

## *InSites Offers Attendees Keys to Success*

ARVC's InSites 2008 may be but a memory but the seminars, awards, networking and more will continue to benefit attendees for years to come. Held in the heart of downtown Nashville, TN, members and suppliers alike took advantage of the many opportunities to learn about the state of the industry, our association, the latest in products and services, and tips for success in today's economic climate.

The event kicked off with the Music City Welcome Breakfast and Annual Meeting held Wednesday morning. President Profaizer and Chairman Anderson, CPO shared several association accomplishments including a redesigned arvc.org member website, the growing Plan-it Green program, and our very own member benefit GuestReviews program – with over 600 parks taking advantage of this free benefit in the first year!

Additionally, President Profaizer, in conjunction with the state presidents and state executives, announced a new national consumer survey program to be posted on all association websites to measure the 2009 travel intentions of RV/camping consumers.

The Harmony Luncheon and General Session introduced us to Brian Biro, our keynote speaker, sponsored by Leisure Systems, Inc./Yogi Bear Jellystone Park Camp Resorts. Brian inspired the audience with his story of Allison the redheaded swimmer-that-could and the absolutes of possibility thinking. Through this engaging story he gave us a glimpse into the human psyche, tips on how to motivate others and ourselves, and an amazing exercise demonstrating the power of the mind.



Speaking of the power of the mind, attendees were delighted with the quality and diversity of the many professional development seminars offered this year. From classes on financial matters to human resources and staffing to recreation, the learning opportunities were tremendous. Attendees participating in the CPO program received credit via a nifty new scanner.

The Outdoor Hospitality Expo was buzzing with new and exciting products and services. Over 100 exhibitors shared their insight on their specific areas of expertise as well as many offering a show discount.



The ARVC Foundation got in on the good times (for a good cause) too, with both the Music Row Live Auction – complete with country music’s Dolly Parton and Garth Brooks (celebrity impersonators) and the Beat Goes On Silent Auction held the following day. The Country Music Sweepstakes squares were sold out once again and some winners donated their cash prizes back to the Foundation for the good of the association.



The convention wrapped up with the always anticipated Awards of Excellence Luncheon. 2008/2009 Awards of Excellence were bestowed upon honorees with recognition on both the state and national level. Daniel Gurley, ARVC Director of Membership and Carolyn Strong, CPO, Chairman of the Membership Services Committee were joined by Micki Leak, ARVC Director of Meetings in presenting the Awards of Excellence with:

- Medium Park of the Year awarded to Chocorua Camping Village-KOA, Chocorua, NH Leo and Shirley Spenser
- Large Park of the Year went to Lake Rudolph Campground and RV Resort, Santa Claus, IN – Phillip J. Koch
- Mega-Park of the Year was awarded to Ocean Lakes Family Campground, Myrtle Beach, SC – The Jackson Family

Other award winners were:

- Direct Mail Promotion – Lake George RV Park, Lake George, NY
- Brochure of the Year – Lakewood Camping Resort, Myrtle Beach, SC
- Website of the Year – Lakewood Camping Resort, Myrtle Beach, SC

Honorable Mention: Rincon Country RV Resorts, Tucson, AZ

- State Directory of the Year:
  - Small – Maryland Association of Campgrounds
  - Medium – Missouri Association of RV Parks and Campgrounds
  - Large – California Association of RV Parks and Campgrounds
- State Executive of the Year – Debbie Sipe, Executive Director, CA
- State President of the Year – Marcia Galvin, CPO, Normandy Farms Family Campground, MA
- Largest Percentage Increase in Membership – Louisiana Campground Owners Association

- Greatest Numerical Increase in Membership – Florida Association of RV Parks and Campgrounds
- Plan-it Green:

Mi-Te-Jo Campground Milton, NH  
Grand Haven Resort, Kimbolton, OH



Mary Arlington, CPO, High Plains Camping Resort, Oakley, KS received the Chairman's Award for her unwavering dedication to our industry's success.



Class of 2008 CPO graduates including initial certifications, re-certifications and lifetime certifications were recognized for their commitment to higher education - bettering themselves, their businesses, and the industry as a whole. A new award category was introduced this year – GuestReviews – recognizing 21 ARVC member parks that garnered an “A” rating.

The prestigious Stan Martin Award was presented by the 2007 Stan Martin Award winner, Norman Guervich – representing the Guervich Family, with all attending past winners on stage, to George O’Leary, Rincon Country RV Resorts, Tucson, AZ. The award was accepted by a very surprised and humble George O’Leary.

The 2008 ARVC InSites Convention and Outdoor Hospitality Expo was by all accounts a hit. Look for full event coverage in the December 2008/January 2009 ARVC Report where we’ll share with you complete details, photographs, interviews and more.

Mark your calendars today and plan to attend the next big thing in RV park and camping national conventions – in partnership with Leisure Systems, Inc./Yogi Bear Jellystone Park Camp Resorts – the InSites 2009 Convention and Outdoor Hospitality Expo in Orlando, Florida November 10<sup>th</sup>-13<sup>th</sup>. We’ll be looking for you!