



## CAMPGROUND ASSOCIATION MANAGEMENT PROFESSIONALS

### 2017 SPRING AGENDA

Goal of this particular CAMP session: To improve the skill set & professional development of Executive Directors and their staff.

#### **Tuesday, May 9<sup>th</sup>**

- 9:00 a.m. – 9:15 a.m.      **Welcome and Introductions**
- 9:15 a.m. – 10:00 a.m.      **Trump Accounting with Don Bennett:** Everything you need to know about association tax liabilities. How the new administration's potential tax policies will affect our members and association.
- 10:00 a.m. – 11:30 a.m.      **Kent Perkins, Senior Director of Standards, RVIA.** RVIA is the national trade association representing RV manufacturers and their component parts suppliers that build more than 98 percent of all RVs produced in the U.S. RVIA works with the media to educate the public about the benefits of RVing.
- 11:30 a.m. – 12:30 p.m.      **Lunch**
- 12:30 p.m. – 1:30 p.m.      **Harnessing the Power of Associations:** Ratings websites and value for campgrounds and associations
- 1:30 p.m. – 1:45 p.m.      **Break**
- 2:00 p.m. – 4:00 p.m.      **Shifts in Association Knowledge Management:** What value are you providing and will you provide in the future so you don't see a decline in membership? (Conventions, trade/association membership, etc)

#### **Wednesday, May 10<sup>th</sup>**

- 9:00 a.m. – 9:45 a.m.      **Develop Strategies to Turn Your Legislative Representatives into Camping / Tourism Champions.**
- 9:45 a.m. – 10:00 a.m.      **Break**
- 10:30 a.m. – 12:00 p.m.      **Intelligence Gathering Using Google Analytics** - Elizabeth Chase, the Threadgood Agency
- 12:00 p.m. – 1:00 p.m.      **Lunch**
- 1:00 p.m. – 3:00 p.m.      **Toot Your Own Horn - State of the States** – What was your biggest success? What is the single biggest issue facing your association?