



EVENTS:

Opening Lunch with Keynote Speaker Mastering the Art of the 4-Wall Experience By Jon Stetson

Be entertained while discovering how to master the art of knowing yourself, your environment, and the dynamics that are taking place when you showcase your brand.

Breakfast and Annual Meeting

'Hit-the-Jackpot' ARVC Foundation Auction & Luncheon

On Thursday afternoon “hit the jackpot” at the ARVC Foundation Auction & Luncheon. Play your cards right, and you can be sure to be the high roller of the party; because this luncheon has no limits! So get competitive and raise your bet! And it's all for a good cause - the Foundation is a 501c3 organization that benefits the future of our RV Park & Campground industry.

Industry Panel

The 2010 ARVC Winners Circle Awards of Excellence Gala

Follow the neon lights to the 2010 ARVC Winners Circle Awards of Excellence Gala. Don't miss this prestigious night, as we recognize the outstanding accomplishments of our members in operations, marketing, management, and within our industry who have gone “all in!” You won't want to cash out on this opportunity to congratulate these outstanding achievements and maybe even take one or two home!

SEMINARS:

Session Descriptions – InSites 2010

Updated 9/20/10

Wednesday, December 1st

8:00 - 9:30 a.m.

Human Resources - Know the Rules!

Kelly Jones, CPO
Leisure Systems Inc., OH

Attend this seminar rich with information that is relevant to campground owners, managers and operators regarding Human Resources. Job Descriptions, Interviewing Questions and Personnel Files will be covered as well as checking out resources available to you.

How to Get Your Park in the News

Jeff Crider
Crider Public Relations, Inc., CA

Jeff Crider, ARVC's media relations consultant, will explain what kinds of information private park operators need to provide to reporters to get their parks in the news. He'll also review highlights of ARVC's media strategy and tell park operators what he needs to include their parks in ARVC's ongoing media relations outreach efforts and address park operator questions involving newspaper, television, radio and online media opportunities.

What I Learned From Visiting 250 Campgrounds

Silvana Clark
Soles4Souls

Ever wonder how other campgrounds use signage, decorate for holidays or keep their bathrooms sparkling? No need to travel across the country checking out other campgrounds. Simply sit back and enjoy seeing slides from numerous campgrounds (don't worry, there aren't 250 slides!). Get ideas on low cost, easy to implement ways to improve your park by seeing how other campgrounds operate.

10:00 - 11:30 a.m.

Growing Green

Barb Krumm, CPO
Ocean Lakes Family Campground, SC

Awareness and action count. Learn how one campground pledged to operate more earth friendly in less than a year. Energized by one guest's letter and a dedicated team, Ocean Lakes Family Campground implemented its award winning "iCare Program," encouraging its teammates and guests to be good stewards of the environment. Session includes planning, challenges and results.

GuestReviews User Update & Forum

Bob MacKinnon, CPO

Get the latest news at this 'must attend' session about this popular member benefit program, ask questions, and share your successful practices. Although this session is designed to provide support for registered users of the GuestReviews program, all parks are encouraged to attend. New users can register for their GuestReviews password at the session. Find out why over 900 ARVC members are participating in this benefit.

More Brain than Brawn

Silvana Clark
Soles4Souls

Let's face it, many guests don't want to participate in three-legged races or lunge down a chocolate covered Slip and Slide. Discover a variety of light-hearted activities that can be done relaxing in a lawn chair rather than dodging water balloons.

Keynote (1:15-2:15 p.m.)

Invest in Your Intuition

Jon Stetson

In a shift of focus from entertainment to empowerment, Jon Stetson created "Invest in Your Intuition." This unique program does more than simply amaze and entertain. Participants have their intuition tested; and they are taught how to tap into their subconscious minds to enhance creativity and decision-making. "Invest in Your Intuition" is a hands-on, interactive session that awakens participants to the possibility of reaching their full potential while experiencing greater personal power and achieving success more easily. Jon Stetson is the one entertainer/speaker in America who truly understands the meaning and importance of capturing the mindshare and heart share of your audience. The Stetson Experience is Intelligent, Interactive, and Fun!

Jon Stetson combines the art of mystery with the science of psychology and the power of intuition to create the impression that nothing is impossible. Thoughts are revealed, minds are read, reality bends and your imagination is challenged. You won't believe your eyes!

Using total audience participation, Stetson dazzles the mind as he challenges you to question what is real and what is unreal. You don't just watch this presentation you experience it! He baffles, mystifies and thoroughly entertains the audience and, in the course of the presentation, he delivers a powerful message concerning the potential of the human mind.

2:30 - 4:00 p.m.

Biting the Hand that Feeds: Understanding and Preventing Employee Theft and Other Theft

Terrence D. Shulman

The Shulman Center for Compulsive Theft & Spending, MI

The U.S. Chamber of Commerce estimates that 75% of employees steal from their workplaces and that most do so repeatedly! The FBI calls employee theft the fastest growing crime in America! But do we really understand the various reasons why people steal and the best ways to deter and prevent employee theft and all forms of theft? Terrence Shulman, an attorney, therapist and consultant, is an expert on stealing and dishonesty.

Customer Service - What to Do with a Negative Review

Bob MacKinnon, CPO

Eventually, we all must deal with an upset guest or negative review. Since conflict is inevitable, what's the best way to respond? After personally dealing with thousands of critical comments and upset guests over a period of more than 40 years, Bob MacKinnon of GuestReviews will share some of his successful strategies and tools to help you respond to negative guest feedback. This will be a hands-on workshop with real-life examples, so bring your "challenging" guest comments for discussion.

Development and Expansion of Your Food Service

Garry Cole, P.E & CPO and Vicki Cole, CPO

Shelby/Mansfield KOA, OH

Are you ready to venture into food service? Or expand your current food service? This thought-provoking presentation will cover a wide gamut of specific food service issues. Not only will menus, pricing for profit, times of operation, employee needs, equipment needs/types and supplier considerations (how, who, when) be discussed but also the more technical topics of: evaluation of infrastructure needs of electric, water, wastewater and physical facilities; budgetary planning and use; and consideration of governmental regulations and licensing. Come get 'filled up' on food service!

Thursday, December 2nd
9:15 - 10:45 a.m.

Campground Emergency Preparedness - The Right Way

Mark J. Maciha, CPRP, CPO
Canyon Vista Training and Consulting, AZ

We will work together to develop a common sense approach to emergency planning for your campground. We'll take a look at everything from minor first aid calls to how a campground needs to prepare and function in large-scale incidents. At the end of the session, you'll have a personalized action plan on how to best meet the demands of emergencies from large to small.

Accounting Fundamentals for the Campground Operator

Donald G. Bennett Jr., CPA
Campground Owners of New York, NY

From Deductions to Credits, this seminar intends to demonstrate the concepts, techniques and tools that can assist you in making each business decision pay off on the job and on your bottom line while keeping you out of trouble. By attending this seminar you should be able to derive enough savings to cover the entire conference registration fees and more.

How to Get "Free" Stuff for Your Campground / RV Park Programs

Clyde Taylor
Taylor Communications

This program has been designed to help you (your campground / RV Park) get "free goods and services" for your organization; especially for programs, activities or select projects for your campers and/or your community. Yes, you read this correctly...FREE! But "free" does have a "price." You must know who to ask, how to ask, and what should be "provided" by your organization in return.

11:00 a.m. - 12:30 p.m.

Dynamics of Working with Your Family

Marcia Galvin, CPO
Normandy Farms Campground, MA

Are you operating a family "business" or a "family" business? Working with others is always a challenge, but working with family is even more difficult. We will pull apart the business and the family and put it into perspective. There are 10 hot tips to help your family work together and "keep the peace" in your family business.

ARVC 2010 Operations/Salary Survey Results and How to Use Them

Cheryl Cothran, Ph.D. and Thomas Combrink
Northern Arizona University, AZ

The university research team that conducted the ARVC 2010 Operations Survey will present the results of this important survey and what it says about the current state of the industry. They will highlight any major changes or trends in the data from the 2008 study and suggest ways that the survey can be used by ARVC members going forward.

20 Groups/Campground Management School

Members from each of the 20 Groups
Mark Maciha, CPO and next Chairman of the Campground Management School

Here is your opportunity to find out how 20 Groups can help your business grow. You will hear it straight from members themselves in this open forum. Also, the Campground Management School will provide you with information on the School and how it too can positively impact your business.

3:00 - 4:30 p.m.

The Ultimate Business Improvement Plan for Those Too Busy to Plan: Seven Doable Actions You Can Take NOW to Improve Your Business Tomorrow

Clyde Taylor
Taylor Communications

Everyone knows the importance of having a plan for improving their business. But, how many people fail to plan because “other priorities and distractions get in the way?” If you know you need a better plan and you just don’t know how to get one developed or where to start, this is the workshop for you!

How to Get the Bang for your Buck with your Ancillary Income!

Cheryl Smith, CPO
Yogi Bear’s Jellystone Park at Lake Monroe, IN

Wikipedia’s definition of *Ancillary Income* is the “monetary supplement received for goods or services from other sources.” Ancillary Income is not only your snack bar, mini golf or pedal cart rentals. Ms. Smith will help you explore ALL of your options to get Ancillary Income not only inside your park but from your community and on your website.

The Model Code and National Issues Impacting on the RV Park & Campground Industry

Michael Hobby, CPO
Moon Landing RV Park & Marina, SC

David Gorin and Aubrey King
King & Gorin, VA

This combined session will incorporate two separate topics. **Model Code:** Learn what the ARVC National Model Code is, the intent behind it, and how it applies to your park. This is a must attend class for every park owner/manager involved with codes compliance.

National Issues: An update on federal issues in the areas of public land, recreation, travel, tourism, transportation and small business that impact on the development, operation and success of RV park and campground businesses and owners.

Friday, December 3rd

7:45 - 9:15 a.m.

Industry Trends: Cabins and Internet

Mike Atkinson

KOA

Eric Stumberg

TengolInternet

Come hear two experts speak about the latest industry trends in areas of cabins and the Internet as it relates to campgrounds.

