



## Schedule

### **Tuesday, December 3, 2024**

8:30 a.m. – 9:00 a.m. – Welcomes and announcements

9:00 a.m. – 10:00 a.m. – 2024 recap – What stuck out to you and your association? (Disaster relief, unaffiliating, etc). What was different this year? What are you having problems with (besides the usual membership, guide revenue, etc)?

10:15 a.m. – 10:30 a.m. - Break

10:30 a.m. – 11:30 a.m. – What new benefits do you have? What are you finding is important to your members?

11:30 a.m. – 12:30 p.m. – Lunch

12:30 p.m. – 1:45 p.m. – How to market and promote your association? How are you getting the word out to prospective members and where are potentially new members?

1:45 p.m. – 2:00 p.m. - Break

2:00 p.m. – 3:00 p.m. – Collective bargaining power when it comes to membership benefits and advertising. Using state guide survey results, KOA data, etc to tell our story.

3:00 p.m. – 4:00 p.m. – CAMP business

### **Wednesday, December 4, 2024**

8:30 a.m. – 9:00 a.m. – Day 1 recap and follow up

9:00 a.m. – 10:00 a.m. – How can we keep the associations viable into the next decade?

10:00 a.m. – 10:15 a.m. – Break

10:15 a.m. – 11:15 a.m. – Succession planning for your association.

11:30 a.m. – 12:30 p.m. – Maximizing your state or national association benefits (Duel class)