PCOA 62nd Annual

CONVENTION & TRADE SHOW



Monday / Tuesday / Wednesday / Thursday December 8, 9, 10, & 11, 2025

Kalahari Resort Poconos Pocono Manor, PA

MONDAY, DECEMBER 8 1:00 Registration Booth Opens 1:00-7:00 Si-00-7:00 Doraing Reception 7:00-8:10 Si-00-7:00 PAC reception. Wrap up your day with our first ever exclusive, 250+ PAC reception. All PAC contributors of \$250.00 or more annual contribution are invited to attend the reception. TUESDAY, DECEMBER 9 7:30 Registration Booth Open Bring auction items & award entries to registration desk. Pesticide Training 7:45-8:45 Pesticide Training Category 23 (Weed/Pests) credits Part 1 8:45-9:00 Break - 10:00-10:15 Break - 10:00-10:15 Break - 10:00-10:15 Break - 11:30-11:30 Break - 11:30-11:30 Break - 11:30-12:30 Pesticide Core Credits Resol-11:30 Legal Issues Facing Campgrounds by Christine Taylor including last hour for you to bring your documents for a group review led by Taylor from Goldberg Segalla 12:00-6:00 Trade Show Open Pesticide License Testing for Core, Category 23 & 24 The special form must be submitted if you plan to take the test First Timers Session & Young Professionals Meeting Including Trade Show Visit - Eilene Vaughan and Charlie Vakiener Happy Hour in the Trade Show (2 tickets provide per attendee) Wine, beer or soft drinks, cash bar available.) Dinner, Opening Ceremony, Auction WEDNESDAY, DECEMBER 10 Registration Booth Open 7:30 Registration Booth Open 7:30 Registration Booth Open 7:30 Registration Booth Open 7:30 Registration Booth Open 7:45-8:45 Registration Booth Open 8:40-1:40 Registration Booth Open 8:40-6:40 Registration	2025 CONVENTION AGENDA - DECEMBER 8-11, 2025				
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4:00-5:00 Opening Reception 7:00-8:30 Opening Reception - Wrap up your day with our first ever exclusive, 250+ PAC reception - Wrap up your day with our first ever exclusive, 250+ PAC reception. All PAC contributors of \$250.00 or more annual contribution are invited to attend the reception. TUESDAY, DECEMBER 9 7:30 Registration Booth Open Bring auction items & award entries to registration desk. Pesticide Training 7:45-8:45 Pesticide Training Category 23 (Weed/Pests) credits Part 1 8:45-9:00 Break 9:00-10:00 Pesticide Training Category 23 (Weed/Pests) credits Part 2 10:00-10:15 Break 10:15-11:15 Pesticide Training Category 24 (Pool) credits 11:15-11:30 Break 11:30-12:30 Pesticide Core Credits 8:30-11:30 Legal Issues Facing Campgrounds by Christine Taylor including last hour for you to bring your documents for a group review led by Taylor from Goldberg Segalla 12:00-6:00 Trade Show Open 1:00-3:30 Pesticide License Testing for Core, Category 23 & 24 The special form must be submitted if you plan to take the test First Timers Session & Young Professionals Meeting Including Trade Show Visit - Eilien Yaughan and Charle' Vakiener 3:30-5:30 Happy Hour in the Trade Show (2 tickets provide per attendee) Wine, beer or soft drinks, cash bar available.) Dinner, Opening Ceremony, Auction WEDNESDAY, DECEMBER 10 Registration Booth Open 7:30 Rolling Reception of the Available					
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2025 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 2024, over \$12,000 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 2025 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 2026 PCOA Convention at the Kalahari Resort Poconos

Wednesday Awards Luncheon (1 prize drawing)

•Free 1/2 Piggyback for 2026 (value: \$700)

Wednesday Following the Round Tables (1 prize drawing)

•Free 1 Year Featured Listing on the PCOA Website (value: \$200 if you have a directory ad

Thursday Luncheon (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

Pre-Convention Workshop (Tuesday 8:30-11:30) Legal Issues Facing Campgrounds by Christine Taylor *including last hour for you to bring your documents for a group review led by Taylor from Goldberg Segalla.*

- **I.** (Wednesday 2:20-3:20) How to Value a Campground by Brendan Wewer An insider's look at how campground properties are appraised, including the valuation of land, improvements, FF&E, and income streams. They'll cover what makes a property more (or less) valuable.
- II. (Wednesday 2:20-3:20) Water/Wastewater & Engineering Solu-tions by Brent Sapen and Justin Matincheck This workshop will provide discussions on water and wastewater design and permitting for new sys-tems, as well as evaluations, repairs, upgrades/modifications, and oper-ations and maintenance of existing systems. Civil engineering aspects such as campground expansion including layout, grading, stormwater, and permitting will also be discussed. We will review common issues with water and wastewater demands and dive into what it takes to ex-pand a campground.
- III. (Wednesday 2:20-3:20) Eight Things You Can Do in an After-noon to Enhance Your Business by Vitaliy Lukyanchuk In this fast-paced, prac-tical session you'll discover eight impactful things you can do in a single afternoon to boost your business. Perfect for owners and managers look-ing for quick wins and lasting value.
- IV. (Wednesday 3:30-4:30) Is It Time to Sell? by Brendan Wewer This session will help owners think long-term about succession planning, timing the market, and preparing their campground for a clean, confident sale—whether that's one year out or ten.
- V. (Wednesday 3:30-4:30) From Campfire to Concerts: Crafting Memorable Campground Events by Brenda Lidy Make your camp-ground the place to be! Learn how to create affordable, fun, and fam-ily-friendly events that boost reservations, foster community, and keep campers talking about their experience long after checkout.
- VI. (Wednesday 3:30-4:30) Relationship Marketing by Michael Moore In the outdoor hospitality industry, strong relationships drive loyalty, referrals, and repeat bookings. This seminar explores how campground owners and staff can use relationship marketing to build lasting emotional connections with guests, enhance word-of-mouth, and increase occupancy—without Earpperiors by nking. Corbin This workshop is about developing relation-Wilds, (Flating and Did 10) Elevating life Marketology from Kingth too u easy! It's all about quality service, exceeding customer expectations, and doing what you say you'll do ... when you say you'll do it. DON'T become another ME-TOO company.
- VIII. (Thursday 9:00-10:00) Selling the Experience: Practical Sales Strategies for Campgrounds by Garett McKinnon In today's competitive outdoor hospitality market, it's not just about selling a site—it's about selling an experience. This interactive seminar helps campground owners and staff sharpen their sales skills to increase bookings, upsell effectively, and create a guest-first sales mindset. Learn how to convert inquiries into reservations and campers into repeat guests.
- IX. (Thursday 9:00-10:00) Preparing Your Campground for GMIs by Mike Sokol As of the fall of 2026, all new RVs being manufactured in the US will be required to have a built-in GMI (Ground Monitor Interruptor). Some RV manufacturers could begin installing them as soon as fall of 2025. This GMI device will constantly monitor your campground wiring for proper grounding and bonding, and shut down RV electrical power if it detects a high-impedance EGC (Equipment Grounding Conductor) path in your pedestals. Mike will show you simple ways to test and maintain your pedestals for proper grounding before it becomes a problem.
- X. (Thursday 10:10-11:10) Growing Your Business by Ken Corbin This is a fun and interactive session that will teach you the difference between ordinary and extraordinary. Ken will discuss the roadmap to success because there's no shortcuts to anywhere worth going. Great leadership can develop a strategy to adapt to today's ever-changing marketplace.

XI. (Thursday 10:10-11:10) Let's Get REAL: Communicate, Resolve Conflicts, and Regain Peace by Dr. Teri Rouse *This is a powerful one-*

hour session designed specifically for campground owners and leaders who manage teams of adults, young adults, and teens. Learn how to foster respectful, responsive communication, train your staff to connect with campers of all ages, and create a peaceful, productive environment where your team and guests thrive.

XII. (Thursday 10:10-11:10) December Holiday Tales by Jonathan Kruk, Storyteller Get into the spirit of the season with a theatrical storytelling experience! Listen to the origin story of Santa Claus in the U.S.A. Meet the "Hanukkah Bear!" Discover the sun-swallowing Solstice Dragon. Tales of Christmas Trees and traditions you can take back to your campground.

XIII. (Thursday 11:20-12:20) Why You Shouldn't Be Afraid of AI by Josh Lisenbach Discover how AI can be a powerful, practical tool—not something to fear—especially for small businesses looking to save time, improve marketing, and stay competitive. This workshop will show how everyday tasks can be made easier with the right AI tools.

XIV. (Thursday 11:20-12:20) Intro to Project Management by Andrew Roth During this workshop you will be introduced to a methodology used by organizations throughout the world to help get your project from start to finish. This includes how to prioritize projects, create a well composed project plan, resource and risk management, budgeting, and more.

XV. (Thursday 11:20-12:20) Wi-Fi in the Wild: Managing Guest Expectations & Connectivity in Campgrounds by Ted Naratil As guest expectations for reliable internet access grow, campground owners face increasing pressure to provide strong, consistent Wi-Fi—even in remote locations. This session explores how to plan, upgrade, or troubleshoot campground Wi-Fi while balancing guest satisfaction, cost, and infrastructure limitations.

Convention Lodging Kalahari Resort & Convention Center

250 Kalahari Blvd., Pocono Manor, PA 18349 Book your hotel reservations online at https://book.passkey.com/e/51007771

Room rate is \$159 single/double deadline is November 1 or until room block is filled.



COMMUNICATIONS 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

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 & Out of State Campground	ds in their State Association:
Adults Full Registration Before Oct. 1	\$ 335.00 Early Bird Special
Adults Full Registration Oct. 1-Dec. 5	\$ 400.00
Adults Full Registration After Dec. 5	\$ 435.00
Children 5-12 (under 5 no charge)	\$ 90.00
Tuesday w/Trade Show & Dinner	\$ 125.00 / \$145.00 after Dec. 5
Wednesday Only Including Dinner	\$ 175.00 / \$195.00 after Dec. 5
Thursday Only	\$ 115.00 / \$125.00 after Dec. 5
Early Bird Non-Member Full Registration	\$ 475.00
Non-Member Full Registration After Oct. 1	\$ 535.00
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
Monday Opening Reception	\$ 35.00 per person

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

Lodging Registration Deadline - November 1, 2025

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 Banquet & Entertainment
- * Thursday Luncheon & Annual Meeting

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

PAC DONATION PLEDGE

250+ Club Reception | Monday Evening | Kalahari Pocono Exclusive to PCOA PAC members at the 250 Club level and above. Wrap up your first day with an exclusive dinner event. The 250+ Club PAC Reception is a special thank-you to our most dedicated advocacy supporters.

Mingle with PCOA leadership and fellow PAC members at our first dinner recognizing our top supporters. Enjoy delicious bites & engaging conversation, —all while continuing to support the future of outdoor hospitality and tourism through the PCOA Political Action Committee.

Not yet a 250+ Club member? Pledge today to donate \$250 to the PAC! Fill out the form below and your reservation will be made for the 250+ Club PAC Reception. Bring your personal check with you to the dinner.

The PCOA PAC raises money through personal contributions from individuals or contributions from a partnership business (non-corporate entities).

Campground
1. Attendee's Name
Phone
Email
2. Attendee's Name
Phone
Email

ROUND TABLES (Wednesday 4:45-6:15)

20 minute discussions among participants to share strategies, challenges, and ideas.

- 1. Booked & Busy: Smarter Advertising, Better Offers, and More Happy Campers Let's talk about what really works to get campers through your gates from Facebook ads and print promos to discovery platforms and OTA's. In this session, we'll dive into creative ways to boost occupancy, test dynamic pricing, reward loyal guests, and use your booking software to its full potential. Bring your best ideas and biggest questions because filling sites shouldn't be guesswork.
- 2: Smart Campground: Where Tech Saves Time (But People Still Matter) Explore how modern tools like automation, AI, and smart systems can simplify operations, enhance the guest experience, and take repetitive tasks off your plate without losing the personal touches that make your campground special. From automated messages to trash alerts to digital welcome books, we'll discuss what works, what's worth it, and what should always stay human.
- **3:** Help Wanted: Staffing Strategies That Actually Work Hiring in a seasonal or rural business isn't easy but it's not impossible. In this session, we'll share how campgrounds are finding qualified help, onboarding fast, and keeping the good ones coming back. From student hires to workampers, training tools to evaluations, and creative perks to performance issues let's talk about building a team that works as hard as you do.
- 4: Making It Memorable (and Profitable) E vents, Amenities & Experiences That Sell You've already got the land now let's make it work harder for you. This session is all about turning your creek, trails, fields, and amenities into must-do experiences that boost guest satisfaction and your bottom line. From unforgettable theme weekends to paid amenity access and clever upsells like late check-outs, we'll explore ways to elevate your campground without major investments just smart, creative thinking.
- 5: From Complaints to 5-Stars: Managing Guest Behavior & Protecting Your Reputation Whether it's a noise complaint at midnight or a one-star rant on Google, how you handle guest issues can make or break your campground's image. In this session, we'll explore smart ways to enforce rules, de-escalate conflict, and respond to bad reviews with professionalism (and maybe even a turnaround story). Learn how to protect your peace and your online reputation at the same time.
- 6: The Next Generation of Campers: Are You Ready for What's Coming? Today's guests aren't just rolling in with RVs they're arriving with AirPods, expectations for WiFi, and a taste for glamping. This session dives into what the future of camping looks like, from industry research shifting demographics to the rise of non-traditional stays. We'll explore how private parks can evolve with changing camper preferences, upgrade wisely, and stay relevant for the next wave of outdoor enthusiasts.
- 7: Happy Campers: Practical Ways to Improve the Guest Experience From the moment they book to the day they check out, every guest touchpoint matters. In this session, we'll share what campground owners are doing to improve satisfaction from post-departure surveys and action plans to simple tech tools like booking platforms, online waivers, and text updates. Walk away with ideas you can implement tomorrow to make every stay a little more memorable.
- 8: Behind the Scenes: Managing Facilities, Reducing Risk, and Staying Ahead Clean, organized, and low-risk facilities are the backbone of a well-run campground. This session explores the systems and habits successful operators use to maintain their grounds, reduce liability, and plan ahead for maintenance surprises. Learn how to protect your park, your people, and your peace of mind.

PCOA Convention 2025 December 8 - 11 2025 Kalahari Resort Poconos

Campground Name		Region
	Phone_	
	State Zip_	
	Cell Phone	
REGISTRATION:		
PCOA Members & Out of State Campgrounds is	n their State Association -	
Adult Full Registration before Oct 1	\$335.00 per person Early Bird Special	\$
Adults Full Registration Oct. 1-Dec. 5	\$400.00 per person	\$
Adult Full Registration after Dec. 5	\$435.00 per person	\$
Children 5 - 12 (under 5 no charge)	\$90.00 per child	\$
Tuesday Trade Show & Dinner \$125.00	PP up to Dec. 5\$145.00 after Dec. 5	\$
Wednesday Including Dinner \$175.00	PP up to Dec. 5\$195.00 after Dec. 5	\$
Thursday Only\$115.00	PP up to Dec. 5\$125.00 after Dec. 5	\$
Early Bird Non-Members Full Registration	\$475.00 per person	\$
Non-Member Full Registration After Oct. 1	\$535.00 per person	\$
Non-Members Trade Show Only	\$100.00 per campground	\$
Tuesday attending ONLY Pesticide	See yellow Pesticide form for details.	
and Trade Show (do not pay this if your campgroun is already registered above)	d \$65.00 first attendee	\$
Tuesday Additional ONLY Pesticide & TS	\$25.00 per person additional attendee(s)	\$
ADDITIONAL:		
Monday Opening Reception	\$35.00 per person	\$
Pesticide Test [insert total from gold form if tak	ing test(s)]	\$
	TOTAL AMOUNT ENCLOSED	\$
Check he	ere if you are attending for the first time	
IF YOU HAVE ANY QUESTIONS, CALL T	HE PCOA OFFICE <u>BEFORE</u> SENDING IN YOU	R PAYMENT 610-767-502
Info for badges - PLEASE PRINT first and last	name. If you have CPO or OHEP designation, please i	ndicate.
Name	Name	
Name	Name	
	Name	
https://book.passkey.com/e/51007771. <i>Room ranfilled.</i> Mail in registration as soon as possible to	y with the Kalahari Resort Poconos. Book your hotel to the is \$159 single/double and the deadline is Novembe: PCOA, 415 Taylor Dr., Suite 302, East Stroudsburg, tion Policy: NO REFUNDS WILL BE GIVEN AFT	<i>r 1 or until room block is</i> PA 18301. You can also regi
Payment method: Check# Cro	edit CardVisaMaster CardDisc	AmEx
	(Please print cl	early)
Expiration Date(MM/YY) 3-c		
Name on Card		
Billing Address	Billing Zip Code	<u>; </u>

2025 SPECIAL REGISTRATION FORM

PENNSYLVANIA CAMPGROUND OWNERS ASSOCIATION

IN COOPERATION WITH THE PA DEPARTMENT OF AGRICULTURE PESTICIDE SEMINAR & TEST INFORMATION

Tues., December 9, 2025 • Kalahari Resort Poconos

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 2025 PCOA Convention, Tuesday, December 9 (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.

IMPORTANT: There is no charge for credits with a full or daily registration, but if you are attending <u>ONLY</u> the for the Pesticide Seminar(s) 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 23 Park/School Pests (Tuesday 7:45-8:45 Part 1 and 9:00-10:00 Part 2) Seminar - Pesticide Category 24 Pools (Tuesday 10:15-11:15) Seminar - Pesticide Core Credits (Tuesday 11:30-12:30)

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 -Core, Category 23 or 24 Tuesday, December 9 7:45 a.m. - 12:30 p.m.

These courses will give you:

- 2 Core credits toward the state requirements and/or
- 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)

(See above fo	or details - No ch	harge 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!

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 717-772-5217