luncheon, & Trade Show - \$160

Tuesday, February 28 - 3 Educational Sessions, Luncheon, Trade Show, Annual Banquet - \$205

Tuesday, February 28 - Trade Show Only - \$85

Wednesday, March 1 - 2 Educational Sessions - \$130

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

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

Credit Card # \_\_\_\_\_ Exp \_\_\_\_\_ CVV \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_

Special room rates (\$159/night+taxes) are available at the  
DoubleTree by Hilton Orlando at SeaWorld, 10100 International Dr., Orlando, FL 32821

If accommodations are needed, please contact Hilton Reservations  
<https://www.hilton.com/en/book/reservation/deeplink/?ctyhocn=MCOSRDT&groupCode=CDTMAC&arrivaldate=2023-02-26&departuredate=2023-03-01&cid=OM,WW,HILTONLINK,EN,DirectLink&fromId=HILTONLINKDIRECT>

Please Return with your check payable to NJCOA by Friday, February 17, 2023  
Mail to: NJCOA • P.O. Box 705 • Pomona, NJ 08240 • (609) 545-0145  
JOANN@CAMPNJ.COM • CONFIRMATION WILL BE SENT VIA EMAIL