

2021 Florida and Alabama RV Park and Campground Association

Outdoor Hospitality Conference & Expo

May 11-13, 2021 • Orlando, FL
Doubletree Orlando Hotel at SeaWorld



RV Parks | Campgrounds | Glamping Resorts | Outdoor Recreation and Accommodations

AGENDA (subject to change)

TUESDAY, MAY 11

- 1:00-5:00 pm Conference Registration - *Majestic Foyer*
5:00-7:00 pm Welcome Reception on the Veranda (*outside by the conference center*)

WEDNESDAY, MAY 12

Breakfast on your own

- 9:00-10:45 am Conference Registration - *Majestic Foyer*
10:45-11:30 am **Opening “Welcome” Session and Introductions** - *Majestic 4-5*
11:45-1:00 pm **Keynote Luncheon - “Why Your Park is Important to RV Industry Ecosystem”** - Sandy Ellingson - Making Connections to Build Alliances - *Royal Ballroom*
1:15-2:30 pm **Everything RV park operators need to know about ADA, Permitting, Maximizing Revenue, and Governmental Processes** - Ron Beard, Kathleen Walsh and Michael Hannon
2:45-4:00 pm **Important RV Park Legal Issues | Legislative and Political Update | Q&A** - featuring Marc Dunbar and David Eastman - *Majestic 4-5*
4:00-4:10 pm **Discover How Easy it is to Reuse Your Electricity with Peak Energy Savers and Save 15-20% on your Electric Costs, presented by Bill Weideman** - *Majestic 4-5*
4:15-5:30 pm **Industry Panel Discussion and Cracker Barrel** - Discover how you can grow your business and improve your operations with new technology, equipment, and services - *Majestic 4-5*
6:00-9:00 pm **Reception and Banquet: Live Auction, Dinner, Exhibitor Introductions** - *Royal Ballroom*

THURSDAY, MAY 13

- 8:00-9:45 am **Annual Meeting Breakfast** - Featuring the Chairman’s Report by Thomas Sparrow, guest speakers, and preview of new Association benefits and services, including new CampFlorida and Association Member apps. - *Majestic 4-5*
9:45-10:30 am **Creating Maximum Exposure for Your Park, Raising your PR Profile, and RV Industry Trends: What Park Owners Need to Know** - Jeff Crider, Crider Public Relations, Inc.
10:30-11:15 am **The Importance of Visuals** - Nichole Poisson, KOA - *Majestic 4-5*
11:30-4:00 PM **SUPPLIER EXPO and LUNCH & PRIZE DRAWINGS** - *Majestic Ballroom*
4:15-5:30 pm **Building, Buying, Expanding or Investing Group Panel and Discussion - What it takes to build and operate a successful RV Park today.** Learn tips of the trade from beginners to the seasoned experts including: RV Park design and concepts, recommended building materials, optimum site layout, financing, permitting, working with local government, hiring the right contractors, keeping your sites filled, park expansion, what to watch out for, and how to minimize your costs and avoid mistakes. - *Majestic 4-5*