



TUESDAY, MAY 6TH

8:00 a.m. – 5:00 p.m. Certified Pool Operator (CPO) Class (Day 1 of 2) - Terry Munoz

Separate fee and registration required

The Certified Pool & Spa Operator (CPO) Certification, accredited by the Pool & Hot Tub Alliance (PHTA), is the industry's most widely recognized and state-approved certification. More than 30,000 professionals earn this credential each year, equipping them with the skills to operate pools safely, efficiently, and in compliance with regulations.

12:00 p.m. – 5:00 p.m. RV Technical Basics

Separate fee and registration required

As a park operator or manager, you're often the first point of contact when guests face technical issues with their RVs. Being equipped with fundamental RV maintenance knowledge can transform a potential vacation setback into a memorable stay, setting your campground apart with exceptional customer service. This program will provide you with the essential skills to assist guests with common RV issues, enhancing their experience and boosting your campground's reputation.

2:00 p.m. – 5:00 p.m. Registration Opens

2:00 p.m. – 5:00 p.m. FRVCA Board Meeting

WEDNESDAY, MAY 7TH

8:00 a.m. – 5:00 p.m. Registration Opens

8:00 a.m. – 2:00 p.m. Certified Pool Operator (CPO) Class (Day 2 of 2) – Terry Munoz

Day 2 of 2 – continued from Monday. The certification exam will immediately follow the completion of the class.

9:00 a.m. – 12:00 p.m. Strategy & Research Mini Summit – Sandy Ellingson & Scott Bahr

Gain valuable insights and expert perspectives at the Strategy & Research Mini Summit, where industry leaders **Sandy Ellingson** and **Scott Bahr** will share their

extensive knowledge and experience in outdoor hospitality. This session is designed for RV park and campground owners and industry professionals seeking a deeper understanding of key challenges, emerging opportunities, and the evolving landscape of outdoor travel.

10:00 a.m. – 12:00 p.m. The Cornerstone of Financial Security – Land Trusts Made Simple – Randy Huges, Mr. Land Trust®

Learn about the need for privacy in creating a secure financial future and the asset protection that comes with privacy, and how protecting your assets can actually cut your cost of real estate investing.

1:30 p.m. – 3:30 p.m. Opening General Session: RV Park Insurance Update

Insurance costs remain among the biggest challenges facing RV parks and campgrounds today. Since last year's convention, the Florida-Alabama RV Park & Campground Association has been actively exploring captive insurance solutions as a potential way to relieve park owners. This year, we are bringing the conversation back to the **2025 Florida and Alabama Outdoor Hospitality Convention & Expo** with an updated report, industry insights, and an open Q&A discussion on navigating today's volatile insurance market.

3:30 p.m. – 4:30 p.m. Keynote Session: How to Grow Your Business by Creating & Marketing Experiential Hospitality with Unique Stays – Ben Wolff

Ben is Co-founder of Onera, an upscale landscape hotel brand, and Co-Founder and CEO of Oasi, an experiential hospitality marketing, management, and development firm. Attend this creative and valuable session to discover:

- The journey of building and developing an experiential hospitality firm
- The vision behind creating unique luxury retreats and stays.
- What the modern traveler wants
- The value of a collaborative customer experience vs. the traditional transactional experience.
- What it means to focus on the experience
- How to market alternative and unique stays
- Why you need to make your property shareable
- Why Instagram will be the biggest booking platform by 2030

5:00 p.m. – 6:00 p.m. Welcome Reception

Join us for fun and networking open to all attendees and exhibitors.

THURSDAY, MAY 8TH

8:30 a.m. – 10:00 a.m. Welcome Breakfast and State of the Industry Panel

This valuable session will reveal the latest data on the Outdoor Hospitality Industry with specific breakdowns of the Florida and Alabama markets. Gain a better understanding of RV Park trends, analyses, and forecasts, and most importantly, discover how to use this information to adjust your business strategies, so your park succeeds during these changing times.

9:00 a.m. – 3:45 p.m. Exhibitor Set-Up (Trade Show Opens to Attendees at 4:00 p.m.)

10:15 a.m. – 11:15 a.m. Keynote Session: Profiting from a Complaint-Free Workplace – Will Bowen
People complain for one of five reasons remembered by the acronym G.R.I.P.E. – Get attention, Remove responsibility, Inspire envy, gain Power, and Excuse their poor performance. Understanding the motivation behind any complaint and how to address each complaint will dramatically improve employee retention, workplace culture, customer relationships, sales, and profitability.

11:30 a.m. – 1:30 p.m. Chairman’s Lunch, Legislative Update and Guest Speakers
Grab a seat for a delicious lunch while listening to significant association and industry updates, a critical legislative report, advocacy efforts, and other valuable information about your association and what’s happening on the legislative front. Featuring: FRVCA Board Chairman Thomas Sparrow, Lobbyist and legislative Representative Marc Dunbar, State Representative Richard Gentry (R-27), and other Special Guest Speakers

1:45 p.m. – 2:45 p.m. Breakout Session 1: Accessibility: Ensuring Outdoor Recreation for Everyone – Nicole Poisson, KOA
Join us for an enlightening discussion on ensuring outdoor recreation for everyone through accessibility initiatives. This session will explore innovative strategies, best practices, and technological advancements to make outdoor spaces, particularly campgrounds, more inclusive and accessible to individuals of all abilities. Whether you're involved in campground management, outdoor recreation planning, or advocacy for disability rights, this session promises valuable perspectives and practical solutions to promote accessibility in your campground.

1:45 p.m. – 2:45 p.m. Breakout Session 2: How to Gain a Competitive Advantage and Increase the Value of Your RV Park Investment – Richard O’Brien

3:00 p.m. – 4:00 p.m. Breakout Session 3: How to Maximize Your Profits with Revenue Management – Mike Harrison, CRR Hospitality
Learn how to analyze your data and make decisions to enhance your revenues and bottom line. With attention and intention, it could mean 5-20% more revenue by utilizing tools and strategy

3:00 p.m. – 4:00 p.m. Breakout Session 4: Campground and RV Park Development, Expansion, & Redevelopment: A Case Study – Jayne Cohen & Emeka Nnadi
Join Jayne Cohen (Campground Consulting Group) and Emeka Nnadi (The Nadi Group) as they take you through the process of building, expanding, or redeveloping an RV park or campground - from an empty plot of land (or just an idea) to a fully operational destination. Through the lens of an actual RV resort development, this session will provide practical insights, expert recommendations, and step-by-step guidance to help you navigate the complexities of campground development. Learn the process's what, when, and how, gain valuable industry insights, and get answers to your questions in an interactive discussion. Whether you’re starting from scratch or improving an

existing property, this session is designed to equip you with the knowledge and strategies to bring your vision to life. Open Q&A encouraged!

4:00 p.m. – 6:00 p.m. Trade Show Open & Reception

Grab your favorite beverage and enjoy a sneak peek tour of the trade show while networking with the vendors and fellow attendees.

6:00 p.m. – 9:00 p.m. The “BIG EVENT” Night

It’s everyone’s favorite night of the conference! Join us for dinner, awards, entertainment, and an auction!

FRIDAY, MAY 9TH

8:00 a.m. – 10:00 a.m. Keynote Breakfast with Mike Boylan of “Mike’s Weather Page,” Plus Disaster Readiness and Response Panel

REAL hurricane stories, storm chasing, storm tracking, and hurricane preparedness – a valuable session on how weather impacts your business and what you need to know to prepare your park and guests for the next big storm.

10:00 a.m. – 2:00 p.m. Trade Show, Lunch and Silent Auction

A showcase of the best industry suppliers and products in the nation! Over 80 vendor booths. Discover the latest products and services fueling the RV park and outdoor hospitality industry, from Reservation Systems, WiFi, and the newest tech to Insurance, pest control, marketing solutions, laundry equipment, park models, and everything in between. Whatever your park needs, you will find it here. Plan for the upcoming winter season and take advantage of “show specials”. Lunch will be served inside the expo hall, and silent auction items will be showcased and open for bidding.

2:15 p.m. – 3:30 p.m. Cracker-Barrel Group Discussions

Join us for hot-topic discussions on RV Park sub-metering, rules and regulations, rental agreements, tax exemptions, HUD, 55+ rules, credit card fees, liability, evictions, and more. This is the time to learn about all the issues every park owner faces and deals with daily. Come with questions and be prepared to walk away knowing a LOT more about the campground business.

3:30 p.m. – 4:30 p.m. Park Owner Panel: Top Success & Failures

Learn vital tips for maximizing success and profit growth from your peers. Hear first-account stories on the successes and failures park owners have faced. This is a great opportunity to learn from the mistakes of others and take away some fantastic tips on how to grow your business and maximize your profits.

4:30 p.m. – 5:00 p.m. Conference Wrap-Up & Final Q&A

Final conference session - One last time to network with others, recap important conference highlights, cover loose ends, and discuss key takeaways you must bring back to your park. Final thoughts, prizes, and association business will also be addressed.