



2009 Awards of Excellence Call for Entries



STATE EXECUTIVE OF THE YEAR
DEBBIE SIPE



STATE PRESIDENT OF THE YEAR
MARSHA GAVIN



The ARVC Awards of Excellence recognize the accomplishments of members in operations, marketing, management and industry. Every year, ARVC profiles the winners of its awards with press releases, letters to industry and government leaders, articles in the *ARVC Report*, showcasing on the website and notification on the local, state and national level. This year ARVC will recognize the top two entrants in the brochure, direct mail promotion and website of the year categories.

Select the categories you want to enter and follow the entry instructions. All entries and fees must be postmarked and mailed to ARVC, 455 Tenderfoot Dr., Larkspur, CO, 80118 no later than June 30, 2009

The competition is open to all members of the National Association of RV Parks and Campgrounds (ARVC). There is no limit to the number of categories one may enter. Members who have won a particular category for two of the prior consecutive years may not submit an entry for that category.

A panel of impartial industry professionals selected by ARVC's Membership Committee will judge each entry. Entries are judged on a point system, with points awarded in each judging criteria. Entrants are encouraged to provide as much information as possible to fully respond to each judging criteria. **All categories require at least two entries be submitted for awards to be given in the category.**

All awards will be presented at InSites 2009 in Orlando, Florida. Members being **recognized will be notified in advance** and in future issues of the *ARVC Report*, receive press releases for use in local, county and state newspapers, on the Association's website and notification will be made by ARVC to the tourism industry and other publicity sources.

All entries must be postmarked in or before the entry deadline of June 30, 2009. Entries become property of the National Association of RV Parks and Campgrounds and **are not returned.**

THIS IS A GREAT MARKETING OPPORTUNITY waiting to happen for you. Just see what "Park of the Year" winner, Pismo Coast Village RV Resort in Pismo Beach California had to say;

*"Being recognized as Park of the Year is a great honor. It underscores the **professionalism, hard work, and efforts of our staff**, the positive relationship with our guests and community, and acknowledges our substantial investment in resort improvements. We are all inspired and very proud of this accomplishment."*

"Our guests usually congratulate us and mention staff or improvement projects. The local Convention & Visitors Bureau has noted it in a new visitors guide. A local RV dealer that recently filmed an infomercial here made numerous references to our award. We have highlighted this honor on our webpage. And I know of upcoming ads and magazine articles that will reference it."

Jay Jamison, CPO, General Manager

Award Categories

BROCHURE OF THE YEAR
LAKEWOOD CAMPING RESORT



BROCHURE OF THE YEAR

One award is given in 2 categories: four color and other. Entries are judged on:

- Appearance & content
- Visibility
- Readability
- Appealing cover
- Use of color (if used)
- Arrangement of brochure
- Effective promotion of park & area activities
- Ability to easily contact park
- Use of maps and directional aids

Entrants must submit **five (5)** copies of the brochure. Judges will evaluate each entry separately. **Entry Fee: \$25.00**

DIRECT-MAIL PROMOTION OF THE YEAR

One award is given in 2 categories: four color, other. Entries are judged on:

- Appearance & content
- Purpose of promotion
- Were goals of promotion achieved?
- Were results of promotion tabulated?
- How were results tabulated?
- Use of graphics and visuals

Entrants must submit **five (5)** copies of the direct-mail promotion along with a letter detailing purpose, goals and results.

Judges will evaluate each entry separately. **Entry Fee: \$25.00**

WEBSITE OF THE YEAR

Entrants should submit one printed copy of the homepage of the website to be used for display purposes at InSites 2009. Judges will log on to the website and evaluate each entry separately on the following criteria:

- Promotion of park
- Quality of content
- Navigation functionality & clarity
- Visual appeal
- General site layout
- Professional appearance
- User friendliness
- Clear means to contact park
- Current information & recent updates
- Does site visually depict park?
- Are links useful to consumer?

Entry Fee: \$25.00

SUPPLIER OF THE YEAR

One award is presented to an industry supplier that exemplifies excellence in product, customer service and support. The nominee should be a supplier that goes the extra mile for its customers and the industry. To enter, submit a letter of nomination, which is co-signed by three other ARVC members, that documents the reasons for the nomination. Include clippings, photos, examples of excellence or other supporting documentation.

MEDIUM PARK OF THE YEAR
CHOCORUA CAMPING VILLAGE-KOA



PLAN-IT GREEN AWARD

One award will be given to the park that can demonstrate that they have taken steps and actions to become more eco-friendly. Please

PLAN-IT GREEN AWARD
GRAND HAVEN CAMPGROUND RESORT



submit a letter, and visual documentation if necessary, that documents your goals, actions and results from enacting new green initiatives in your park in 2009. Applications will be evaluated on impact of changes made, commitment to environmentally friendly practices, and efforts to educate guests about support of Plan-It Green practices. *Only available to Member Parks that have taken the "Plan-It Green Pledge."*

STATE PRESIDENT OF THE YEAR

One award is presented to the outstanding chief elected officer of an affiliated state association. Nominees must have at least one year in office by November 1, 2009. This award is judged on the individual's accomplishments as a leader; attendance and participation at ARVC and state meetings or conventions; and commendations and written testimony of nominators and others.

To enter, submit a letter of nomination which documents the reason for the nomination and which is co-signed by three other ARVC members. The nominator and co-signers must provide the name and address of their parks. Include clippings, photos and/or other supporting documentation.



STATE EXECUTIVE OF THE YEAR

One award is presented to an outstanding executive of an affiliated state association. This award is judged on the individual's leadership; their role as an industry spokesperson and representative; service on industry, government or ARVC committees, boards or events; attendance at ARVC events and state association meetings; outstanding accomplishments; and awards, honors and/or recognition by others.

To enter, submit a letter of nomination from the chairman/president of the affiliate state association. The letter must be co-signed by at least three ARVC members. Co-signers must provide the name and address of their parks. Include clippings, photos and/or other supporting documentation.

STATE DIRECTORY OF THE YEAR

One award is presented, in three state association sizes, to an affiliated state association. The sizes are; small (50 members or less); medium (51-150 members); and large (more than 150 members). This award is judged on appearance, readability, use of graphics and art and ease of use.

To enter, submit **five (5) copies** of your state directory.

DIRECT MAIL PROMOTION AWARD LAKE GEORGE RV RESORT



CHAIRMAN'S AWARD MARY ARLINGTON



2009 AWARDS OF EXCELLENCE

ENTRY FORM



**ENTRY DEADLINE
JUNE 30, 2009**

Please complete and return with your entry and all fees to:

**National Association of
RV Parks and Campgrounds**
455 Tenderfoot Drive
Larkspur, CO 80118
303-681-0401 | 303-681-0426 fax
info@arvc.org

Company/Park Name

Contact Person

Address

City/State/Zip

Phone

Fax

Email

Award Category

Park of the Year Award

MEGA PARK OF THE YEAR
OCEAN LAKES FAMILY CAMPGROUND



LARGE PARK OF THE YEAR
LAKE RUDOLPH CAMPGROUND AND RV RESORT



One award is given in four park size categories: small (100 sites or less); medium (101–250 sites); large (251–499 sites); and mega (500+ sites).

The award is judged on:

- National directory ratings
- Operations excellence
- Community service
- Association involvement
- Park promotions
- Management skills
- Education
- Employee training techniques
- Customer Service

To enter, complete the enclosed entry form and submit it with **one (1) copy** of supporting documentation to the ARVC headquarters. You may incorporate the entry form sections into your overall entry as long as each response is in text format with supporting documentation. (Example: For Section I, you could list your ratings on a sheet of paper followed by copies of the actual directory pages as supporting documentation.) Supporting documentation may include, but not be limited to, photos, clippings, letters of recommendation or commendation, etc. Entry deadline is June 30, 2009.

Entry Fee: \$50.00

PARK OF THE YEAR ENTRY FORM

Operations Excellence / Awards & Recognitions

_____ Park

Award: _____ Date: _____

_____ City

Award: _____ Date: _____

_____ Category (small, medium, large, mega)

Award: _____ Date: _____

Entrants must submit one (1) entry form with supporting articles, pictures, brochures and other documentation. Each entry will be evaluated separately; more information is better than less. Please reference corresponding section on all supporting documentation.

Award: _____ Date: _____

Ratings (check all that apply)

Woodalls		Trailer Life Directory			Wheelers
Facilities	Recreation	Facilities	Recreation	Visual Appeal	
5W	5W	9-10	9-10	9-10	5 Star
4W	4W	7-8	7-8	7-8	4 Star
3W	3W	5-6	5-6	5-6	3 Star
2W	2W	3-4	3-4	3-4	2 Star
1W	1W	1-2	1-2	1-2	1 Star

Recognition: _____ Date: _____

Recognition: _____ Date: _____

Customer Testimonials: please attach a sampling of those received in the last year

COMMUNITY SERVICE

What is the role of the park in the project?

How much time is volunteered and who is involved in the project?

Donations/Fundraising...describe what and how much

Give a brief history of the park's commitment in the project

ASSOCIATION INVOLVEMENT

Boards, Committee's Attendance at Events & Meetings
State Level

Regional Level

National Level

PARK PROMOTIONS

Specific Goals, Well Defined Marketing Plan. Does everything work together to achieve goals?

Describe your consumer marketing plan

Effectiveness and impact...what were the results and how were they measured?

MANAGEMENT SKILLS

Years in business _____
Staff involved in the Certified Park Operator program...
how many are involved and accomplishments?

List other industry related seminars and workshops

EMPLOYEE TRAINING

Employee training...briefly describe specific training process for employees

Employee rewards/recognition...briefly describe program

CUSTOMER SERVICE

What standards have been set to insure that the expected level of customer service is met?

How are those standards monitored?

Is there recognition and/or reward system for exceptional customer service...briefly describe

Return Completed Form and Supporting Documentation to:

National Association of RV Parks & Campgrounds
455 Tenderfoot Drive
Larkspur, CO 80118