

November 9-12, 2009

Rosen Centre Hotel, Orange County Convention Center

PASSPORT *Orlando*

To A World Of Opportunity



National Association of
RV Parks & Campgrounds

SEMINARS
Learn from the Experts

TRADESHOW
See New & Innovative Products

NETWORKING
Exchange Ideas

ATTRACTIONS
Enjoy the Magic of Orlando!

Your Industry Partner *for a Changing Tomorrow*



TM & © Hanna-Barbera (109)

Convention Registration

Orlando Area Campgrounds

21 Palms RV Resort

6951 Osceola Polk Line Road
Davenport, FL 33837
407-397-9110

Aloha RV Park

4648 South Orange Blossom Trail
Kissimmee, FL 34746
407-933-5730

Disney's Fort Wilderness Resort

4510 North Fort Wilderness Trail
Lake Buena Vista, FL 32830-1000
407-934-7639

El Punto RV Park

3405 North Orange Blossom Trail
Orlando, FL 32804
407-297-4011

Highbanks Marina & Camp Resort

488 W Highbanks Road
DeBary, FL 32713
386-668-4491

Kissimmee Orlando KOA

2644 Happy Camper Place
Kissimmee, FL 34746-5715
800-562-7791

Lake Fairview Mobile Court

4462 Edgewater Drive
Orlando, FL 32810
407-293-8581

Lake Magic RV Resort

9600 Highway 192 West
Clermont, FL 34711
888-558-5777

Lemon Bluff RV Park

949 Lemon Bluff Road
Osteen, FL 32764
321-239-4410

Orange Blossom RV Resort LLC

3800 W Orange Blossom Trail
Apopka, FL 32712
407-886-3260

Orlando Winter Garden RV Resort

279 West Highway 50
Winter Garden, FL 34787
866-384-3714

Ponderosa RV Park Resort

1983 Boggy Creek Road
Kissimmee, FL 34744
407-847-6002

Sherwood Forest RV Park

5300 West Irlo Bronson Highway
Kissimmee, FL 34746-4724
800-548-9981

Tropical Palms Fun Resort

2650 Holiday Trail
Kissimmee, FL 34746-4707
407-396-4595

Twelve Oaks RV Resort

6300 SR 46 West
Sanford, FL 32771
800-323-0880



Rosen Centre Hotel is the official headquarters for the 2009 ARVC InSites Convention and Outdoor Hospitality Expo. Located 12 minutes from Orlando International Airport, this full service resort hotel offers seven restaurants and lounges, tropical pool with whirlpools, lighted tennis courts, health club, full-service spa, video arcade and complimentary transportation to the Rosen Shingle Creek Golf Club.

All of the ARVC InSites General Sessions, Seminars, and fabulous scheduled evening events will take place at this hotel. Do not miss out on this opportunity to be where the action is and network with your fellow attendees and vendors!

Why Stay at the Rosen Centre Hotel?

- The hotel is located directly across the street from the convention center Expo.
- Waste no time commuting. Spend quality time networking with colleagues.
- Save gas and money. Parking is free to hotel guests.
- Free shuttles run to and from the hotel to the Expo.
- Here is your opportunity to stay at a world class hotel at the discounted ARVC rate.

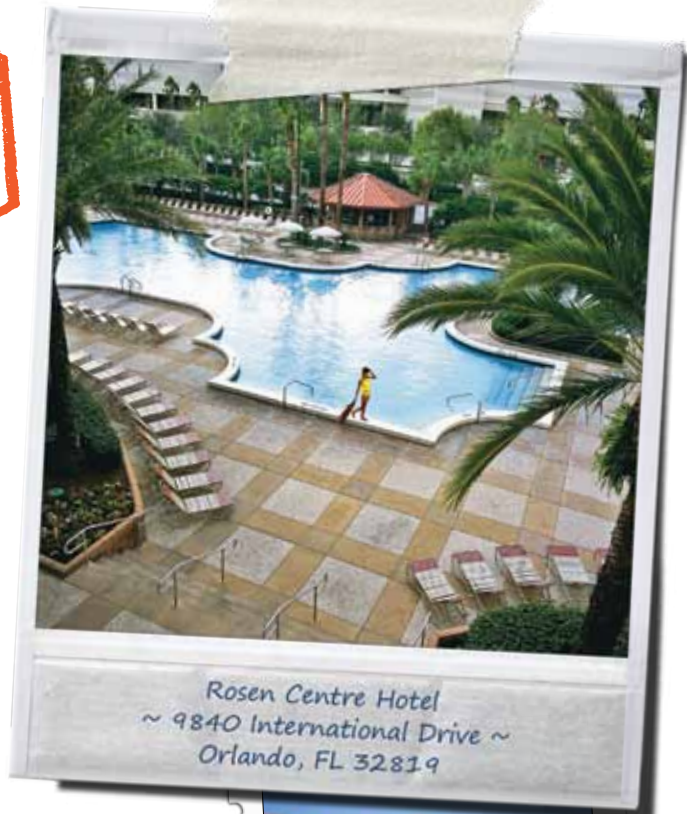
You can help ARVC remain a strong organization by booking your room at the host hotel. Meeting our room commitment allows ARVC to rebook convention facilities in your favorite destinations. If ARVC fails to meet its contractual obligations to the hotel, financial penalties will be assessed, potentially affecting future convention registration fees.

For reservations - Visit www.arvc.org and use the special link or contact the hotel directly.

Phone: 407-996-9840
Toll Free: 1-800-204-7234
On-Line: www.rosencentre.com
ARVC Attendee Code: 43737

4 Ways To Register:

- Phone:** 800-395-2267
303-681-0401
- Fax:** 303-681-0426
- Mail:** National Association of RV Parks & Campgrounds
455 Tenderfoot Dr.,
Larkspur, CO 80118
- Online:** www.arvc.org



EXPO INFO

Wednesday, November 11
2:00pm – 6:00pm

Thursday, November 12
10:00am – 5:00pm

Newcomer? First time to InSites?

Let the InSites 2009 Buddy System pair you with a seasoned veteran who will help you navigate through the jam-packed days of non-stop events.

Your buddy can help you unscramble the schedule of seminars, meetings, and events to make your first convention a meaningful and fulfilling experience. Signing up is simple. Just fill in your name(s) on the Registration Form. Your personal InSites 2009 Buddy will contact you prior to the convention.

Join your buddy and the other members of ARVC at the Monday, November 9 Welcome Breakfast at 7:45am. You will be personally escorted by your buddy to a reserved table for Newcomers.

We look forward to seeing you on the opening day of InSites!



Foundation Golf Outing

Wednesday, November 11, Shingle Creek Golf Club, 7:30am Shotgun Start

Shingle Creek Golf Club is rated as one of America's TOP 40 new golf courses by *Golfweek Magazine*. Entry fee of \$150 includes range balls, riding cart, GPS, lunch, contests, gifts and prizes. Callaway and Taylor Made rentals are available for those without clubs.

The Foundation golf outing is an opportunity for ARVC members and guests to network and relax in a day of golf enjoyment on a premier course! All proceeds will benefit the ARVC Foundation. The outing is open to everyone.



Light up Orlando

On your first night you will be welcomed to a world of fun and excitement...Everything you would expect in visiting the "attraction capital" of the world.

"Light up Orlando" will feature the sights and sounds of local entertainment, and a variety of food stations to give you a taste of the tropics. Here is where you can renew old acquaintances and meet new friends, exchange ideas, and catch up on old times.

This will be the perfect kick-off to a great convention!

The All-Star Party / Auction / Sweepstakes

Wednesday night, get ready for an "All-Star" experience in the widely acclaimed ARVC sports arena.

Grab your rally caps and bring your competitive spirit for a slam dunk auction of fantastic items including your favorite sports heroes; past and present. And, be sure to enter the home run derby sweepstakes...you can't win if you don't come to play! Tailgating is encouraged; fun, food, music, and games, highlighted with a nostalgic display of sports memorabilia and some special surprises. This promises to be the Super Bowl of the InSites 2009 Convention!

The Academy Awards Gala

This year we're rolling out the red carpet. It's the 2009 ARVC Awards of Excellence.

Don't miss this prestigious night, as we recognize the outstanding accomplishments of our members in operations, marketing, management, and within our industry. This will be the Hollywood extravaganza that will leave you buzzing!

Reminisce as you dine, with memorable Emmy Award winning movies; Hollywood's best of the best. And as a special bonus feature, you don't want to miss the Lifetime Achievement Award Presentation given to Yogi Bear Jellystone Parks® as they celebrate 40 fabulous years.





Saturday November 7

2009 Park Operators On Tour

8am – 7pm

Each year in conjunction with our national conference, ARVC hosts an intensive tour providing park operators with the opportunity to visit top-quality local area parks for a learning and networking experience.

ARVC is fortunate to again have industry veteran Bob MacKinnon, CPO at the helm as the host of this year's tour. With his knowledge and insight into the industry and park operations, Bob creates an extremely valuable experience, turning our tour bus into a virtual classroom on wheels. He leads frank discussions and shares observations on the unique factors that make each of the parks successful. This year's tour will visit top-rated parks within 1½ hour's drive from Orlando. Our preliminary list shows quite a variety of facilities, both large and small, independent and franchise, family camping and RV resorts...there will be great ideas for everyone.

Although many tour participants are seasoned industry veterans, we also find that newcomers benefit from this concentrated exposure to the variety of facilities and their owners' strategies. Come and learn with us!

Sunday November 8

FUNdation

8am – 4pm

FUNdation is an intense recreation educational program that teaches you how to conduct recreational programs. Learning tricks of the trades, new ideas for theme weekends, and experiencing hands-on activities and crafts; will help the campground owner, manager, and activities director. Separate fee, \$125 per person.

Sign up early, only 50 seats available for this class. Great price for important information!!!

OSHA Compliance Training

8am – 4pm

You've been asking for it...and here it is!! We know that you might be afraid to ask those OSHA questions, so we are bringing J.J. Keller & Associates, Inc. to you for an 8 hour compliance training. These are just some of the topics that will be covered:

- Material handling
- Fire safety
- Hazard communication
- Machine guarding \bloodborne pathogens
- Slips, trips, and falls
- plus many more

Separate fee, \$25 per person. This is a \$450 + value per person!!

Sign up early, only 50 seats available for this class. Great price for important information!!!

Reserve online at www.arvc.org or call the ARVC office at 303-681-0401.

Monday, November 9

Best Ideas for Small, Medium and Large Parks

Come share your "best idea" or promotion with others. The session will cost you only \$5. Divided into separate groups, each winner of the "best idea" for their size park, walks away with the cash! You and the rest of the group take home numerous proven and successful ideas for your park.

No Equipment? No Problem!

Gregg Catalano will bring loads of fun that won't put a hole in your wallet!

Understanding the Employee You Hired!

Anita Brooks will help you understand the personalities of your staff and show you how to turn your employees into a well-working team!

Helping your Business Grow Through Social Networking

Malcolm Munro will show you how to make Facebook, Twitter, YouTube, LinkedIn, and others work for you. Discover what it takes to be on the cutting edge of the next generation of internet marketing. This dynamic knowledge-packed presentation will show you how to get your park noticed through social media for no costs.

Identity Theft and its Potentially Crippling Effect on You as a Business Owner

Gary Quigley will explain why business owners are at a much higher risk to be affected by identity theft and how simple negligence regarding personal information could cost your business. Gary will also review the laws and regulations related to identity theft. Understanding these laws and being compliant are a must for all business owners. Failure to comply may cost your business dearly. Gary will review the steps necessary to help protect yourself, your employees, your customers and most importantly, your business!

Industry Outlook

Join us as we listen to industry leaders as they discuss the state of the industry, the challenging times and the emerging opportunities available today. There will plenty of time for questions and comments during the session.

Tuesday, November 10

Marketing Your Park through Mass Mailing

Cliff Stewart will show you that there is still a need for direct mail in addition to advertising on the web. You still need to know the best way to get your information out to those who don't use the internet. He will explain how to do mailings efficiently, to understand postal codes, and teach you how to update your marketing mass mailing plans.

Don't Move the Firewood!

The Nature Conservancy will talk about how moving firewood into campgrounds is killing our trees and affecting your community.

American Disabilities Act

Bob Mucci will help you understand all of the new changes in the American with Disabilities Act which passed in 2008 and how it may affect your business in ways that you never thought possible.

Crucial Estate & Succession Planning

Lee Resnick will help you understand how to get your park ready to hand down to your family and what you need to do in order to sell your park.

How to Create Packages for Your Park

If you take what you do well and put it together with the quality product and service you offer, you will attract new customers and add conveniences for your current guests. Using your resources together with the cooperation of your community and local businesses, Julie Burbank will show you how to create packages that will help increase the length of stay of your campers and guests.

Solar and Windbine Panel Discussion

A group discussion from leaders in the Solar and Windbine industries come together to help you decide how to make your park more energy efficient using today's new technology.

Hot Topics Roundtable

Join your colleagues for a roundtable discussion on the latest trends, products, and issues affecting your business today. This is your chance to bring the challenges and problems you are grappling with to your peers for comment and discussion.

Wednesday, November 11

How to Capture your Park on Film

They say a picture can say a thousand words. Let Dave and Tracey Markowich show you just how to do that with your own camera or video camera; without it costing you an arm and a leg!

Utility Equipment

How do I make it work effectively? Learn from Wade Elliott hands-on what you need to know about your utility equipment

Economics Today and Your Campground

Joe Murray has a passion for sharing his knowledge of economics and what it means to you.

Taking Your Park from Rags to Riches

Gary Quigley will walk new park owners through a business plan that will help take you from startup to a thriving campground! The Quigley Family journey will give the new park owner optimism that there is a light at the end of that seemingly endless tunnel. Gary will also explain what areas are important to help you reach your personal business goals.

Thursday, November 12

How to Conduct Business in a Changing World

In today's volatile business climate, your park and campground must continue to shift, change and flex itself. The world has changed and the way we do business has changed. Come hear how other sectors of the hospitality and outdoor industries are coping. Learn from customers themselves how selling practices and store tactics have changed and how to adjust to these modifications in today's business!

Questions Regarding Classes?

Contact: Cheryl Smith
 Director of Education
csmith@arvc.org
 303-681-0401 ext. 18



InSites 2009 Outdoor Hospitality Expo
 ~ Orange County Convention Center ~
 9860 Universal Blvd., Orlando, FL 32819

Saturday, November 7

- 8:00am-7:00pm Park Operators on Tour
(Separate registration & fee required. See registration form)
- 2:00pm-6:00pm Executive Committee Meeting

Sunday, November 8

- 8:00am-4:00pm Council of Delegates Meeting
 FUNdation All-Day Seminar
 OSHA All-Day Seminar
- 8:00am-5:00pm State Executives/CAMP Meeting
- 9:00am-2:00pm Executive Committee Meeting
- 5:00pm-6:00pm Leadership Reception
(By invitation only)

Monday, November 9

- 8:00am-10:00am Welcome Breakfast &
 ARVC Annual Meeting
- 10:15am-11:15am Professional Development
 Seminars
- 10:15am-1:00pm ARVC Board of
 Directors Meeting
 State Executives/CAMP Meeting
 State Presidents Meeting
- 11:30pm-1:00pm Professional Development
 Seminars
- 1:15pm-3:00pm "Industry Outlook"
 General Session Luncheon
- 3:15pm-4:45pm Professional Development
 Seminars
- 3:15pm-6:30pm ARVC Board of Directors Meeting
 State Executives/CAMP Meeting
- 5:00pm-6:00pm "Happy Hour" Cracker Barrel
- 6:00pm-9:00pm "Light Up Orlando" Party

Tuesday, November 10

- 7:30am-9:30am ARVC Foundation Meeting
- 9:45am-11:00am "Hot Topics" Roundtable
 Discussion Session
- 11:15am-12:45pm Professional Development
 Seminars
- 12:45pm-2:00pm Bistro Lunch
- 12:45pm-1:45pm Business Forum Luncheon
- 1:45pm-3:45pm Business Forum Meeting
- 2:15pm-3:45pm Professional Development
 Seminars
- 4:00pm-5:30pm Voting Area Caucuses
 Dinner on Your Own

Wednesday, November 11 (Foundation Day)

- 7:00am-1:30pm ARVC Foundation Golf Outing
- 8:30am-10:00am Professional Development
 Seminars
- 10:15am-11:45am Professional Development
 Seminars
- 12:00pm-2:00pm Lunch on Your Own
- 2:00pm-6:00pm Outdoor Hospitality Expo
(Convention Center)
- 6:30pm-9:00pm ARVC Foundation All Star Party/
 Auction/Sweepstakes Drawing

Thursday, November 12

- 8:00am-9:30am "How to Conduct Business in a
 Changing World" General Session
- 10:00am-5:00pm Outdoor Hospitality Expo
(Convention Center)
- 1:00pm-2:00pm Mingle with the
 Exhibitors Lunch
(Convention Center)
- 10:15am-3:00pm Board of Directors Meeting
- 6:00pm-9:00pm The ARVC Academy Awards Gala

Schedule as of 6/19/2009 Subject to Change



REGISTRATION



COMPANY NAME		
STREET		
CITY	STATE	ZIP
PHONE	FAX	
COMPANY/CONTACT EMAIL		
NAME	NAME FOR BADGE	EMAIL
NAME	NAME FOR BADGE	EMAIL
NAME	NAME FOR BADGE	EMAIL

1 FULL INSITES REGISTRATION All fees are per person. 2 INDIVIDUAL & OPTIONAL EVENTS

OPTIONS	RATE	NO.	SUBTOTAL	DATE	EVENT	RATE	NO.	SUBTOTAL
1 st & 2 nd registrant from same park/company (After 6/30/09)	MEMBER	\$475	\$	SAT 11/7	Park Operators On Tour	MEMBER	\$175	\$
	NON-MEMBER	\$575	\$			NON-MEMBER	\$225	\$
3 rd & 4 th registrant from same park/company (After 6/30/09)	MEMBER	\$425	\$	SUN 11/8	All-Day Seminar: FUNdation	\$125	\$	
	NON-MEMBER	\$525	\$		All-Day Seminar: OSHA Seminar	\$25	\$	
5 th and up registrant from same park/company (After 6/30/09)	MEMBER	\$350	\$	MON 11/9	Welcome Breakfast & Annual Meeting	\$40	\$	
	NON-MEMBER	\$450	\$		General Session Luncheon	\$45	\$	
TOTAL FULL REGISTRATION FEES					Light Up Orlando Party	\$50	\$	
Full registration includes all ARVC events with the exception of the All-Day FUNdation and OSHA seminars, Park Operators On Tour, and the Foundation Golf Outing.				TUE 11/10	Bistro Lunch	\$40	\$	
				WED 11/11	Foundation Golf Outing	\$150	\$	
				WED-THU 11/11-12	Foundation All-Star Party & Auction	\$65	\$	
				THU 11/12	Expo (includes Lunch Thursday)	\$60	\$	
The Official Hotel for the InSites 2009 Convention & Expo will be the Rosen Centre at 9840 International Drive across the street from the convention center.				THU 11/12	Academy Awards Gala	\$65	\$	
					TOTAL INDIVIDUAL & OPTIONAL EVENTS FEES			

3 DAILY PACKAGES

DESCRIPTION	RATE	NO.	SUBTOTAL
Monday, November 9: (Includes Welcome Breakfast & Annual Meeting, General Session Luncheon, Professional Development Seminars, ARVC Open Forums, Cracker Barrel Hospitality Party, & Light Up Orlando Party)	MEMBER	\$175	\$
	NON-MEMBER	\$225	\$
Tuesday, November 10: (Includes General Session, Professional Development Seminars, ARVC Open Forums & Bistro Lunch)	MEMBER	\$125	\$
	NON-MEMBER	\$175	\$
Wednesday, November 11: (Includes Expo, Professional Development Seminars, ARVC Open Forums and Foundation All-Star Party & Auction)	MEMBER	\$175	\$
	NON-MEMBER	\$225	\$
Thursday, November 12: (Includes General Session, Expo & Lunch, Academy Awards Gala)	MEMBER	\$175	\$
	NON-MEMBER	\$225	\$
TOTAL DAILY PACKAGE FEES			\$

InSites Newcomer? Need an InSites Buddy? Sign-up here for an InSites buddy. Get the most from your experience; there are life-lines out there. Just give us your name(s) and contact information. Special tables will be reserved at the Welcome Breakfast & Annual Meeting for you and your buddy to connect. Join us on Monday, November 11th, at 7:45am.	NAME OF INSITES NEWCOMER
	NAME OF INSITES NEWCOMER

PAYMENT

4 Ways To Register: Phone: 800-395-2267 /303-681-0401 Fax: 303-681-0426 Mail: National Association of RV Parks & Campgrounds 455 Tenderfoot Dr., Larkspur, CO 80118 Online: www.arvc.org Convention Contact: insites@arvc.org Cancellation Policy: Cancellations received by October 1, 2009 entitle you to a full refund. After October 1, a \$75 administration fee will be charged. All cancellations must be made in writing. No refunds will be made after October 29, 2009, including "no shows", without a medical certificate. There are no refunds for events that require a separate fee.	1 FULL REGISTRATION FEE TOTAL \$	
	2 INDIVIDUAL & OPTIONAL EVENT TOTAL \$	
	3 DAILY PACKAGE TOTAL \$	
	GRAND TOTAL \$	
	<input type="checkbox"/> Check (Payable to ARVC, 455 Tenderfoot Dr., Larkspur, CO 80118) <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard	
	CARD NO.	
	EXP. DATE	SECURITY CODE
	NAME ON CARD	
	AUTHORIZED SIGNATURE	
	BILLING ADDRESS	