



## 2025 CARVC CONFERENCE & EXPO AGENDA

### SATURDAY FEBRUARY 8

- 7:00-9:00 AM**      **BREAKFAST BUFFET-** *Coastal Grill* (Included in Room Rate)
- 8:30-9:00 AM**      **RV TECHNICAL INSTITUTE TRAINING/** Add -on fees apply!  
Registration/ *Ocean Lakes Family Campground- Activities Center*  
*6001 S Kings Hwy. Myrtle Beach, SC 29575*  
**TRANSPORTATION NOT PROVIDED**
- 9:00-5:00 PM**      **RV TECHNICAL INSTITUTE TRAINING /** Hands on Session/  
*Includes Lunch, Break Snacks & Ocean Lakes Family Campground Tour*
- 5:30 – 7:00 PM**      **EVENING RECEPTION-** *Embassy Suites Coastal Lounge*  
*2 Drink Tickets, Snacks (Included in Room Rate)*
- 7:00 PM**              **DINNER DUTCH TREAT-** *Black Drum Brewery/ Located at Embassy Suites Hotel*

### SUNDAY FEBRUARY 9

- 6:30- 10:30 AM**      **BREAKFAST BUFFET-** *Coastal Grill* (Included in Room Rate)
- 9:30 AM**              **CARVC BOARD MEETING-** *Pembroke*
- 11:30 - 5:00 PM**      **REGISTRATION –** *Westminster Hall/ Drop off Auction Items*
- 12:00- 2:00 PM**      **CPR Training Session/ Not included in conference registration**  
*DARIN ALMOND / Pembroke*
- 1:00-1:45 PM**      **CREATING THE RIGHT EXPERIENCE FOR YOUR WEBSITE TO BOOK MORE RESERVATIONS**  
*JOSH RICHARDSON / Influence Digital Agency/ Kensington G*
- 1:45-2:00 PM**      **BREAK**
- 2:00 – 2:45 PM**      **CAMPGROUND MARKETING**  
*JOSH RICHARDSON / Influence Digital Agency/ Kensington G*
- 2:45-3:00 PM**      **BREAK**
- 3:00-3:45 PM**      **WEBSITE REPORTING AND ANALYTICS**  
*FELIKS YAMNIK/ Kensington G*
- 3:45-4:15 PM**      **BREAK**



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**4:15- 5:15 PM**      **PANEL: OHI & CARVC ADVOCACY PANEL / Kensington G**  
Moderator: David Basler, Chief Strategy Officer, OHI

### **PANEL: OHI & CARVC ADVOCACY PANEL**

The panel will feature first-hand accounts from campgrounds that have benefited from the efforts of OHI and CARVC. The panel will discuss how both parties' efforts will persist into 2025.

CARVC & OHI "United for Success" in 2024 with a victory for the NC campgrounds and the entire campground industry with the passage of NC SB 166. This bill was enacted on 9/11/2024 and stated receptacles installed in recreational vehicle site equipment, ground-fault circuit-interrupter protection shall only be required for 125-volt, single-phase, 15 and 20-ampere receptacles.

Hurricane Helene came through the Carolinas, dropping historic amounts of rain and causing extensive damage to the western NC Mountains. OHI, CARVC and CARVC lobbyist Ed Hanes took immediate action to help the campgrounds by communicating with and actively gathering information from state and local agencies along with campgrounds receiving funds from the OHI Foundation Disaster Relief Grants.

**5:30-10:00 PM**      **GRIDIRON GATHERING/** Watch the Big Game/ Drink Tickets included in Room Rate/ *Embassy Suites Coastal Lounge*  
**6:00 PM – GRIDIRON GATHERING FOOD PROVIDED BY CARVC**  
*Coastal Lounge, Vista 1 & 2/ Embassy Suites*

**VENDORS: NO SET UP ON SUNDAY/ BE SURE TO ATTEND THE GRIDIRON GATHERING**  
**VENDOR SET UP: MONDAY 7:30 AM-NOON/ Kensington ABC, Balmoral & Westminster Hall**

### **MONDAY FEBRUARY 10**

**6:30-9:00 AM**      **BREAKFAST BUFFET/** Included in room rate/*Coastal Grill*

**7:30 AM-NOON**      **VENDOR SETUP/** *Kensington ABC, Balmoral & Westminster Hall*

**7:30 – NOON**      **REGISTRATION-** Drop Off Auction Items/ *Westminster Hall*

**9:00-9:15 AM**      **WELCOME & INTRODUCTIONS/ CARVC BOARD**  
*Kensington G*

**9:15-10:15 AM**      **TRAIN THE TRAINER: TEAMBUILDING DYNAMICS / Pt. 1**  
KELLY JONES/ VP of Operations/ Great Escapes RV Resorts  
*Kensington G*

### **KEYNOTE SESSION / Pt. 1**

Are you ready to elevate your facilitation skills and become a catalyst for transformative team dynamics? Join Kelly for an immersive Train the Trainer course on teambuilding,



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where theory meets practice in an experimental learning environment. **This hands-on workshop** empowers you to effectively lead teambuilding activities, dissect their underlying goals, and master the art of debriefing to solidify key messages. Engage in a series of **dynamic teambuilding exercises** carefully selected to illustrate various aspects of teamwork, communication, trust, and problem solving.

**10:15-10:30 AM**     **BREAK/** Coffee Provided

**10:30- 11:15 AM**     **MAKING DATA- DRIVEN DECISIONS**

RACHEL GODBOUT / Advanced Outdoor Management

Data has become a powerful asset in modern business strategy.

This session will explore how campgrounds can harness data-driven

Methodologies to make informed decisions, mitigate risks, and

Capitalize on emerging opportunities. Participants will gain practical

Knowledge on implementing data analytics frameworks and measuring

Success through metrics. *Kensington G*

**11:15-11:30 AM**     **BREAK**

**11:30-12:45 PM**     **TRIVIA SESSION/ TRADE SHOW SPONSORS SPOTLIGHT**

**BOXED LUNCH/** BOBBY SORDEN/ Founder & CEO of Suppliers Spot

### **SUPPLIERS TRIVIA SESSION**

Suppliers Spotlight Trivia is an innovative game designed to spotlight the **SHOW Sponsors** in a fun and engaging way. This trivia game combines entertainment with effective supplier brand promotion. During each game, Bobby integrates questions and segments related to the **SHOW Sponsors**, highlighting their products and services. As participants answer trivia questions, they learn about the **SHOW Sponsors** in a natural and memorable context. This interactive approach not only increases brand visibility but also fosters a deeper connection between the suppliers and the audience, making Suppliers Spot Trivia a win-win for both entertainment and marketing. This session will promote our conference theme” Team Spirit: Uniting for Success”. **Conference attendees will explore the dynamics of teamwork, collaboration, and effective communication drawing inspiration from the synergy seen in football teams. PRIZES WILL BE AWARDED!**

**12:45-5:00 PM**     **TRADE SHOW /** Kensington ABC.  
*Balmoral & Westminster Hall*

**12:45-5:00 PM**     **SILENT AUCTION/** *Corner of Balmoral & Westminster Hallway*

**5:00 PM**             **TRADE SHOW BREAKDOWN-** Must be completed right after the  
Trade Show Ends



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**5:30-7:00 PM**      **EVENING RECEPTION-** *Embassy Suites Coastal Lounge/*  
2 Drink Tickets and Snacks Included in Room Rate  
**ENTERTAINMENT** – Walter Finley & April Dawn  
Walter Finley claimed his 3<sup>rd</sup> Consecutive Male Country Artist of the Year at the Queen City Awards. Walter & April were Duo of the Year At the Carolina Country Music Awards. You will not want to miss their Very 1<sup>st</sup> co-written song “Lean To” that earned them a nomination for “Single of the Year”.  
**Book this duo to perform at your campground in 2025!**

**7:00-10:00 PM**      **GAME DAY GALA/ DINNER/ LIVE AUCTION,**  
**CASH BAR/ ENTERTAINMENT/** Blackwater Band  
The Blackwater Band is a high energy group of musicians from NC Bringing the best variety dance music in Beach Music, Country Blues, Funk, and Top 40 hits full of live entertainment.  
**Book This Band to Perform at your campground in 2025!**

### TUESDAY FEBRUARY 11

**6:30 -9:00 AM**      **BREAKFAST BUFFET-** *Coastal Grill* (Included in Room Rate)

**9:00-10:00 AM**      **TRAIN THE TRAINER: TEAMBUILDING DYNAMICS / Pt. 2**  
**KELLY JONES/** VP of Operations/ Great Escapes RV Resorts  
*Kensington G*

#### **SESSION/ Pt. 2**

Explore the fundamentals of effective team dynamics and the role of teambuilding activities in fostering collaboration and synergy. This session will be hands-on!

**10:00-10:15 AM**      **BREAK**

**10:15- 11:15 AM**      **ANNUAL BUSINESS MEETING/** *Kensington G*  
All members/ nonmembers are welcome! Meet your CARVC Board, (2025 board elections will be taking place), Learn what CARVC Accomplished in 2024 & the 2025 goals!

**11:15- 11:30 AM**      **BREAK**

**11:30- 12:15 PM**      **BEYOND THE CAMPFIRE: INNOVATING COMMUNICATION & ENGAGEMENT STRATEGIES FOR SUSTAINABLE CAMPER RELATIONSHIPS/** **MARK KOEP/** Founder & CEO Campground Views



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### *Kensington G*

**SESSION:** This presentation will delve into the evolving landscape of Camper expectations and how RV Park owners can leverage Innovative communication channels and engagement techniques To not only meet these expectations but exceed them. It will explore Practical methods for creating memorable experiences, utilizing Technology for personalized interactions, and building a community That keeps campers returning. The session will highlight the Importance of feedback loops, loyalty programs, and the role of Sustainability in fostering long-term camper relationships. Attendees Will leave with actionable insights and creative ideas to turn first-time Visitors into lifelong enthusiasts.

**12:15-2:00 PM      LUNCH/ SESSION/ APPROACH TO WATER AND ONSITE  
WASTEWATER NEEDS**

Gary MacConnell/ MacConnell & Associates P.C.  
Mike Stidham/ E-Z Treat Inc.

**2:00-5:30 PM**      Spend an extra night & enjoy your hotel located directly on the beach/  
Waterpark, outdoor pool, tennis etc.

**5:30- 7:00 PM**      **EVENING RECEPTION-** Embassy Suites Coastal Lounge  
*2 Drink Tickets, Snacks (Included in Room Rate)*

**7:00 PM**            **DINNER/ FLYING FISH PUBLIC MARKET & GRILL/ *group reservation***  
Don't leave Myrtle Beach without having some of the best seafood in  
Myrtle Beach!  
*4744 Hwy 17 S, North Myrtle Beach, SC 29582*

### **WEDNESDAY FEBRUARY 12**

**9:00 AM**            **BOARD OF DIRECTORS MEETING/ *Pembroke***