



2025 CARVC CONFERENCE & EXPO AGENDA

MONDAY FEBRUARY 3 TO FRIDAY FEBRUARY 7

8:00 AM-5:00 PM LEVEL 1 RV TECHNICIAN TRAINING/ Add-on fees apply!
Registration/ *Ocean Lakes Family Campground- Activities Center*
6001 S Kings Hwy. Myrtle Beach, SC 29575
TRANSPORTATION NOT PROVIDED

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 / Refreshments served



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3:00-3:45 PM WEBSITE REPORTING AND ANALYTICS

FELIKS YAMNIK/ *Kensington G*

3:45-4:15 PM BREAK

4:15- 5:15 PM UNITED FOR SUCCESS: OHI® & CARVC ADVOCACY IN ACTION (Panel Presentation) / *Kensington G*

Moderator: David Basler, CSO/SVP, Government Affairs, OHI®

Session Description:

Discover how the advocacy efforts of OHI® and CARVC are shaping the future of the campground industry. This dynamic panel will feature real-world success stories from campgrounds that have directly benefited from these organizations' work. From the monumental passage of NC SB 166, which saved campgrounds money, and resources to how OHI®, the OHI® Foundation and CARVC quickly mobilized during Hurricane Helene to provide immediate support, securing disaster relief funding and fostering collaboration with state and local agencies to help impacted campgrounds begin to rebuild. Looking ahead to 2025, this session will provide insights into how these advocacy efforts will continue to protect and grow the campground industry in the Carolinas and nationally.

Key Takeaways for Attendees:

- **Advocacy in Action:** Learn how legislative wins like NC SB 166 and national legislation like the Credit Card Competition Act can directly impact your campground operations and bottom line.
- **Future-Focused Strategies:** Discover how ongoing advocacy initiatives will support campground growth and sustainability in 2025 and beyond.
- **Networking Opportunities:** Connect with advocacy leaders and fellow campground operators to exchange ideas and build a stronger industry community.

Don't miss this opportunity to walk away with actionable strategies and resources to safeguard and grow your campground business!

5:30-10:00 PM GRIDIRON GATHERING/ SPONSORED BY STAYLIST /

Coastal Lounge, Vista 1 & 2/ Embassy Suites

Watch the Big Game/ Drink Tickets included in Room Rate

Enjoy the "Make Your Own Nacho" Bar, boneless wings, sweet tea & much more!

(6:00 PM – GRIDIRON GATHERING FOOD PROVIDED BY CARVC)

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*



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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, 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 WITH BOBBY SORDEN, FOUNDER & CEO,**
SUPPLIERS SPOT
TRADE SHOW SPONSORS SPOTLIGHT
BOXED LUNCH WITH BEER & LIGHT REFRESHMENTS
Kensington G

SUPPLIERS TRIVIA SESSION

Suppliers Spotlight Trivia is an innovative game designed to spotlight the **SPONSORS** in a fun and engaging way. This trivia game combines entertainment with effective supplier



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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*
- 3:00-4:00 PM** **BREAK** / corner of Westminster and Balmoral Hallways
Beer and refreshments served
- 5:00 PM** **TRADE SHOW BREAKDOWN**- Must be completed right after the
Trade Show Ends
- 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 3rd 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 1st 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** / *Kensington G*
OPEN BAR SPONSORED BY CAMPSPOT (*cash bar once sponsor*
limit reached)
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



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- 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
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.



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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***