

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

2:00-2:45 PM CREATING THE RIGHT EXPERIENCE FOR YOUR WEBSITE TO BOOK MORE

RESERVATIONS

JOSH RICHARDSON / Influence Digital Agency/ Kensington G

2:45-3:00 PM BREAK

3:00 – 3:45 PM CAMPGROUND MARKETING

JOSH RICHARDSON / Influence Digital Agency/ Kensington G

3:45-4:00 PM BREAK

4:00-4:45 PM WEBSITE REPORTING AND ANALYTICS

FELIKS YAMNIK/ Kensington G

4:45-5:00 PM BREAK



5:00- 5:30 PM SESSION TBD / Kensington G

Session TBD

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, 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

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.

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 &

ENGAGEMENG STRATEGIES FOR SUSTAINABLE CAMPER

 $\textbf{RELATIONSHIPS}/\,\,\textbf{MARK KOEP/}\,\,\text{Founder}\,\,\&\,\,\text{CEO}\,\,\text{Campground Views}$

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.

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