

2025

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The Southeast's Premier Outdoor Hospitality Event

FLORIDA & ALABAMA

outdoor hospitality CONVENTION & EXPO

The Rosen Shingle Creek Resort in Orlando, FL
May 6-9, 2025

PRESENTED BY



Florida and Alabama RV Park & Campground Association
1340 Vickers Road, Tallahassee, FL 32303 | 850-562-7151 | campflorida.org
For more details and to register, visit: RVParkConference.com



SCHEDULE OF EVENTS

TUESDAY, MAY 6

- 8:00 a.m. – 5:00 p.m. **Optional Certified Pool Operator (CPO) Class (Day 1 of 2)**
Join Terry Munoz to earn your Certified Pool & Spa Operator (CPO) Certification. The CPO is accredited by the Pool & Hot Tub Alliance (PHTA), the industry's most widely recognized and state-approved certification. Over 30,000 professionals earn this credential each year, equipping them with the skills to operate pools safely, efficiently and in compliance with regulations. **Separate fee and registration required.**
- 12:00 – 5:00 p.m. **Optional RV Tech & Maintenance Basics presented by RVTI**
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 maintenance knowledge can transform a potential vacation setback into a memorable stay. This program will provide you with these essential skills setting your campground apart with exceptional customer service. **Separate fee and registration required.**
- 2:00 – 5:00 p.m. **FRVCA Board Meeting**

WEDNESDAY, MAY 7

- 8:00 a.m. – 5:00 p.m. **Registration Opens**
- 8:00 a.m. – 2:00 p.m. **Optional Certified Pool Operator (CPO) Class (Day 2 of 2)**
The certification exam will immediately follow the completion of the class.
- 9:00 a.m. – 12:00 p.m. **Strategy & Research Mini Summit with Sandy Ellingson & Scott Bahr**
Gain valuable insights and expert perspectives at this 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 Estate Planning with 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.
- Noon – 1:15 p.m. **Lunch on your own.**
- 1:30 – 3:15 p.m. **Opening General Session: RV Park Insurance Update & Panel Discussion with Austin Gaines**
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 the option of creating its own captive insurance plan. During this important session, we will discuss the current state of the insurance market in Florida & Alabama as well as the findings from a recent study conducted by insurance professionals and actuaries on the captive insurance market. This is your opportunity to learn about insurance options from Austin Gaines of Starke Agency and discover cost-saving solutions and tips, and what steps to take to ensure you are properly covered.
- 3:30 – 4:30 p.m. **Opening Keynote Session: How to Grow Your Business by Creating & Marketing Experiential Hospitality Utilizing Unique Stays with Ben Wolff**
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.
 - Collaborative customer experience vs. traditional transactional experience.

WEDNESDAY, MAY 7 CONTINUED

- 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 – 7:00 p.m.

Welcome Reception & Networking Event

It's time to kick off the party! Join us for some beverages and tasty hors d'oeuvres while networking and socializing with new and old friends. Everyone is invited!

Night on your own & networking opportunities.

THURSDAY, MAY 8

8:00 a.m. – 5:00 p.m.

Registration

8:30 – 10:00 am

Industry Panel Breakfast: RV Park Trends, Analysis & Forecasts with Scott Bahr & Casey Cochran

Join us for breakfast and this valuable session revealing 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.

9:00 a.m. – 3:30 p.m.

Exhibitor Set-Up (Trade Show opens to attendees at 4:00 p.m.)

10:15 – 11:15 am

Keynote Session: Profiting from a Complaint-Free Workplace with world-renowned speaker & author, 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. This enlightening and valuable session will show you how you can elevate your business, your staff and your life. Mr. Bowen will be available for book signing at the end of the session.

11:30 a.m. – 1:45 p.m.

Chairman's Lunch & Special Session: State of the Industry, Dignitaries & Legislative Report with FRVCA Chair Thomas Sparrow, Marc Dunbar & Rep. Richard Gentry (R-District 27)

Enjoy lunch while learning about industry updates, advocacy efforts and other valuable information about your Association and what's happening on the legislative front.

2:00 – 3:00 p.m.

Breakout Session 1: Accessibility - Ensuring Outdoor Recreation for Everyone with Nichole Poisson

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.

2:00 – 3:00 p.m.

Breakout Session 2: Acquisitions & Sales - Current Environment & Preparation for Success with Richard O'Brien

After strong demand from last year's conference, this discussion will address the current capital markets environment and how to best position an RV park exit or acquisition. Learn about the consolidation trends, preparation to sell, underwriting, structuring and what buyers and sellers would want to do to position themselves for success. This will be a no non-sense talk and related dialogue.

SCHEDULE OF EVENTS

THURSDAY, MAY 8 CONTINUED

2:00 – 3:00 p.m.

Breakout Session 3: Demystifying RV Park Accounting – Best Practices & Setup with Nic Gramstad, Clyde Yelverton & Amir Harpaz

Join us for an insightful panel discussion on best practice accounting for RV parks. Our experts will cover essential strategies for setting up your software and bookkeeping correctly, ensuring accuracy, efficiency and financial success. Making sure your Chart of Accounts is set up to recognized accounting standards and mirrored in your software. Let us walk you through USALI (The Uniform System of Accounts for the Lodging Industry) standards and how to set yourself up for success!

3:00 – 4:00 p.m.

Breakout Session 4: Park Development, Expansion & Redevelopment - A Case Study with Jayne Cohen & Emeka Nnadi

Journey 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!

3:00 – 4:00 p.m.

Breakout Session 5: Maximizing your Profits with Revenue Management with Mike Harrison

Learn how to analyze your data and make decisions to enhance your revenues and bottom line. With attention and intention, utilizing these tools and strategy could result in 5-20% more revenue.

3:00 – 4:00 p.m.

Breakout Session 6: Three Key Insights to Drive Personalized & Seamless Stays with Travis Henriod

This impactful session explores key industry trends, opportunities, and practical strategies to optimize your operations. We'll dive into three actionable insights: understanding your guests, auditing your booking process for conversions, and enhancing guest communication for a seamless experience. Leave with clear, practical takeaways to implement right away.

4:00 – 6:00 p.m.

Trade Show Open & Evening 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 – 9:00 p.m.

The MAIN EVENT: Awards Dinner & Auction

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

9:00 p.m. – ?

Social at the Hotel

Socialize and network into the night at Tobias Burgers & Brew located at the hotel. This welcoming gathering spot serves craft beers and bourbon.

FRIDAY, MAY 9

8:00 – 10:00 a.m.

Registration

8:00 – 10:00 am

Breakfast & Keynote Session with Mike Boylan of "Mike's Weather Page," Plus Disaster Readiness & Response Panel

A valuable session on weather impacts through real hurricane stories and storm chasing and tracking. Learn to prepare your park and safely advise your guests when the next big storm hits.

Please wear your name badges. Name badges will be required to enter all sessions and events.

FRIDAY, MAY 9 CONTINUED

10:00 a.m. – 2:00 p.m. **Trade Show Open & EXPO Lunch**

A showcase of the best industry suppliers and products in the nation! Over 90 vendor booths. Discover the latest products and services fueling the RV park and Outdoor Hospitality Industry, from reservation systems, Wi-Fi and the newest tech to insurance, pest control, marketing solutions, laundry equipment, park models and everything in between. Whatever your park needs, you'll find it here. Plan for the upcoming winter season and take advantage of "show specials". Lunch will be served inside the expo hall.

2:15 – 3:30 p.m. **Crackerbarrel Group Discussion**

Join us for hot-topic discussions on RV park sub-metering, abandoned units, rules and regulations, rental agreements, HUD 55+ rules, credit card fees, liability waivers, insurance, evictions, tax issues and exemptions 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.

3:45 – 4:30 p.m. **Industry Panel Discussion and Q&A: Tips for maximizing success**

Hear first account stories on the successes and failures that other successful 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 – 5:00 p.m. **Conference Wrap-Up & Final Q&A**

Don't miss your last opportunity to have all your questions answered and to discover valuable tips and suggestions you may have missed. There will be a prize drawing for those that stay to the end!



GUEST SPEAKERS



SCOTT BAHR

Scott has been president of the Cairn Consulting Group since the summer of 2014. With over 25 years of market research experience, Scott has worked with major brands like KOA campgrounds, Cesar's Casinos and Orvis. As the founder of CCG, he oversees all projects for the best in customer service and delivery.

Cairn Consulting Group (CCG) strives to bring their clients the best answers to marketing-related questions with a professional approach and responsive support style. They take pride on being a small business and consulting with a transparent approach. While they primarily focus on Outdoor Hospitality they also conduct research across all verticals and industries. They are open to collaborations and consultations to help organizations grow through data-driven decision-making.



WILL BOWEN

After decades of unprecedented sales success in insurance, broadcasting and advertising, on July 23, 2006, Will had an idea and invited 250 people to try and break the negative habit of complaining. He gave each person a purple bracelet to be used as a mindfulness tool with the idea to switch the bracelet from wrist-to-wrist with each spoken complaint and keep switching until you go 21 consecutive days without complaining.

Will's idea exploded and now, some 15 years later, the Complaint Free bracelet total is over 15 million and has been recommended by numerous celebrities and media including Oprah, Maya Angelou, Tim Ferris, Joe Vitale, Gary Zukov, The Wall Street Journal, NBC's Today Show, the ABC Evening News and NPR.

Will has written 5 International Bestselling books that have sold more than 4 million copies worldwide and have been translated into more than 35 languages.



MIKE BOYLAN

Mike Boylan is the founder of Mike's Weather Page, a hugely successful weather tracking website that has amassed nearly 1.5 million followers and is a go-to resource for weather information and analysis. The site has been accredited by the National Oceanic and Atmospheric Administration (NOAA), the National Weather Service (NWS), and the Federal Emergency Management Agency (FEMA) and serves as a valuable resource used by hurricane hunters, local meteorologists, state and local emergency management agencies and officials and the Weather Channel.

In 2021, Mike was honored with the Tropical Meteorology Award, making him the first "civilian" to ever win that honor handed out by weather-industry professionals.

In 2023 & 2024, the Florida Division of Emergency Management partnered with Mike's Weather Page on the sponsorship of the #4 JD Motorsports car in a NASCAR Xfinity Series race. Mike's Weather Page also hold partnerships with Gulf Coast Jam, Tampa Bay Brewing Company, and FIRMAN Power Equipment.



CASEY COCHRAN

Casey is the Vice President of Business Development at Campspot, a reservation management platform committed to creating and providing value to campground owners and operators.

In 2015, nearly half the campgrounds across the United States were not accepting online reservations. Determined to help campground owners modernize and operate their parks more efficiently, Campspot, powered by outdoor enthusiasts and tech professionals with decades of combined experience in the RV park and campground management, created an elegant online reservation software solution.

Today, Campspot is proud to power over 2,700 private and public campgrounds across North America and has earned industry leading recognition like the 2022 ARVC Supplier of the Year Award and the 2022 American Glamping Award.



JAYNE COHEN

Jayne Cohen is the founder and CEO of Campground Consulting Group. Her vast “hands-on” industry experiences owning, operating and developing campgrounds and RV parks throughout the country began 50 years ago. This knowledge and hands-on experience in development and operations are the foundation of her consulting endeavors.

Jayne has worked with hundreds of clients on new RV park developments and campground expansions conducting market and comparative analysis, feasibility research and reporting for lenders and investors, and land planning and design. Her operational audits for RV park buyers, sellers, and operators have had great success reducing expenses, increasing revenues, and creating better guest experiences.

Her extensive knowledge and experience in park operations, expansion and development assists clients in achieving their goals and successes.



MARC DUNBAR

Marc is a partner in the Government Relations Practice Group at Jones Walker, a Lobbyist and Legislative Consultant. With a successful career spanning more than two decades, Marc focuses his practice on governmental relations and legislative advocacy, commercial transactions and gaming. He has served as counsel to a wide range of clients, with a particular emphasis on highly regulated industries.

On the political front, Marc is active in a variety of campaigns, having served in paid and volunteer capacities at the local, legislative, and statewide levels. Among others, he has served on the campaign for Gov. Ron DeSantis and the Republican Governors Association.



SANDY ELLINGSON

Envision a future where the RV and Outdoor Hospitality Industry thrives on forward-thinking and interconnectedness. Imagine a world where campgrounds are in sync with the pulse of production, anticipating the arrival of new rigs a year ahead. Picture a landscape where trends are not just followed but forecasted, where decisions on expanding sites or offering boondocking experiences are made with confidence.

This is vision of Sany Ellingson when she founded Sandy Ellingson Consulting which specializes in dynamic collaborations with business owners and operators. From revolutionizing business experiences to spearheading projects that make life easier for customers at all levels, their team is committed to guiding you through the ever-evolving RV industry landscape.



AUSTIN GAINES

Austin is currently a Partner with Starke Agency in Alabama. For over 90 years this agency has offered personal and business insurance risk management solutions. Starke has been the single entry point for all their client’s insurance needs with a solid record of financial stability, independence and professional advice.

Austin received his Bachelor of Science and Business Administration from Auburn University with a major in Accounting and a minor in Finance. He received his CPA accreditation shortly after. He is also an active member of the Kiwanis Club, a board member of ClefWorks and acts as the treasurer for River Region United Way.



NIC GRAMSTAD

Nic has been fortunate to spend his career working alongside incredible people in the Outdoor Hospitality Industry, helping campgrounds, RV parks and glamping destinations improve their operations through technology. Currently, as the Director of Sales at Staylist, he focuses on providing reservation management solutions that simplify processes and enhance guest experiences. He has a passion for the outdoors and brings a wealth of knowledge and experience in the industry to Staylist.

GUEST SPEAKERS



MIKE HARRISON

Mike is the COO of CRR Hospitality and has 30 years of experience in the hospitality industry. He is known for generating notoriety, awareness and excitement, and increasing revenue for his RV parks. Prior to CRR, Mike was VP of Operations at Sage Hospitality - one of the most established hospitality operators in the country. He has been a presenter and speaker for numerous industry conferences and a guest lecturer at academic events.

CRR Hospitality doesn't just manage outdoor hospitality properties—they transform them. Offering a suite of services, spanning accounting, marketing, guest experience design and revenue management, each contributing to turn properties into thriving, profitable destinations. And they don't just offer an array of services; their campground management company integrates them seamlessly to provide an all-inclusive approach that gives businesses the competitive edge they deserve.



TRAVIS HENRIOD

Travis is an Account Executive at Newbook who believes in helping industry leading operators run better businesses. He is first and foremost a husband and father to 3 incredible kids. He resides in Surprise, Arizona and enjoys golf, fly fishing and playing sports with his family.



MR. LAND TRUST®

"Mr. Land Trust," teaches real estate investment courses throughout the United States and has written Privacy and Asset Protection books and home study courses. His most popular publications are his Land Trust Made Simple® home study courses and live seminars.

He has written extensively for local and national real estate publications, has been an expert witness in the California and Illinois court systems on Land Trust issues, taught real estate classes at various colleges and universities and has been a licensed Continuing Education Instructor for the Illinois REALTORS® for 25 years.



TERRY MUNOZ

Terry is a 36-year veteran of the Outdoor Hospitality Industry. He also has over 34 years of experience as a trainer in Customer Service and Team Building. His goal as instructor is to provide a stimulating educational environment in which each student feels empowered to participate in the learning process as they gain the knowledge and skills they need to be successful.



EMEKA NNADI

Prior to starting Nadi Group in 2010, Emeka practiced architecture, urban design and landscape architecture in Nigeria, the U.S. and Canada. He graduated with a bachelor's degree in architecture from the Enugu State University of Technology, Nigeria, and earned a master's degree in landscape architecture and urban design from the University of Manitoba, Canada. Emeka specializes in innovative, large scale master planning and mixed-use solutions. He is sensitive to urban development issues, affordable and attainable housing and the intersect of technology, human habitat and climate change.

Under Emeka's leadership, Nadi Group has delivered over 1,750 projects across North America, garnishing multiple national and international design awards and publications in the process. Emeka is the urban designer and advocate architect responsible for the conception, design and development of the Bridgwater Neighbourhoods - a 1,400 acre forward thinking mixed-use development in Southwest Winnipeg. Emeka teaches postgraduate design, sits on several volunteer boards and is an active mentor and thought leader.



RICHARD O'BRIEN

Before founding Athena Real Estate in 2004, Richard was CFO and EVP of FelCor Lodging Trust, a public hotel REIT. He also has 25 years of professional experience with three Fortune 500 size companies (GE, J.P. Morgan and KPMG).

Athena has experienced disciplined growth each year and works with well-known, highly-respected institutional joint venture partners and clients. O'Brien's transactional experience is broad and includes: mergers & acquisitions, property acquisitions and dispositions, mortgage and mezzanine debt, public market senior note and equity issuances, venture capital investments and joint ventures.

At GE Capital Real Estate, he emphasized growth through specialty collateral types, including hotels, marinas, manufactured housing communities and net lease transactions. Athena is an investor in niches characterized by fragmented markets and less efficient capital flows, which tend to provide substantial risk/reward to a value-added investor.



NICHOLE POISSON

Nichole has been an influential force in the Outdoor Hospitality industry for the past 16 years and currently holds the position of Franchise Development Manager with Kampgrounds of America Inc.

She began her industry career as an insurance professional, traveling across the U.S. visiting with campground owners - both branded and independent - assessing their risk and consulting on how to best manage it.

In her position with Kampgrounds of America Inc., the world's largest system of family-friendly campgrounds, she consults with independent campground owners interested in joining the 524-location KOA system in North America.

She also holds various professional certifications including charter property and casualty underwriter (CPCU), Accredited Advisor in insurance and an Associate's Degree in Insurance.



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.

Oasi, founded with the vision of re-imagining hospitality in pursuit of the perfect guest journey, is a pioneer in the hospitality services industry, offering best-in-class social media marketing, revenue management, guest experience and design development for upscale to luxury hotels and experiential resorts. Onera and other Oasi-managed properties drive 75%+ direct bookings through organic social media content marketing. The vision of re-imagining hospitality in pursuit of the perfect guest journey.

Ben is a father, a husband, an NYU grad and a McKinsey dropout.



CLYDE YELVERTON

Clyde is the Chief Operating Officer of Staylist, the company transforming how RV parks run their business. At Staylist, Clyde focuses on recruiting rockstars, giving them the tools they need to succeed and then getting out of their way. He brings a wealth of knowledge in finance and real estate. He's passionate about rallying others around a big dream, creating a clear path forward, and winning together.

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EXHIBITORS

AccessParks, LLC	Inex Technologies
AGS Guest Guides - TX AD	Interactive Play Waterparks
Anderson Brochure Distribution Service	It's All About Satellites
ANUA	Kampgrounds of America, Inc
App My Community	Keystone Trader
Applebrook RV Parks	Lancaster Log Cabins
Avaden, LLC	Laundylux Distribution
Bluewater Development	Live Oak Bank
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Campground Consulting Group	Newport Pacific
Campground Views, Inc	Open Campground
CampLife	Peak Energy Technology
CampSite 360	PlainsCraft
Campspot	Covered Wagons
Champion Park Models & Cabins	Poo Prints
Chariot Eagle Park Models	ResNexus
ClearView	RV Life
Cold River Mining Corp	RV Park Signs
Colliers International	RVshare
Commercial Laundries, Inc	Saunders Land
Commercial Recreation Specialists	Skyware Hospitality Systems
Construction Specialists Group	Southeast Publications / MySites
CRR Hospitality	Spot2Nite Inc.
Dr Technology	Staylist
E-Z Treat inc.	Strait Web Solutions, LLC
Electrical Works	Suburban Propane
Eljen Corporation	Symbiont Service
Entertainment FX	Tengo
EOB Consulting	Tillman Insurance Agency, Inc
Farmtastic Fun	Turner Group Reps
Firefly Reservations	Utility Supply Group
Flatspot Decking Services	Vacavia Cottages & Cabins
Fowler Route Company	VISIT FLORIDA
Good Sam	Wilcor International
Great American Direct	Wild Energy Company
Gulf Atlantic Cottages	Yale Realty & Capital Advisors
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