



Monday, November 7, 2016

Events scheduled for Monday are not included as part of Full Registration. Additional registration is required. Space is limited so register early.

8:00 am-5:00 pm

The Art of Leading Teams (Room 201AB)

Presenter: Byron Carroll, Consulting Retreats

Covering two topics, this day-long workshop will train leaders in modern leadership theories as well as team building. This will be a fast paced, interactive class with activities and group discussions.

The 10 Modern Leadership Theories Every Manager Should Know

Join us to learn the ideas that shape functional leadership. We will review leadership principles that will help you get the most from your human resources and team mates. Learn historical examples of theory in action and quick implementation techniques to increase your leadership potential. This class will make you a better leader today and prepare you for future success.

Team Building for Everyday Staff Management

Do you ever feel like you're working on a pirate ship where it is every person for themselves? Would you like to grow your staff into a close unit working together for mutual success - a team? This class will help you get there. As a manager of hundreds or an up and coming new employee, you can affect team dynamics and the working success of your group. We will discuss group dynamics, team building, and effecting motivation in others.

Learning Outcomes:

Upon completion, learners will be able to...

1. Recognize the 10 Leadership Theories in detail.
2. Define leadership styles and give examples of masters of the style.
3. Describe how to apply discussed theories to your daily actions.
4. Implement techniques to quickly increase your leadership potential.
5. List the five stages of teams.
6. Understand the five dysfunctions of teams.
7. Describe techniques in introducing new team members.
8. Define skills in running team building activities.
9. Identify games you can quickly use to break down barriers of teamwork.

8:00 am-6:00 pm

SPOT (Successful Park Operations Tour)

Hosted by: Terry Muñoz, CPO, OHC, Lake Conroe RV & Camping Resort, and Sharrie Yarber, OHP, Clay's Park Resort

Once again you will have two tours that you may choose from. Both tours will visit four (4) parks within the vicinity of Dallas/Fort Worth. While traveling to and from each park your host will provide educational learning opportunities to help you better understand how to quickly assess a business through the use of a quick SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis. Tour A will include four Seasonal parks and Tour B will include four Family parks. Each tour includes complimentary snacks and beverages on the charter bus as well as lunch.

Learning Outcomes:

Upon completion, learners will be able to...

1. Identify business strengths, weaknesses, opportunities, and threats.
2. Understand the business value of a quick SWOT Analysis
3. Complete a quick SWOT Analysis for all parks visited.

Tuesday, November 8, 2016

Education events scheduled for Tuesday through Thursday are offered as part of Full Registration.

8:00 am – 12:00 pm – Workshops

(1) Essential Tools for Tracking Digital Marketing (Room 201A)

Presenter: Elizabeth Cvetic, Gemstone Ventures

How effective are your online marketing efforts? Google Analytics is a free comprehensive tool set for evaluating your website. Do you ever wonder how many people visit your site? Who are they? Do they stay and look around? What about your eBlasts and social campaigns? Are they driving the right kind of traffic to your site? This workshop will take you through the entire process of setting up Google Analytics for your website including click tracking, goal setting, custom reports, and much more.

Learning Outcomes:

Upon completion, learners will be able to...

1. Establish measurable goals for your digital marketing efforts.
2. Understand how to use Google Analytics to track your goals.
3. Recognize how to bring it all full circle with how to make your website more effective.

(2) Everything You Need to Know About Playgrounds (Room 201B)

Presenter: *Lindsay Richardson, Play & Park Structures – A PlayCore Company*

In this workshop, we will discuss everything you need to know about playgrounds: from how to create an inclusive playground and ADA guidelines specifically applicable to parks and playgrounds, to maintenance after your campground playground is open. We want your campground to be a destination to the whole family!

Providing inclusive play opportunities for people of all ages and abilities is critical for promoting play, healthy physical activity, and learning. We will provide you with information on how to implement best practice design principles, while taking inclusive play to the next level to make your campground playground the best one yet. In addition, we will explore the impact of the 2010 ADA guidelines for Accessible Design for parks and playgrounds, and will provide you with the tools to help evaluate the level of compliance of your play areas to plan for future needs. Lastly, we understand that for a playground to thrive, good maintenance is essential. Learn how to maximize your campground playground maintenance efforts by properly identifying and correcting potentially hazardous conditions on the playground. We will help you define your maintenance plan as a key to protecting your investment, managing risk, improving children's play experiences, and controlling expenses.

Learning Outcomes:

Upon completion, learners will be able to...

1. Apply the seven principles of inclusive playground design to create inclusive, intergenerational play environments for children, families, and communities.
2. Describe at least two alterations to an existing playground in which the ADA guidelines would apply.
3. Outline at least three key considerations for accessible surfacing and creating ground-level accessible routes.
4. Summarize the importance of playground maintenance as key to maximizing playground value and managing risk.
5. Identify at least five potentially hazardous conditions and describe solutions to correct these problems to ensure a safer play environment.

(3) **From Mission Statement to Marketing Message (Room 202B)**

Presenter: *Gina Trimarco, Pivot10 Results*

While mission statements can seem nebulous and a “*nice to have*” in the midst of “*need to have*” operational realities, your mission statement, vision and core values are the foundation to creating marketing messages that attract your most ideal guests. If you don’t truly understand your “*why*” you won’t be able to truly connect to the right people you want to patronize your business or work for you. And, once you’re clear on your company’s purpose and core values you need to convey your marketing message in a way that differentiates you from your competition.

The best way to do this is through story. People are more likely to be attracted to your story rather than your facts because stories create emotions and people make buying decisions based on emotions from potential experiences.

Learning Outcomes:

Upon completion, learners will be able to...

1. Design/refine your company Mission Statement, Vision, Core Values, and Marketing & Sales Message.
2. Identify who are your ideal guests.
3. Define a Unique Selling Proposition statement that differentiates you from your competitors.
4. Express company stories as marketing messages to attract your ideal guests.

(4) **Ignite Your Goals (Room 202C)**

Presenter: *Gerry O’Brion, What Big Brands Know*

What do you want for your business? For your life? The most successful people don’t leave accomplishment to chance. Learn simple steps to achieve more in your business and your life. This fun, engaging, and interactive session has you immediately implementing the ideas you learn. This workshop gets you fully immersed in your goals and moves you down the path of accomplishment and **generating action and commitment right here, right now.**

Learning Outcomes:

Upon completion, learners will be able to...

1. Apply an easy technique that 96% of us don’t use.
2. List simple and effective practices to achieve more today and every day.
3. Describe how to accelerate success by 77%.
4. Express clear goals and a new commitment to accomplishing them.

(5) Your Business is a Legacy (Room 202A)

Presenter: Amy Wirtz, *Family and Business Success*

How do I transition my business to the next generation? How do I get the most value for my business at the time of sale to create a monetary legacy?

Many business owners know they have to “prepare” to transfer their business to the next generation or a new owner. The idea is often overwhelming to the owner. Owners have ideas on how, when, and where this will happen but most owners have not formalized nor revealed their plan to anyone who will be impacted by the transfer. This workshop will introduce a process to help the owner discover ways to increase the value of the business, find ways to reduce obstacles that may interfere with the completion of the succession plan, and help identify and overcome issues that may hinder the transfer. This workshop will also show owners how to actually complete this process while running their business.

Learning Outcomes:

Upon completion, learners will be able to...

1. Identify what has already been accomplished.
2. Identify who needs to be on your planning team and the difference between a technician and a visionary team member.
3. Understand how to create S.M.A.R.T. goals.
4. Identify the five steps to getting the project completed.
5. Define what a Certified Exit Planning Advisor is and what value he or she can bring to the business succession process.
6. Describe what a business valuation is, how to hire an expert, and what to expect from the valuation process.
7. Define various transfer options.

2:30 pm – 3:30 pm

(6) The Importance of Reservation Systems (Room 201B)

Presenter: Scott Anderson, *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:

Upon completion, learners will be able to...

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

(7) **Strategic Planning (Room 202A)**

Presenter: *Lori Severson, Wisconsin Association of Campground Owners (WACO)*

Assess what features you currently have at your campground and wrap your arms around how to use those resources to better your business in the long term. Define what your exit strategy looks like before you need one. Determine if a Board of Directors can help you make business decisions instead of emotional decisions. Learn to make decisions that add value and equity to your business. Understand how to prioritize projects that get you a return on your business. By following this plan you will improve your business outcomes and avoid unanticipated risks.

Learning Outcomes:

Upon completion, learners will be able to...

1. Describe the importance of strategic planning.
2. Identify action steps to the plan specific to your business.

Back By Popular Demand!

(8) **Understanding Your Parks Wi-Fi Requirements (Room 202C)**

Presenter: *Pete Hagen, Pride of America Camping Resort*

You have Wi-Fi, but it doesn't really work and you're tired of the complaints from your guests or maybe you don't have Wi-Fi, but know it's time to get it. Learn what it takes to get your park's Wi-Fi working the way you and your guests expect it to work. What are the alternatives? Will there be a return on your investment? Find out at this session.

Learning Outcomes

Upon completion, learners will be able to...

1. Understand the needs of your guests.
2. Consider possible modifications to increase guest satisfaction related to Wi-Fi.
3. Understand the technology behind Wi-Fi and its capabilities.

(9) **Creating Leaders at Every Level (Room 202B)**

Presenter: *Gerry O'Brion, What Big Brands Know*

Whether you are in a position of leadership or not, you can benefit from this session. Gerry will walk you through the value of leading from above and below, as well as how to navigate challenging decisions, expand your sphere of influence, motivate your team, and create a listening organization. In addition, you'll learn the four questions every leaders should ask about every business decision being made.

Learning Outcomes

Upon completion, learners will be able to...

1. Describe how to be a leader at any level.
2. Identify the four questions to ask about every decision.

(10) **Tools for Evaluating Your Website Effectiveness (Room 201A)**

Presenter: *Elizabeth Cvetic, Gemstone Ventures*

Google Analytics is an important tool for evaluating your website. This session will not only discuss this valuable tool, but will also take a look at other tools that can help you improve your site. Additional tools will include, Website Grader by HubSpot which actually provides you with suggestions on how to improve your site and Mobile Phone Emulator which allows you to see how others will see your site on their mobile devices.

Learning Outcomes:

Upon completion, learners will be able to...

1. Identify tools to track marketing effectiveness.
2. Establish marketing goals for your website.
3. Create a plan for website improvement.

4:00 pm – 5:30 pm

(11) **Chief Family Officer (Room 202A)**

Presenter: *Amy Wirtz, Family and Business Success*

The Chief Family Officer is the individual in a family run business who manages the family relationships, even when this means dealing with issues in the business that cross over to personal. In this session you'll learn how powerful this informal position is even if the Chief Family Officer isn't part of the business. Learn the importance of the Influence Savings Account and how to A.C.T. for family harmony.

Learning Outcomes:

Upon completion, learners will be able to...

1. Define the role of Chief Family Officer.
2. Describe methods for managing the balance between family and business.
3. Understand new techniques to setting boundaries between family issues and business.

(12) **Managing Your Park's Reviews 101 (Room 202C)**

Presenter: *Bob MacKinnon, CPO, GuestReviews*

This session will provide an overview of current best practices for promoting and managing reviews. Topics will include an analysis of the top three online review sites – their features and benefits; best practices for managing guest feedback and online reputation; and a panel discussion where owners of the industry's top parks discuss their approach and success stories.

Learning Outcomes:

Upon completion, learners will be able to...

1. Understand guest expectations for feedback opportunities.
2. Apply feedback to improve marketing and guest experiences.
3. Develop implementation strategies to maximize feedback benefits and improve guest loyalty.
4. List tips from the industry's top park owners (small, medium, and large parks) regarding their experiences and benefits.

Education Information

(13) **Reservation Systems Panel Discussion (Room 201B)**

Presenter: *Scott Anderson, Cruise Inn RV Parks*

Hear from companies about what their reservation systems can offer you. Whether you are getting your first reservation system or deciding if you should change from your current system you'll have an opportunity to hear from a variety of reservation businesses about their systems and have plenty of time to ask your questions.

Learning Outcomes:

Upon completion, learners will be able to...

1. Compare reservations systems.

(14) **WiFi Panel Discussion (Room 202B)**

Presenter: *Darrell Sisk, CPO, OHC, Pismo Coast Village RV Resort*

Do you have questions about Wi-Fi at your park? Do you want to hear from companies about what they can do to offer you? Are you wondering whether you should upgrade you system, put in a new system, and create a Wi-Fi hot spot? Join us as multiple Wi-Fi service providers and experts discuss WiFi technology, business models, liabilities, best practices, guest expectations, future trends, and more. Bring your questions as there will be a brief Q&A opportunity at the end.

Learning Outcomes:

Upon completion, learners will be able to...

1. Identify how to improve business Wi-Fi.
2. Understand how the future Wi-Fi outlook may impact business.

(15) **Grow Your Park Occupancy (Room 201A)**

Presenter: *Mark Koep, Campground Views*

Have you noticed the change in campers? They are younger and more connected to their technology. Books are obsolete with this crowd so you need to be online, you need to be using video and photos, and you need to be doing it now! Receive actionable and timely guidance to grow your park occupancy through the smart use of: video and photos, social media (Facebook, Instagram, YouTube), your website, and working with RV and travel bloggers.

Learning Outcomes:

Upon completion, learners will be able to...

1. Identify ways to reach new guests.
2. Communicate how you will reach new guests.
3. Understand how using videos can get guests to your park now.

Wednesday, November 9, 2016

8:00 am – 9:00 am

(16) Adult Activities that Work (Room 202B)

Presenter: *Deirdre Deputy, CPO, OHG, Sun N Fun RV Resort*

If your park serves adult guests then you'll want to attend this session. A guest can almost always count on activities being available when they visit a family friendly park. But for adults who are looking for a more engaging experience for themselves a family-friendly park may not be what they're looking for. In this session you'll learn about activities that lend themselves to engaging adults.

Learning Outcomes:

Upon completion, learners will be able to...

1. Recognize and understand what makes adult activities different.
2. Identify activities you can take back to your park and implement.

(17) Navigating North: The Path to Effective Leadership (Room 202C)

Presenter: *Larry Brownfield, CPO, OHE, Kampgrounds of America, Inc.*

There is no one way to lead, just as there are no two leaders who do things the same way. In this session you'll learn about which type of leadership style works best for you and how you can run your business and your team to success using proven leadership methods.

Learning Outcomes:

Upon completion, learners will be able to...

1. Identify the type of leader you are.
2. Understand how to lead your team to success.

(18) Media Relations 101: Why Your Press Release Got Trashed (Room 202A)

Presenter: *Mike Lysakowski, Motor Aspects Limited*

Learn what the editors of newspapers, websites, magazines, and news broadcasts are seeking so your communications "make the cut" in the media outlets that serve your customers. During this lively seminar you will learn how to avoid the most common mistakes made in Public Relations practices, and get the detailed blueprint to build a relationship with media representatives.

Learning Outcomes:

Upon completion, learners will be able to...

1. List the common mistakes made in Public Relations Practices.
2. Understand how to best build media relationships.
3. Identify who should answer media questions for your business.

(19) **Print Marketing in a Digital Age (Room 201A)**

Presenter: *Peter Pelland, Pelland Advertising*

This seminar uses hands-on examples to show park owners how to create effective print advertisements and how to spend advertising dollars wisely. Learn how to define your target market, ensure that your advertising is consistent with your overall branding, that your message is prepared properly for press, and meets the highest standards and consumer expectations.

Learning Outcomes:

1. Define your target market and learn how to create an ad directed at that market.
2. List and understand the rules of creating an effective print ad.
3. Recognize the major pitfalls in DIY print ad composition.
4. List the 10 rules of creating impactful and effective print ads.

(20) **It's All About the Stuff (Room 201B)**

Presenter: *Bud Styer, CPO, Camping for the Fun of It*

A recent survey showed that 70% of the public will change who they do business with for another business that is “more fun”. How much fun is it to stay at your park? What sets you apart? Learn about how adding “stuff” to your park can help build your business and attract new guests.

Learning Outcomes:

Upon completion, learners will be able to...

1. List at least five items that set you apart from your competitors.

9:30 am - 10:30 am

(21) **How to Reduce Your Electric Bill (Room 202A)**

Presenter: *Ellen Howe, JLM Energy*

As costs rise, many businesses are trying to identify ways to save money on their utilities, including electricity. In this session you'll learn about alternative ways to reduce your electric bills and what tax credits might still be available for you to use in helping fund alternative solutions.

Learning Outcomes:

Upon completion, learners will be able to...

1. List at least three ways to save money on your electric bills.

(22) Improving Employee Performance (Room 202B)

Presenter: *Bob MacKinnon, CPO, GuestReviews*

This session is an in-depth presentation of proven concepts, processes, and techniques involved in creating effective employee development programs. Specific topics covered are: establishing training programs, effective performance appraisal techniques, and results-oriented coaching processes that challenge and empower your staff to achieve peak performance.

Learning Outcomes:

Upon completion, learners will be able to...

1. Understand the strategic value of an effective employee development system.
2. Recognize and justify the importance of ongoing coaching in developing employees.
3. Discuss the basic techniques used in effective coaching.
4. Understand the importance of employee feedback in the coaching and appraisal process.

(23) Lights, Camera, Campground! Bring the Magic of Movies to Your Park 101 (Room 202C)

Presenter: *Eileen Korte, Motion Picture Licensing Corporation (MPLC)*

Many campgrounds show movies and others would like to start. Movies are a simple and affordable way to entertain guests of all ages and interests. Learn about unique and exciting programming ideas to bring the magic of the movies to your park.

Learning Outcomes:

Upon completion, learners will be able to...

1. Identify the benefits of offering movies as a park amenity.
2. Describe programming ideas and themes.
3. List popular titles that are great for campground showings.
4. Explain why movie licensing is required.

(24) Your Photographs: Are the 1,000 Words Good or Bad? (Room 201A)

Presenter: *Peter Pelland, Pelland Advertising*

It is said that a picture is worth a thousand words, yet experience shows that supplied photography can be the weak link when working on either a web- or print-based project. Digital cameras and sophisticated mobile devices make it easy for people to take their own photographs. There are basic standards, rules of composition, and tricks of the trade that must be used for photos to serve as effective marketing tools.

Learning Outcomes:

Upon completion, learners will be able to...

1. Discuss the psychology of effective marketing strategies involving photography.
2. Understand the technical standards of taking photos with either a digital camera, tablet, or smart phone.
3. Describe how to properly post-process images so that they will display properly, both in print and online.
4. Describe how to save images in the proper formats and how to ensure that they will look their best while loading quickly.

Education Information

(25) Unleashed: Off-Leash Dog Park Design Trends & Planning Tips (Room 201B)

Presenter: *Lindsay Richardson, UltraSite*

Being pet friendly is more important today than ever before. Offering a space for dog owners to spend time with their pets and not require them to be on a leash is critical to guests today. Learn how to improve your current off-leash dog park or how to create one during this session.

Learning Outcomes:

Upon completion, learners will be able to...

1. Identify what guests are looking for in an off-leash dog park.

11:00 am – 12:00 pm

(26) Get the Risk Outta Here! (Room 201A)

Presenter: *Damian Petty, Leavitt Recreation & Hospitality Insurance*

Learn how to reduce your risks on common things that can cost you in the long run and give you heart burn when dealing with them. Make sure documentation and training are in place before an incident happens.

Learning Outcomes:

Upon completion, learners will be able to...

1. Recognize the most common “little things” that can add up to big liabilities.
2. Describe how inspections should be done.
3. Understand how to implement a pro-active risk management and inspection program in your park.

(27) Managing Your Ponds and Growing Trophy Fish (Room 201B)

Presenter: *Nate Herman, Giant Goose Ranch and Herman Brothers Lake Management*

This session will share important information for taking care of the lakes and ponds on your property. Learn how to control nuisance vegetation, enhance and maintain good water quality, fight the effects of pond aging, and utilize fish stocking and harvest programs for guests to enjoy.

Learning Outcomes:

Upon completion, learners will be able to...

1. Recognize how to maximize the recreation benefits from the lakes and ponds on your property.
2. Describe key management concepts to save time and money while getting better results.

(28) **Creating a Retail Space that Sells (Room 202B)**

Presenter: *Ron Vitkun, CPO, Leisure Systems, Inc.*

Whether you already have a store or are thinking of starting one, this session will help you understand how to maximize the space you have and get guests to buy. You'll learn strategies to increase sales through merchandising ideas, retail store do's and don'ts, and how small retail stores CAN compete with retail biggies near your park.

Learning Outcomes:

Upon completion, learners will be able to...

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

(29) **What Level of Education Should Your Managers Have? (Room 202C)**

Presenter: *Dr. Chad M. Gruhl, Metropolitan State University of Denver*

This round table session will concentrate on what is needed from institutions of higher learning to effectively educate RV park and campground managers. The discussion will focus on what owners / general managers need their managers to know to run medium to large campgrounds and RV parks. Metropolitan State University of Denver is interested in starting a minor degree program in RV Park and Campground Management and the possibility of a degree major in the future. Come be part of the discussion in this ground floor opportunity to provide input and guidance for this important education resource.

Learning Outcomes:

Upon completion, learners will be able to...

1. Learn about education needs for RV park and campground managers from the perspective of owners and general managers.
2. Describe higher education needs for managers of RV parks and campgrounds.

(30) **Your Staff is Your Most Valuable Asset (Room 202A)**

Presenter: *Robert Bouse, Travel Resorts of America*

If you believe your staff is your most valuable asset, what are you doing to make that asset appreciate or depreciate? The focus of this session will be on providing some proven methods to assure that asset appreciates, resulting in an engaged staff and a great customer experience.

Learning Outcomes:

Upon completion, learners will be able to...

1. Describe four simple methods to improve staff retention, loyalty, attitude, and synergy.
2. Define the impact of improving staff engagement.
3. Recognize the impact of staff orientation, training, and involvement.

1:00 pm – 2:00 pm

(31) **ADA 101 (Room 201A)**

Presenters: Al Johnson, OHC, Recreational Adventures Company and Jeff Sims, CPO, OHC, arvc

Today's regulations have become complex and meeting all the criteria is not as easy as it sounds. The Americans with Disabilities Act (ADA) is a Civil Rights Law that requires public accommodations (businesses and non-profit organizations) to provide goods and services to people with disabilities on an equal basis with the rest of the public. Learn about the accessibility issues you are required to address in your park for compliance.

Learning Outcomes:

Upon completion, learners will be able to...

1. Identify accessibility priorities.
2. Develop an ADA compliance plan with the arvc ADA Self-Evaluation form.
3. Create a program to raise employee awareness of accessibility issues.
4. List the only two questions you can legally ask a guest regarding service animals.
5. Discuss ADA resources that are available.

(32) **Easy Landscaping (Room 201B)**

Presenter: Laura Miller, Texas A&M AgriLife Extension Tarrant County

Regardless of the type of park you have, landscaping is critical to the guest experience. An appealing park helps guests feel more relaxed and demonstrates that you care about things – down to the smallest detail. Landscaping doesn't have to be difficult. Learn some easy tips for landscaping regardless of the climate.

Learning Outcomes:

Upon completion, learners will be able to...

1. Describe the value of landscaping to your guest.
2. Identify the type of landscaping that would work best for your business.

(33) **How to Develop an Internship Program (Room 202A)**

Presenter: Ron Vitkun, CPO, Leisure Systems, Inc.

More students are pursuing experiential learning, particularly internships. More colleges and universities now require students to have an internship for graduation. Significant discussion has developed around the concept, purpose, structure, and function of internships. This session will focus on how to build partnerships with your local higher educational institutions.

Learning Outcomes:

Upon completion, learners will be able to...

1. Describe your responsibilities – to the intern and your organization.
2. Identify the best recruiting strategies for hiring a college intern.

(34) **Next Level Leadership (Room 202C)**

Presenter: *Lori Severson, Wisconsin Association of Campground Owners (WACO)*

Going from good to great is a work in progress. Determine what your strengths and weaknesses are and learn how to get educated or get covered! Create a long term plan for allocating your time, efforts & team. Learn what motivates your employees and how to create a workforce that understands and contributes to your business. Create your networking systems and develop a free sales force! Determine what your visual success factors are so you know quickly what's working and not working.

Learning Outcomes:

1. Identify tools to improve leadership skills and develop a personal action plan.
2. Describe motivation tools you can put to use in your organization.

(35) **Water Activities (Room 202B)**

Presenter: *Deirdre Deputy, CPO, OHG, Sun N Fun RV Resort*

There is more to summer water fun than simply having a pool. In this session, you'll learn how to add activities to the facilities (e.g. pool) you already have to enhance the guest experience. Don't have a pool? This session will also discuss water activities that you can implement that don't require a pool.

Learning Outcomes:

Upon completion, learners will be able to...

1. Describe how adding activities to your pool can help engage your guests.
2. Identify water activities that your business could implement.

2:30 pm – 3:30 pm

(36) **Celebrating Holidays 101 (Room 202C)**

Presenters: *Michelle Wilcox, CPO and Tim Wilcox, CPO, OHC, Gateway Park Campground*

Have you ever wanted to plan holiday themed activities but are overwhelmed just at the mere thought? In this session learn how to use free resources to create unforgettable holidays and reduce the work load on you and your staff.

Learning Outcomes:

1. Discuss ideas to provide fun, stress-free holiday weekends for guests.
2. Describe examples of how to put a creative spin on common games and activities to make them more exciting and memorable.
3. List free resources for holiday themed events.

(37) **HR Risk Management (Room 201A)**

Presenter: *Chris Hipple, Leavitt Recreation & Hospitality Insurance*

In this session you will learn about the risks facing an employer, how you may be an employer without intending to be one, and how to transfer the liability your business is facing.

Learning Outcomes:

Upon completion, learners will be able to...

1. List the top 5 factors that make up the test to determine between an Independent Contractor and an Employee.
2. Recognize possible liability pitfalls with employees.
3. Define what you need to do when hiring and terminating employees.
4. Recognize and understand what you need to do when hiring and terminating independent contractors.

(38) **Making an Expansion Decision (Room 202A)**

Presenter: *Ron Beard, Ron D Beard & Associates*

Trying to decide if expansion is right for you? There's lots to consider. This session will walk you through the decision making process and help you understand what is involved should you choose to expand. Whether you're trying to decide whether to expand or determining whether to do the work yourself or outsource the work, this session is for you.

Learning Outcomes:

Upon completion, learners will be able to...

1. Identify the decision making steps related to expansion.
2. Explain how to determine whether you should outsource your expansion.

(39) **Political Processes (Room 201B)**

Presenter: *Ron Vitkun, CPO, Leisure Systems, Inc.*

Your small business is governed by many local, state, and federal agencies. Small business owners attribute six of their ten most pressing problems to government, especially to tax and regulatory policies, but only a minority try to fight back. Every public official owes you clarity, honesty, and respect.

Learning Outcomes:

Upon completion, learners will be able to...

1. Describe the resources available to build an advantageous political relationship.
2. Explain the building blocks of advocacy.

(40) **Managing Your Cancellations (Room 202B)**

Presenter: Joe Moore, CPO, OHC, Moore's Campground Consulting

Cancellations happen in our industry. The policies you have in place can help keep this at a manageable level. We all know that empty sites means no revenue for that site. But when the site is empty because of a cancellation it's more than frustrating; especially when you had to turn guests away who could have used that site. So what's the answer? Come to this session to learn about some policies that your park could put in place to minimize the impact cancellations can have on your business.

Learning Outcomes:

Upon completion, learners will be able to...

1. Identify a cancellation policy that can be implemented at your business.
2. Recognize and understand the impact cancellations really have on your business.

4:00 pm – 5:00 pm

(41) **Cash Management 101 (Room 202B)**

Presenter: Larry Brownfield, CPO, OHE, Kampgrounds of America, Inc.

From managing credit card payments to accepting checks and cash, this session will help you understand the importance of proper procedures and separation of duties. The biggest financial risk your business can have is not managing your cash properly. Whether you have seasonal workers that change from year-to-year or long-term employees, not managing this area of your business could result in lost income. Learn how to put procedures in place that ensure proper cash management and minimize your risk.

Learning Outcomes:

Upon completion, learners will be able to...

1. Identify procedures to help reduce risk related to cash management.
2. Describe why separation of duties is important with cash management.

(42) **Creative Activities for Smaller Parks (Room 202C)**

Presenters: Michelle Wilcox, CPO and Tim Wilcox, CPO, OHC, Gateway Park Campground

This session will share ideas and examples for creative activities smaller parks can implement to enhance the guest experience. Learn to take one basic item, like a sock monkey, and turn it into an entire themed weekend.

Learning Outcomes:

Upon completion, learners will be able to...

1. List at least five ways one basic activity in your park can be turned into an entire themed weekend.
2. List resources for activity implementation without breaking the budget.

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(43) Expanding and Renovating Your Park (Room 202A)

Presenter: Ron Beard, Ron D Beard & Associates

If you're considering expanding or renovating your park, do you have a design, project and/or construction plan, the proper licenses, and the right construction documents? Don't begin until you understand everything involved in the expansion and renovation processes. In this session you'll learn the most important things to consider and what you absolutely must know to be successful with your expansion or renovation.

Learning Outcomes

Upon completion, learners will be able to...

1. Identify critical components of a project plan.
2. Describe elements of successful project management.

(44) Hot Topics in Campground Legislation (Room 201A)

Presenters: Al Johnson, OHC, Recreational Adventures Company, and Jeff Sims, CPO, OHC, ARVC

Join us for a discussion to bring about an awareness of current trends in federal, state, and local legislation and regulation, such as park models, ADA, service animals, length of stay, evictions/ejections, OSHA, and more.

Learning Outcomes:

Upon completion, learners will be able to...

1. Describe and understand current compliance requirements to avoid problems.
2. Discuss tools to defend against unfavorable legislation and regulations.

(45) New Payroll Regulations (Room 201B)

Presenter: Barb Youmans, ARVC/ARVC Foundation

As of December 1, 2016 new regulations will go into effect that can impact your business. If you pay employees you need to understand these new regulations. In this session, you'll learn how these regulations impact you and what you can do to ensure your business meets these requirements.

Learning Outcomes:

Upon completion, learners will be able to...

1. Describe the newest IRS regulations related to salaried employees.
2. Identify how you will comply with the new IRS regulations.

Thursday, November 10, 2016

4:30 pm - 6:00 pm

(46) Attract and Keep Quality Work Campers (Room 201B)

Presenter: *Michael Cross, Amazon Campforce*

Work campers look for specific things when looking for employers and jobs. In this session you will learn what to address in your recruiting efforts to ensure you get the quantity and quality you are looking for in these great seasonal employees. You will walk away from this session knowing how to keep work campers happy and coming back year after year.

Learning Outcomes:

1. Recognize what work campers are looking for.
2. Prepare job descriptions that get you the people you want and protect you from discrimination complaints.
3. Express the necessary elements needed to be able to write job advertisements that will attract work campers.
4. Describe phone interview techniques that quickly let you decide if a work camper is for you.

(47) Think Big / Act Small (Room 202B)

Presenter: *Bud Styer, CPO, Camping for the Fun of It*

This session will share authentic big ideas to solve guests' problems and create value with win-win solutions. Keeping guests happy is not always an easy task, but solving problems is critical if you want to encourage return guests. In this session you'll gain information about quickly resolving a guest's issue and create a win-win for everyone.

Learning Outcomes:

Upon completion, learners will be able to...

1. Describe five ideas you can implement right away to solve your customer's problems.

(48) OHEP Online Learning Center (Room 201A)

Presenters: *Dr. Chad Gruhl, MSU and Barb Youmans, ARUC/ARVC Foundation*

It's here! The new OHEP Online Learning Center is now available for use by you and your staff. Set up to allow you and your employees the opportunity to access educational programs 24/7 from anywhere that Wi-Fi access is available. Whether you want your employees to earn their Generalist Certificate or just get additional training on providing a great guest experience they'll be able to accomplish this training individually or as part of a full staff training. Been enrolled in the Management or Professional Certificates and just haven't been able to complete it? Now you can use the Learning Center to assess where your knowledge gaps are, complete any necessary training, and earn your certificate – all online. Come learn how the new Online Learning Center can help you.

Learning Outcomes

Upon completion, learners will be able to...

Education Information

1. Explain how to use the Online Learning Center.
2. Describe the value of the Online Learning Center to your Business.

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(49) Providing Basic Wi-Fi Support (Room 202A)

Presenter: *Darrell Sisk, CPO, OHC*

Are you tired of complaints from guests about Wi-Fi issues? What do you do when a guest says “Your WiFi isn’t working”? Learn how you or staff can help with basic Wi-Fi issues and even how to politely demonstrate that the issue may actually be the guest’s computer. Acquire some simple tips and tricks to help your guests get, and stay, online. Also learn what some recurring problems may mean about your network and what you may be able to do about them.

Learning Outcomes

Upon completion, learners will be able to...

1. Identify strategies to diffuse conflict related to Wi-Fi issues.
2. Develop a plan to train staff in simple Wi-Fi support.

(50) Weekend Activities/Kid’s Camp (Room 202C)

Presenters: *Hannah Piper, OHE & Jim Button, OHE, Evergreen Campsites & Resort*

This session will provide you with different themed ideas to create engaging actives for families and children. Learn different types of activities that can be offered for free and for a fee to help build your ancillary revenue. Also discussed will be the marketing benefits and how offering activities can help increase your occupancy. Finally, selecting the right staff for the right activities will be covered. It is possible to provide exciting activities without having large facilities like pools and water parks. Come learn how to make it happen.

Executive Project Presentation.

Learning Outcomes

Upon completion, learners will be able to...

1. Identify activities that would work for your park.
2. Describe the marketing benefits of providing activities.
3. Recognize key characteristics for qualified activities staff.