

PCOA 61st Annual

CONVENTION & TRADE SHOW

Forged In Steel



Defined By Inn  vation

**Monday / Tuesday / Wednesday / Thursday
December 9, 10, 11, & 12, 2024**

**Doubletree Pittsburgh Cranberry
Mars, PA**

2024 CONVENTION AGENDA - DECEMBER 9-12, 2024

MONDAY, DECEMBER 9

- 4:00-5:00 Board Meeting
5:00-6:30 Happy Hour - Light Appetizers & Cash bar
Aspen/Birch Room (Dinner on your own)

TUESDAY, DECEMBER 10

- 7:30 Registration
Bring auction item & award entries to registration desk.
- 7:45-12:15 Pesticide Training
7:45-8:45 Pesticide Training Category 24 (Pool) credits
8:45-9:00 Break
9:00-10:00 Pesticide Core Credits
10:00-10:15 Break
10:15-12:15 Pesticide Training Category 23 (Weed/Pests) credits
- 8:00-12:00 Adult/Child CPR/AED (Must Pre-register)
- 12:00-6:00 Trade Show Open - Grand Ballroom + Prefunction Foyer
- 1:00-3:30 Pesticide License Testing for both Category 23 & 24
The special form must be submitted if you plan to take the test
- 3:00-4:00 First Timers Session Including Trade Show Visit- Eileen Vaughan
- 3:30-5:30 Happy Hour in the Trade Show (wine, beer, soft drinks) Ticket required
- 4:00 -5:00 Young Professionals Meeting Including Trade Show Visit - Tyler Grim
- 6:30-11:00 Dinner, Opening Ceremony, Auction

WEDNESDAY, DECEMBER 11

- 8:00-12:00 Registration
7:30 Continental Breakfast
- 8:00-1:00 Trade Show Open - Grand Ballroom + Prefunction Foyer
- 1:00-2:20 Awards Luncheon
- 2:30-3:30 I. Glamping Up Your Rentals by Cathy Reinard
II. Developing for Tomorrow's RV Guest by Ed O. Bridgman
III. AI and Your Campground by Travis Gere
- 3:45-4:45 IV. How to Work With Your DMO by Panel: DMO Execs
Jean Ruhf, Ann Nemanic & Ginny Jacob Colella
V. Don't Kill Your Golden Goose-Protect & Perpetuate Your
Business by Larry Oxenham
VI. Your Legal Tool Kit by Christine Taylor
- 5:00-6:00 VII. The Glamping Industry: Growth and Demand by Amber Difabio
VIII. Finance Your Vision by Jessica Tice, Rick Strait & Dan Nead
IX. Hiring Outside the Box by Derrick Donnell
A. Product Showcase - campersAPP
- 6:15 Gateway Clipper Three Rivers Cruise & Dinner
Gather in lobby at 6:15, bus departs promptly at 6:30

THURSDAY, DECEMBER 12

- 7:45-8:45 Breakfast Buffet with Regional Meetings Workshops
- 9:00-10:00 X. Opioid Prevention & Overdose Training (Must Pre-register)
by Rich Walmsley
XI. Personality Styles by David Loshelder
XII. Quickbooks 102 by Don Bennett
- 10:15-11:15 XIII. 3 Easy Steps to Overcoming Criticism by David Loshelder
XIV. The Fugitive in the Restroom: A Lesson on Leadership and
Legacy by Rev. David Anderson
XV. Crackerbarrel - Man Cave Topics moderated by Randy Quinby
XVI. Crackerbarrel - Activity Topics moderated by Melinda Koehler
- 11:45-2:00 Luncheon & Annual Meeting with Guest Speaker Chris Borneman -
RVIA: The State of the Industry
- 2:15 - 3:45 Round Table Sessions

2024 PCOA AUCTION

Don't forget to bring your items for the PCOA Auction to the Convention. The ever popular Auction will be held on Tuesday evening. Auction items should have a value of at least \$75.00. During the auction in 2023, \$14,380 was raised. Proceeds go to the PCOA Educational Foundation, which funds members for one of the following scholarships: 1. Industry Innovation Scholarship (can choose from The George O'Leary National School of RV Park & Campground Management, RVIA - Emerging Leadership Conference, RV Move America Week, RV Tech Certification thru RVIA or PRVCA Leadership Conference); 2. College courses; and 3. Professional development. The Foundation also helps pay for educational convention speakers.

TRADE SHOW

At the 2024 Convention Trade Show, we will have exhibitors from all over the US and Canada. There will be many unique suppliers of campground goods and services. Whether you're interested in making money, saving money, or both, you will want to visit these vendors. Nearly every vendor will offer convention specials. Trade Show days are Tuesday and Wednesday.

"Your Ticket to Win"

Earn "Tickets to Win" - attend seminars, make purchases at the Trade Show and participate in the convention activities.

Four Big Prizes!

You MUST be present to win

Tuesday Evening Dinner (1 prize drawing)

- One Free Registration for the 2025 PCOA Convention at the Kalahari Resort Poconos

Wednesday Evening Banquet (1 prize drawing)

- Free 1 Year Featured Listing on the PCOA Website (value: \$175 if you have a directory ad)

Thursday Awards Luncheon (1 prize drawing)

- Free 1/2 Piggyback for 2025 (value: \$650)

Thursday Following the Round Tables (1 prize drawing)

- GRAND PRIZE!!
\$500 Cash to be used with a trade show vendor.

How to get your tickets:

- One ticket is included with each registration packet (1 per person when you check in)
- Receive one ticket for your donation of an auction item
- Receive tickets for attending educational sessions
- Earn tickets for each \$100 purchase made from a vendor on Tuesday or Wednesday.

WORKSHOPS

I. (Wednesday 2:30-3:30) Glamping Up Your Rentals by Cathy Reinard *Elevating the customer experience allows you to charge more for your preexisting rentals. This presentation suggests multiple affordable changes you can make that will drive more revenue. Complete with photos and current costs from vendors for the products.*

II. (Wednesday 2:30-3:30) Developing for Tomorrow's RV Guest by Ed O. Bridgman *The demand for modern RV sites is currently not being met by today's supply. Before investing millions of dollars to develop, it is important to understand the desires of tomorrow's RV owner. Ed O. Bridgman will explain the current trends of the RV owner and project their future desires. This informative presentation will be worthy of your time.*

III. (Wednesday 2:30-3:30) Practical AI: Enhancing Campground Operations with ChatGPT by Travis Gere *Join us for an exciting and transformative session designed exclusively for campground owners and operators. Discover 20 innovative ways to utilize ChatGPT to streamline your park operations, enhance guest experiences, and reduce your workload. Learn the secrets of prompt engineering to communicate effectively with ChatGPT and unlock its full potential. Gain actionable insights and strategies to harness the power of AI and elevate your campground management to new heights.*

IV. (Wednesday 3:45-4:45) How to Work With Your DMO & Effective Marketing Tips Panel: DMO Execs Jean Ruhf, Ann Nemanic and Ginny Jacob Colella *This workshop will give campgrounds strategies to effectively collaborate with their local DMO to boost tourism and enhance visitor experiences.*

V. (Wednesday 3:45-4:45) Don't Kill Your Golden Goose-Protect & Perpetuate Your Business by Larry Oxenham *Is your financial house in order? Discover the tools you can use to become invincible to lawsuits, save thousands in taxes, and achieve financial peace of mind.*

VI. (Wednesday 3:45-4:45) Your Legal Tool Kit by Christine Taylor *Reinforce your legal foundation with this overview for new and experienced owners! From purchasing to building and owning, hammer down the essentials on liability, compliance, and best practices for your park. As the architect of your business, having the right tools ensures success from the ground up!*

VII. (Wednesday 5:00-6:00) The Glamping Industry: Growth & Demand by Amber Difabio *Take a deep dive into current glamping/short-term rental market growth and demand trends within Pennsylvania's outdoor hospitality industry. Gain valuable insight on the demographic of glampers, and learn how to maximize the revenue potential of this industry niche.*

VIII. (Wednesday 5:00-6:00) Finance Your Vision by Jessica Tice, Rick Strait & Dan Nead *Thinking about purchasing another campground, or want to expand the one you have? Need equipment or cabins? Or do you want to upgrade infrastructure? Plan to sell your campground to your children or hope to buy the campground from your parents? If any of these items are in your future plans, come learn more about financing them from a banker's perspective.*

IX. (Wednesday 5:00-6:00) Hiring Outside the Box by Derrick Donnell *What you need to know about using H-2B (Foreign Labor Certification) Temporary Seasonal Workers and the Work Opportunity Tax Credit Program*

X. (Thursday 9:00-10:00) Opioid Prevention & Overdose Training by Rich Walmsley (Must pre-register) *Do you know how to help someone you suspect has overdosed on opioids? Participants will learn how to recognize an opioid overdose and how to administer Narcan to reverse an overdose.*

XI. (Thursday 9:00-10:00) Personality Styles by David Loshelder *Gain valuable insights into your own personality style and those of your colleagues and employees. This knowledge can lead to better communication, stronger relationships, and improved efficiency.*

XII. (Thursday 9:00-10:00) QuickBooks 102 by Don Bennett *This workshop will help you master correct and efficient ways to do your small business bookkeeping using QuickBooks. You will leave with professional tips to employ in your bookkeeping, and a new understanding of financial management, tracking, and analysis.*

XIII. (Thursday 10:15-11:15) 3 Easy Steps to Overcoming Criticism by David Loshelder *It's hard to be on the receiving end of criticism, but this workshop will help you to use it constructively to gain knowledge and assert positive change.*

XIV. (Thursday 10:15-11:15) The Fugitive in the Restroom: A Lesson on Leadership and Legacy by Rev. David Anderson *A fun story about leadership. Should we settle scores (focus on the present) or choose character and legacy?*

XV. (Thursday 10:15-11:15) Crackerbarrel: Man Cave Topics Moderated by Randy Quinby

XVI. (Thursday 11:30-12:30) Crackerbarrel: Activity Topics Moderated by Melinda Koehler

ROUND TABLES (Thursday 2:15 - 3:45)

- | | |
|---|---|
| 1. ATMs - does this profit center make sense for you? | 7. Free Money - let's talk about grants, ECOD opportunities, and more!! |
| 2. Honeywagons - can you turn this dirty task into a profit center? | 8. WiFi Systems - what works? What doesn't? And why? |
| 3. Reservation Systems - we've all got em, we all want em, what do we love (or hate) about them? | 9. (2nd round) PCOA For You - what else can PCOA do for you - help us defy expectations! |
| 4. Quiet Hours & Security - let's talk best practices | 10. Dog Parks - let's talk about those 4 legged campers. |
| 5. (1st round) PCOA Opportunities - how you can help your greatest ally in the business. | 11. PAC - what does it do and why should I care? |
| 6. Franchises - could you be missing an opportunity? | 12. Mini Golf Courses - hit a hole in one at your park |

INDUSTRY INNOVATION AWARDS

The Industry Innovation awards seek to showcase campgrounds who excel in 4 categories, while simultaneously helping others to strive for excellence.

The 4 categories are as follows:

- | | |
|------------------------------------|--------------------------------|
| 1. Innovative community relations | 3. Innovative customer service |
| 2. Innovative operation strategies | 4. Beverly Gruber award |

Winners will be selected and voted on by the consumer on the PA Camping Facebook page. This will offer a new and unique opportunity to help market your park different than ever before!

We want to encourage you to submit your self-entries for the Innovation awards, as well as a peer campground or employee for the Beverly Gruber award. Submissions can be sent anytime between now and November 1 to info@pacamping.com.

COMMITTEE CHAIRS

| | |
|----------------------------------|-----------------|
| General Chairman | Jason Vaughan |
| Round Table Groups | Ryan McFarland |
| Auction | Randy Quinby |
| First Timers | Eileen Vaughan |
| Trade Show | James Kesterke |
| Raffle | Eileen Vaughan |
| Annual Meeting Preparation | Ryan McFarland |
| Awards | Christine Letch |
| Ticket to Win | Jed Wood |

Registration Fees

Take Advantage of the Early Bird Special!

PCOA Members -

| | |
|--|--------------------------|
| Before Oct. 1: Early Bird Special | \$ 335.00 |
| Adults After Oct. 1 | \$ 400.00 |
| Late Registration (After Dec 1) | \$ 425.00 |
| Children 5-12 (under 5 no charge) | \$ 90.00 |
| Tuesday w/Trade Show & Dinner | \$ 115.00 |
| Wednesday Only w/Dinner Cruise | \$ 175.00 |
| Thursday Only | \$ 115.00 |
| Non-Member Full Registration | \$ 475.00 |
| Non-Member Trade Show Only | \$ 100.00 per campground |
| Tuesday Trade Show & Pesticide ONLY (no workshops or meals) | \$ 65.00 first attendee |
| Tuesday Additional Pesticide ONLY | \$ 25.00 each additional |

(If special food needs are required, notify office one week ahead)

Convention Registration Deadline - November 1, 2024

For more information Telephone: 610-767-5026 Email: info@pacamping.com

Look What's Included!

Full registration includes all
Convention meals and activities

- * Trade Show
- * Educational Workshops and Round Tables
- * Tuesday Evening Dinner, Opening Ceremony & Auction
- * Wednesday & Thursday Breakfast
- * Wednesday Awards Luncheon
- * Wednesday Gateway Clipper Three Rivers Cruise and Dinner
- * Thursday Luncheon & Annual Meeting

Join your peers for four days of networking, education and fun -
YOU'LL BE GLAD YOU DID!



Doubletree Pittsburgh-Cranberry

910 Sheraton Dr, Mars, PA 16046

Book your hotel reservations online at <https://rb.gy/gz7k9u>

For calling in please use: 1-855-610-TREE (8733) and refer to the PA Campground Owners— or use code: CDT90F

Room rate is \$133 single/double and the deadline is November 1 or until room block is filled.

SAFEGUARD CPR/AED/First Aid TRAINING

Including Advanced Bleeding Control

4 Hour Class held Tuesday, Dec. 10, 8:00-Noon

MUST PRE-REGISTER USING THIS FORM

\$50 Per Person Limit: 35 people - Register Early

This hands-on, instructor-led course which teaches important life-saving skills that become a reflex under stress conditions.

The course is led by Rich Walmsley, who has been an emergency response trainer in both the military and civilian environments for 23 years. He is an authorized instructor for the American Safety & Health Institute (ASHI) and the Emergency Care & Safety Institute (ECSI). As a Sr. Instructor, Rich provides effective life-saving instruction that class participants can understand and retain.

Participants will receive an ASHI certification card valid for 2 years, and a personal CPR kit w/pen & a glovebox First Aid kit along with a student hand booklet. The American Safety & Health Institute (ASHI) is recognized as a major national authorized provider of emergency care training. List who from your campground will be attending and include the cost with your registration payment. Deadline is November 1. Include this form with your registration:

Campground _____

1. Attendee's Name _____

Phone _____

Email _____

2. Attendee's Name _____

Phone _____

Email _____

OPIOID OVERDOSE & NARCAN INSTRUCTION

1 Hour Class

Held Thursday, Dec. 12, 9:00-10:00 a.m.

MUST PRE-REGISTER USING THIS FORM

No Charge Workshop

Limit: 35 people - Register Early

The course is led by Rich Walmsley, who has been an emergency response trainer in both the military and civilian environments for 23 years. He is an authorized instructor for the American Safety & Health Institute (ASHI) and the Emergency Care & Safety Institute (ECSI). As a Sr. Instructor, Rich provides effective life-saving instruction that class participants can understand and retain.

Participants will receive a Certificate of Participation for the Opioid session. The American Safety & Health Institute (ASHI) is recognized as a major national authorized provider of emergency care training.

List who from your campground will be attending. Deadline is November 1. Although there is no charge, this workshop is by Pre-registration only and the form must be included with your registration.

Campground _____

1. Attendee's Name _____

Phone _____

Email _____

2. Attendee's Name _____

Phone _____

Email _____

**2024 SPECIAL REGISTRATION FORM
PENNSYLVANIA CAMPGROUND OWNERS ASSOCIATION
IN COOPERATION WITH THE PA DEPARTMENT OF AGRICULTURE
PESTICIDE SEMINAR & TEST INFORMATION
Tues., December 10, 2024 • Doubletree Pittsburgh-Cranberry**

Chlorine is a “pesticide” by definition and regulated by the PA Department of Agriculture. Campgrounds who treat swimming pools with chlorine must hold a Pesticide Application Business License and COMMERCIAL APPLICATOR’S CERTIFICATE (Category 24).

By the same token, if you use insecticides to kill pests such as ants or hornets or if you apply weed killer, you should also hold the Application Business License and Certificate (Category 23).

You or an employee can obtain credits toward recertification or be tested for certification at the 2024 PCOA Convention, Tuesday, December 10 (see below). The seminars, held in the morning, may be helpful in preparation for the test, but are not required to take the test.

NOTE: Seminars are NOT a test prep class - recertification credits only.

Seminars only count for credits AFTER you’re certified.

There is no charge for credits, but if you are attending ONLY the Pesticide Seminar at convention, you are also expected to attend the trade show for a fee of \$65 for the first person from your campground, \$25 additional attendees.

Pesticide Test: The Department of Agriculture will offer the test at \$50 for core certification and \$10 for category 24 certification and/or category 23 certification. This exam will be conducted by PDA employees. **You must preregister and obtain your own study guide(s) prior to the test. You will not be able to pass without them.**

COURSE TIMES

Seminar - Pesticide Category 24 Pools (Tuesday 7:45-8:45)
Seminar - Pesticide Core Credits (Tuesday 9:00-10:00)
Seminar - Pesticide Category 23 Park/School Pests (Tuesday 10:15-12:15)

REQUIREMENTS

PA requires the following pesticide credits be gained within 3 years:
Core Credits - 6 Credits (3 Hours Classroom)
Category 24 Pools - 4 Credits (2 Hours Classroom)
Category 23 Park/School Pest Control - 10 Credits (5 Hours Classroom)

Return if you need credits

PESTICIDE SEMINAR -Category 23 or 24

Tuesday, December 10

7:45 a.m. - 12:15 p.m.

These courses will give you:

- 2 **Core** credits toward the state requirements and
- 2 **Pool** credits toward the state requirements and/or
- 4 **Weed/Pest** credits toward the state requirements
(See above for details - No charge for credits)

Name _____

Campground _____

Address _____

City/State/Zip _____

Phone _____

(NOTE: Bring your certification # to the seminar)

I am taking the following seminars:

_____ Pool _____ Park/School Pest Control
_____ Core _____ Category 24 _____ Category 23

Please return the appropriate form(s) to:

PCOA

415 Taylor Dr., Suite 302

East Stroudsburg, PA 18301

Fax: 570-223-6733 / Phone: 610-767-5026

Email: info@pacamping.com

PESTICIDE APPLICATOR’S TEST

Return only if you have never been certified for a particular category and wish to take the test.

**Order your books and study ahead!
NO OPEN BOOK TESTS!**

Tuesday, December 10 1:00 - 3:30 p.m.

Name _____

Campground _____

Phone _____

Email _____

Birth date (required) _____

Register me for the following test(s) on December 10:

- \$50 for Core Exam
- \$10 for Category 24 (must have passed or be registered for Core Exam in order to register for Category 24)
- \$10 for Category 23 (must have passed or be registered for Core Exam in order to register for Category 23)

Call 1-877-345-0691 to order your study manuals or order online at extension.psu.edu. Shipping & sales tax added.

Core Manual #PEP-OOC - Cost \$35.00

“Swimming Pools” #PEP-24 - Cost \$35.00

“Park or School Pest Control” #PEP-23 - Cost \$50.00

Important info for Category 23 Parks and Schools Pest Control

Category 23 Park/School Pest Control test is NEW as of October 2023. New materials are needed, do not use old study material.

Tests are no longer open book.

Pesticide certification exam questions? Call 717-772-5231