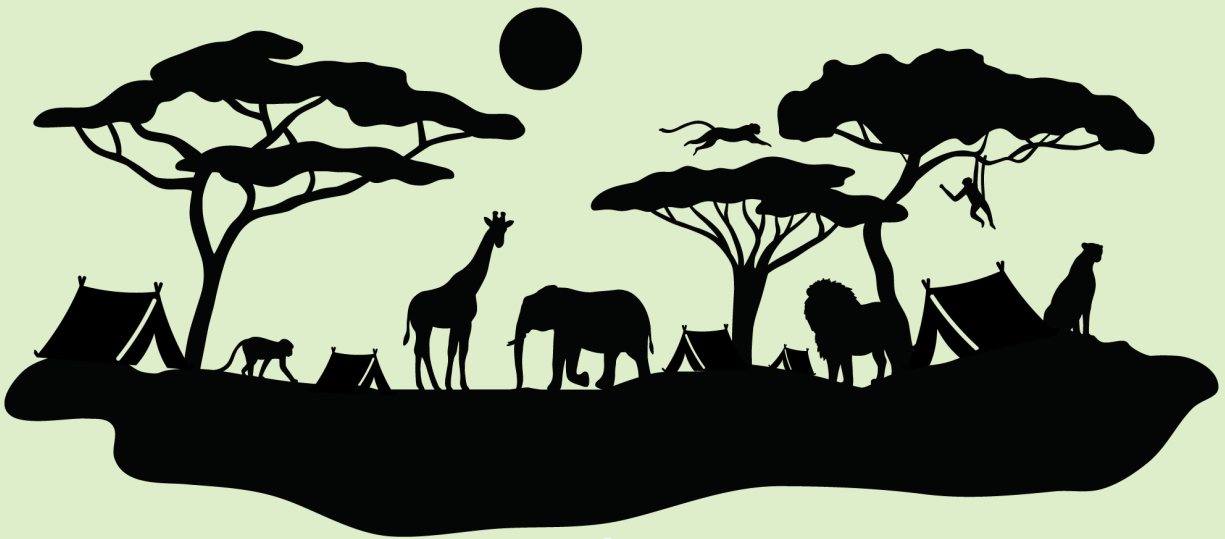


PCOA 62nd Annual
**CONVENTION
&
TRADE SHOW**

TENTS TRAILS & TAILWINDS
A SAFARI OF OPPORTUNITIES



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

Kalahari Resort Poconos
Pocono Manor, PA

2025 CONVENTION AGENDA - DECEMBER 8-11, 2025

MONDAY, DECEMBER 8

- 1:00 Registration Booth Opens
4:00-5:00 Board Meeting
5:00-7:00 Opening Reception
7:00-8:30 250+ 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.
7:45-12:30 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
3:00-4:15 First Timers Session & Young Professionals Meeting Including Trade Show Visit - Eileen Vaughan and Charlie Vakiener
3:30-5:30 Happy Hour in the Trade Show (2 tickets provide per attendee)
Wine, beer or soft drinks, cash bar available.)
6:30-11:00 Dinner, Opening Ceremony, Auction

WEDNESDAY, DECEMBER 10

- 8:00 Registration Booth Open
7:30 Continental Breakfast
8:00-1:00 Trade Show Open
1:00-2:15 Awards Luncheon

Workshops

- 2:20-3:20 I. How To Value a Campground by Brendan Wewer
II. Water/Wastewater & Engineering Solutions by Brent Sapen and Justin Matincheck
III. Eight Things You Can Do in an Afternoon to Enhance Your Business by Newbook
A. Product Showcase - CampLife
3:30-4:30 IV. Is it Time to Sell? by Brendan Wewer
V. From Campfires to Concerts: Crafting Memorable Campground Events by Brenda Lidy
VI. Relationship Marketing by Michael Moore
B. Product Showcase
4:45-6:15 Roundtables Re-imagined – Networking Roundtables
7:00 Banquet with featured speaker. Bring history to life-meet Teddy Roosevelt himself, followed by musical entertainment – Guitarist Erin McClelland

THURSDAY, DECEMBER 11

- 9:00-1:00 Registration Booth Open
7:45-8:45 Breakfast Buffet with Regional Meetings

Workshops

- 9:00-10:00 VII. Elevating the Customer from King to Emperor by Ken Corbin
VIII. Selling the Experience: Practical Sales Strategies for Campgrounds by Garrett McKinnon
IX. Preparing Your Campground for GMIs by Mike Sokol
10:10-11:10 X. Growing Your Business by Ken Corbin
XI. Let's Get REAL: Communicate, Resolve Conflicts, and Regain Peace by Dr. Teri Rouse
XII. December Holiday Tales by Jonathan Kruk, Storyteller
11:20-12:20 XIII. Why You Shouldn't be Afraid of AI by Josh Lisenbach
XIV. Project Management by Andrew Roth
XV. Wi-Fi in the Wild: Managing Guest Expectations & Connectivity in Campgrounds by Ted Naratil
12:30-2:00 Luncheon & Annual Meeting
2:00 - 3:30 Cracker Barrel, for the good of convention, big prize drawing

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 Solutions by Brent Sapen and Justin Matincheck *This workshop will provide discussions on water and wastewater design and permitting for new systems, as well as evaluations, repairs, upgrades/modifications, and operations 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 expand a campground.*

III. (Wednesday 2:20-3:20) Eight Things You Can Do in an Afternoon to Enhance Your Business by Newbook *In this fast-paced, practical session you'll discover eight impactful things you can do in a single afternoon to boost your business. Perfect for owners and managers looking 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 campground the place to be! Learn how to create affordable, fun, and family-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 heavy ad spending.*

VII. (Thursday 9:00-10:00) Elevating the Customer from King to Emperor by Ken Corbin *This workshop is about developing relationships, creating and keeping customers for life. Make doing business with you 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 Garrett 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
2. Innovative operation strategies
3. Innovative customer service
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 Campgrounds 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 workcampers, 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) - Events, 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 _____

Address _____ Phone _____

City _____ State _____ Zip _____

Email _____ Cell Phone _____

REGISTRATION:

PCOA Members & Out of State Campgrounds in 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 and Trade Show **(do not pay this if your campground is already registered above)** See yellow Pesticide form for details. _____ \$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 taking test(s)] \$ _____

TOTAL AMOUNT ENCLOSED \$ _____

Check here if you are attending for the first time _____

IF YOU HAVE ANY QUESTIONS, CALL THE PCOA OFFICE BEFORE SENDING IN YOUR PAYMENT 610-767-5026

Info for badges - PLEASE PRINT first and last name. If you have CPO or OHEP designation, please indicate.

Name _____ Name _____

Name _____ Name _____

Name _____ Name _____

Note: Room reservations should be made directly with the Kalahari Resort Poconos. Book your hotel reservations online at <https://book.passkey.com/e/51007771>. **Room rate is \$159 single/double and the deadline is November 1 or until room block is filled.** Mail in registration as soon as possible to: PCOA, 415 Taylor Dr., Suite 302, East Stroudsburg, PA 18301. You can also register online through your Neon account. **Cancellation Policy: NO REFUNDS WILL BE GIVEN AFTER THE FOOD COUNT IS SUBMITTED ON NOV. 1.**

Payment method: Check# _____	Credit Card - _____ Visa _____ Master Card _____ Disc _____ AmEx
Card # _____	(Please print clearly)
Expiration Date _____ (MM/YY)	3-digit Security # (on back of card) _____
Name on Card _____	
Billing Address _____	Billing Zip Code _____

**2025 SPECIAL REGISTRATION FORM
PENNSYLVANIA CAMPGROUND OWNERS ASSOCIATION
IN COOPERATION WITH THE PA DEPARTMENT OF AGRICULTURE
PESTICIDE SEMINAR & TEST INFORMATION
Tues., December 9, 2025 • Kalahri 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 ONLY 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)

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 9 1:00 - 3:30 p.m.

Name _____

Campground _____

Phone _____

Email _____

Birth date (required) _____

Register me for the following test(s) on December 9:

\$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:

<https://extension.psu.edu/certification-exam-study-materials>

Shipping & sales tax added.

Core Manual #PEP-00C - 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 717-772-5217