



The ARVC Foundation is accredited by the International Association for Continuing Education and Training (IACET) and is authorized to issue the IACET CEU.

What is a CEU? The Continuing Education Unit (CEU) was created by IACET as a measurement of continuing education. One CEU is equal to ten contact hours of participation in an organized continuing education experience under responsible sponsorship, capable direction, and qualified instruction.

Everyone who attends any courses approved by the ARVC Foundation may earn CEUs. To earn the indicated CEUs attendees must attend the session in its entirety, sign in on the attendance sheet, complete and return the CEU Request Cards. The ARVC Foundation will track these classes in our database and will be able to provide attendee with an official transcript of all courses where CEUs were earned.

The courses listed below have been approved by the ARVC Foundation as a quality education course.

CEU Approved Courses

Business Development

Business Plans 101

.1 CEU

Mia Johnson Caetano, Northeast Campground Brokers
Jack Day, Norway Savings

A business plan is an essential roadmap for business success. This living document generally projects 3-5 years ahead and outlines the route a company intends to take to grow revenues. Whether you are refinancing your existing mortgage or applying for a loan to expand your current operations, lenders will require this road map to determine whether they want to loan you the money. But its more than just a fund-raising tool—it's a tool for understanding how your business is put together. You can use it to monitor progress, hold yourself accountable and control your business's fate. We will discuss the basic outline of the business plan, including business structure, goals for the future, setting marketing and operational milestones and creating financial projections.

Learning Outcomes

1. Describe basic outline of the business plan.
2. Select one operational milestone.
3. Propose one goal for the future.

Business Analysis using a SWOT Approach

.1 CEU

Barb Youmans, MBA
Senior Director of Education, arvc
Executive Director, ARVC Foundation

You know that you should formally analyze your business or work place on a regular basis, but when was the last time you actually did it? Knowing where to start and how to accomplish this task can be overwhelming. By using a SWOT approach, you can quickly take a look at all areas of your business to help make well informed decisions regarding current and future operations.

Learning Outcomes

1. Discuss the benefits of using SWOT to analyze your business.
2. Complete a Quick SWOT Analysis.

Guest Expectations

What Campers Want...And How To Give It To Them

.1 CEU

Larry Brownfield, CPO, OHE

Director of Franchise Development, KOA

How do the changing taste and times affect people's values and attitudes - exploring what really motivates people to make travel and life decisions. Based on Daniel Levine's research and the North American Camping Report.

Learning Outcomes

1. Discuss key findings related to desires and behavior of the North American camper based on the 2016 North American Camping Report by KOA.
2. Discuss key findings related to the economic impact of the Outdoor Hospitality industry based on the 2016 RVs Move America study by RVIA.

Conflict Management

.1 CEU

Mark J. Maciha, Ed.D

Northern Arizona University

Director, Park Ranger Training Program

This session will explore the use of tactical communication approaches to understand, diffuse, and resolve problems at the lowest effective level.

Learning Outcomes

1. Identify elements that interfere with effective conflict resolution.
2. Describe how to use active listening and tactical communication to diffuse potential conflict situations.

Customer Satisfaction is Worthless, Customer Loyalty is Priceless

.1 CEU

Robert Bouse

Chief Experience Officer

Travel Resorts of America

This course is designed to provide a different view of Customer Satisfaction. Today's customer that is simply satisfied will move to a different business or service provider without giving it a thought or care. However, loyal customers will stay with a business or service even when they are occasionally treated poorly. This course will focus on the difference between satisfied and loyal customers and will provide methods to convert satisfied customers to loyal customers and why that is vital to the participants' business.

Learning Outcomes

1. Identify the difference between customer satisfaction and customer loyalty.
2. Analyze the value of making service level changes to convert satisfied customers into loyal customers.

The Complete Guest Experience

.1 CEU

Barb Youmans, MBA

Senior Director of Education, arvc

Executive Director, ARVC Foundation

Providing a great guest experience means your guest are much more likely to return. But there is more to the guest experience than simply providing great customer service. It means every aspect of your park should meet the needs and wants of your target market and make your guests experience unique enough to bring them back time after time.

Learning Outcomes

1. Identify what factors impact a great guest experience.
2. Discuss ways to measure guest satisfaction.

Guest Services

The Importance of Reservation Systems

.1 CEU

Scott Anderson
President/CEO
Cruise Inn RV Parks

Understanding which reservation system will work best for you will help your business, employees, and guests. In this session you will learn what to look for when considering a reservation system and how to put together a prioritized requirements list to ensure you are getting what you need before you purchase a system.

Learning Outcomes

1. Describe what to look for when deciding on a reservation system for your business.
2. Create a requirements list to assist in decision making.

Must Know for the Front Desk

.1 CEU

Jayne Cohen
Jayne L. Cohen & Associates

Proven front desk and customer service standards and skills for RV parks and campgrounds. Creating Exceptional Service is about changing your company's culture and attitude. When a guest's expectations are not met you have lost a customer. Learn proven methods to make better impressions, provide increased service and exceed your customer's expectations! Learn skills and traits to provide exceptional customer service including how to make an instant connection with anyone!

Learning Outcomes

1. Identify tactics to create better first impressions.
2. Discuss how meeting expectations can increase guest satisfaction and improve the overall guest experience.
3. Identify tactics to create a lasting goodbye.

Human Resources

Developing an Intern Program for Your Park

.1 CEU

Ron Vitkun
Director of Franchise Sales & Development
Leisure Systems Inc.

Students today are pursuing experiential learning, particularly internships. Colleges and Universities now require students to have an internship for graduation. Significant discussion has developed around the concept, purpose, structure and function of internship. This course will focus on how to build a partnership with your local higher education institutes related to building an internship program.

Learning Outcomes

3. Describe your responsibilities should you choose to have an Intern Program.
4. Identify recruiting strategies for hiring Interns.

Understanding Millennials

.1 CEU

Barb Youmans, MBA
Senior Director of Education, arvc Executive Director,
ARVC Foundation

Millennials are optimistic, generous and practical. They change jobs frequently and are the largest generation ever to live with their parents well into their 30's. In 2015 they became the largest generation in the U.S. workforce. This session will not only help you understand this generation better, but will provide tips and tricks for employees and guest within the Millennial Generation.

Learning Outcomes

1. Recognize what millennials value.
2. Identify workplace strategies that create a win-win for your business and the millennial employee.

Understanding the Value of a Trained Team

.1 CEU

Barb Youmans, MBA
Senior Director of Education, arvc
Executive Director, ARVC Foundation

A trained team is happier, more productive and efficient and less likely to make mistakes. Finding time to train can be difficult while managing a business. Using solutions such as online training, conferences, and the National School of RV Parks and Campground Management can help train your employees while leaving you free to run your business.

Learning Outcomes

1. Discuss the value of providing training to all employees.
2. Identify tools available to support employee training.

Leadership

Monday Morning Leadership

.2 CEU

Annis Davis
Performance Plus Consulting

Monday Morning Leadership is a story that can help your career! Everyone faces challenging workplace issues and obstacles. This “awareness session” gives a brief overview of the eight mentoring lessons that will help you become a better manager, employee, and person. The session is based on the best-selling management book by David Cottrell – *Monday Morning Leadership*. Session topics will include the common problems that confront managers and supervisors, and an introduction to the eight crucial management lessons to solve them.

Learning Outcomes

1. List the key components to help you become a better manager

Marketing

What Could Go Wrong?

.1 CEU

Roxi Baxley
Strait Web Solutions

This course will address the many ways a business' social media efforts can fail. Whether it be a post that is misunderstood or you are being attacked by an angry group of individuals online. We will discuss measures you can take to avoid this kind of damage or to repair it once it has taken place.

Learning Outcomes

1. Identify potential risk of posting in social media.
2. Evaluate the best course of action when something goes wrong

Regulatory Compliance

National Issues: The ADA, NFPA and Current Legislation and Regulatory Overview

.1 CEU

Jeff Sims, CPO, OHC
Senior Director of State Relations & Program Advocacy
National Association of RV Parks and Campgrounds (arvc)

In this fast paced interactive seminar you will learn what 2 questions you & your staff can legally ask about service animals, how to develop an ADA compliance plan and a look at the future of accessible campsites under the Americans with Disabilities Act (ADA). There will be an overview of the NFPA 1194 – Standard for Recreational Vehicle Parks & Campgrounds and how you can use this document for positive outcomes when working with your local authorities having jurisdiction (AHJ). The session will wind up with a current overview of state specific legislative and regulatory trends.

Learning Outcomes

1. Identify accessibility priorities.
2. List the only two questions you can legally ask a guest regarding service animals.
3. Describe current compliance requirements to avoid problems.

Retail and Food Services

Creating Retail Space That Sells

.1 CEU

Ron Vitkun,
Director of Franchise Sales & Development
Leisure Systems Inc.

Understanding the importance of having a retail space for your guest is just the beginning of success. You must also understand merchandise buying, space layout, operational requirements, pricing and more. This course will help you get started or improve your retail business so you can realize the full potential of your retail space.

Learning Outcomes

1. Describe the critical components to managing your retail space.
2. Recognize and understand the importance of retail training for your store staff.

Food Services - Ins and Outs and Ups and Downs

.1 CEU

Vicki Cole, CPO, OHE
Owner/Operator, Shelby/Mansfield KOA

Profitability in food service is a result of a good market (i.e. customers), a well-structured menu, appropriate facilities, excellent staff, and good planning. All of these elements intrinsically have a lot of "ins and outs" -- or in other words, things to watch for and to be acutely aware of.

Learning Outcomes

1. Describe what food service you want in your campground.
2. Examine the best food service operations.

Risk Management

Emergency Procedures

.1 CEU

Mark Maciha, Ed.D.
Director, Park Ranger Training Program
Northern Arizona University

This course will provide a guided discussion of emergency planning. Participants will use a sample plan (template) to develop their park's emergency plan. (This is one of several "speed sessions" to be offered concurrently.)

Learning Outcomes

1. Describe the contents of an emergency plan appropriate for a RV park or campground
2. Identify sources and references to be included in emergency plans for a RV park or campground.
3. Develop a draft emergency plan for the participant's RV park or campground.

Risk Management for the Novice

.1 CEU

Barb Youmans, MBA
Senior Director of Education, arvc Executive Director,
ARVC Foundation

Managing risks includes making sure everyone knows their role in risk reduction. It also means understanding how to evaluate the potential risk and prioritize changes to mitigate risk potential.

Learning Outcomes

1. Perform a simple risk assessment.
2. Evaluate risk potential.