

# 48th Northeast Conference on Camping & Trade Show



*Complete the Puzzle*  
*March 22 - 24, 2012*

Sturbridge Host Hotel & Conference Center  
Sturbridge, Massachusetts



Variety of 1 Hour Seminars

Original Kid Kare Program

Family Friendly Hotel

ADA Workshops with Experienced Speakers

Registration Discounts Saturday Night Poolside Luau

Crackerbarrel Times for Great Discussions

A Large Regional Trade Show

Surprise Give-a-Ways



***One easy registration form with Great Discounts!***



***One toll-free call to stay with us at the Sturbridge Host  
(800) 582-3232 at a "Northeast Conference" \$99 Rate***

***Come Join Us!***

Find everything at [campnca.org/conference](http://campnca.org/conference) or call NCA at (860) 684-6389

# 2012 Northeast Conference Program

## Complete the Puzzle

Tentative Program as of 1/1/12

### Thursday - March 22, 2012

9:00 - 1:00 PM **NCA Board Meeting**

Welcome NCA Member Campgrounds

2:00 - 5:35 PM **Kid Kare**

#### THURSDAY SEMINARS

2:15 - 3:15 PM

### Real Life Stories: Rebuilding After a Visit From Mother Nature

Presented By: Northeast Campground Owners

2:15 - 3:15 PM

### Succession Planning Yes, You Need To Do This!

Presented By: Paul & David Karofsky  
Transition Consulting Group, MA

3:45 - 5:30 PM **"NEW"**

### State Association Meetings:

Executive Board Room: **CCOA**

Sturbridge: **M.A.C.O.**

Dudley: **VCA**

3:45 - 5:30 PM

### Let's Talk Trends

A Crackerbarrel

5:45 - 8:00 PM

### Dinner on Your Own

#### On-Site Options:

Oxhead Tavern @ The Host

Reservations: (508) 347-7393 Ext. 630

NCA Buffet @ The American Grille

Advanced Reservations  
made with your NCA Registration

VIP's Lounge - Sturbridge Host Lobby

8:00 - 9:30 PM

### Ready, Set, Race

Come join the fun to benefit others  
and learn a great campground activity

9:30 - 10:30 PM **Crackerbarrel**

### Friday - March 23, 2012

7:30 - 8:30 AM **Breakfast Buffet**

7:00 - 8:30 AM **Marketing Committee**

8:35 - 11:05 AM **Kid Kare**

#### FRIDAY SEMINARS

8:45 - 9:45 AM

### Promoting Your Park Through Activities & Programs

Presented By: Janice LaFrance  
Southwick Acres & Sodom Mountain, MA

8:45 - 9:45 AM

### Selling 101: A Guide to Selling Your Campground

in Today's Market  
Presented By: Mia Johnson  
United Brokers Group, RI

10:00 - 11:00 AM

### Vision + 'Change' = Profit Making Your Retail Space Work

Presented By:  
Nicole Proulx, Wawaloam Campground, RI

10:00 - 11:00 AM

### The QuickBooks® Advantage

Presented By: Tyler Duffy  
Campground Automation Systems, TN

11:15 - 12:15 PM

### Technology and The Campground

Presented By: Steve Gonsalves  
Canoe River Campground, MA

11:15 - 12:15 PM

### Driving Business to Your Campground

Presented By: Larry Brownfield  
Kampgrounds of America, MT

12:30 - 2:00 PM

### NCA Awards Luncheon

"The Successful Small Business"

Keynote Speakers: Paul & David Karofsky

2:00 - 6:00 PM

### NCA TRADE SHOW

3:00 - 5:00 PM **Kid Kare**

4:00 - 5:00 PM **Scholarship Committee**

5:00 - 6:00 PM **Happy Hour**

Exhibit Hall/Cash Bar **with Exhibitors**

6:15 PM **Evening Dinner Buffet**



8:00 PM

NCA's ANNUAL AUCTION

### Saturday - March 24, 2011

7:30 - 9:00 AM **NCA Board Meeting**

7:45 - 8:45 AM **Breakfast is Ready!**

9:00 - 1:00 PM **NCA Trade Show**

**Today's Kid Kare**

10:00 - 12:00 PM & 2:00 - 4:30 PM

1:15 - 2:00 PM **Northeast Lunch**

*Attendance at the following workshops  
will earn you chances to win  
one of four Kindles®*

**Be Present at Let's Luau to Win!**

### What It Takes to Make Camping Accessible

An afternoon of workshops

2:15 - 3:15 PM **ADA Workshop:  
Understanding Updates**

Kathy Gips

New England ADA Center, MA

3:30 - 4:30 PM **ADA Workshop:  
Accessibility in a Campground**

Cheryl Killam

SFC Engineers Partnership, NH

4:45 - 5:45 PM

**Workshop Wrapup:  
Answers to Your Questions**  
Jeff Sims- ARVC, Kathy Gips & Cheryl Killam

6:30 PM **Let's Luau**  
GREAT FOOD, PRIZES & MUSIC

# Northeast Conference on Camping & Trade Show

Sturbridge Host Hotel & Conference Center

## 2012 Attendee Registration

March 22 - 24, 2012



### REGISTER TODAY

By Phone or Fax: (860) 684-6389

By E-mail: cyndy@campnca.com

Mail: NCA, P.O. Box 146, Stafford, CT 06075

For Program: www.campnca.org/conference



#### PLEASE PRINT INFORMATION

CAMPGROUND \_\_\_\_\_

ATTENDEE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

PHONE ( ) \_\_\_\_\_

FAX ( ) \_\_\_\_\_

E-MAIL \_\_\_\_\_

NAME AS YOU WISH IT TO APPEAR ON YOUR I.D. BADGE

(1) \_\_\_\_\_ (2) \_\_\_\_\_

(3) \_\_\_\_\_ (4) \_\_\_\_\_

PLEASE INCLUDE CHILD'S NAME & AGE (12 AND UNDER)

(1) \_\_\_\_\_ ( ) \_\_\_\_\_ (2) \_\_\_\_\_ ( ) \_\_\_\_\_

(Children age 12 and under 1/2 price)

#### CHOOSE A REGISTRATION OPTION

• • FULL CONFERENCE REGISTRATION \$ 299.00 • •  
Includes all meal functions offered, all seminars, kid kare, auction, crackerbarrels, all entertainment & trade show.

#### 2012 Full Registration Special

Enjoy a 5% discount for each attendee from your  
campground after the first two paid full registrations.

Pricing Guaranteed Through 3/10/12

First Attendee : \$299.00 x \_\_\_\_\_ \$ \_\_\_\_\_

Second Attendee : \$299.00 x \_\_\_\_\_ \$ \_\_\_\_\_

Additional Attendees: \$284.00 x \_\_\_\_\_ \$ \_\_\_\_\_

(12 & Under ) \$150.00 x \_\_\_\_\_ \$ \_\_\_\_\_

a la carte:

3/22/12 THURSDAY ONLY

Includes badge, seminars, & evening event

\$45.00 x \_\_\_\_\_ \$ \_\_\_\_\_

3/22/12 Dinner Option: Sturbridge Buffet @ The Host

\$18.00 x \_\_\_\_\_ \$ \_\_\_\_\_

3/23/12 FRIDAY ONLY

Includes badge, seminars, trade show, kid kare, breakfast, luncheon,  
evening buffet and auction

\$145.00 x \_\_\_\_\_ \$ \_\_\_\_\_

3/23/12 SATURDAY ONLY

Includes badge, seminars, trade show, kid kare, breakfast, lunch,  
evening luau and entertainment

\$165.00 x \_\_\_\_\_ \$ \_\_\_\_\_

### BONUS!! FREE TRADE SHOW PASSES WITH A FULL REGISTRATION

\*Please list the names of those attending with passes  
and circle date of attendance - March 23rd or 24th.

(1) \_\_\_\_\_ Friday Saturday

(2) \_\_\_\_\_ Friday Saturday

(3) \_\_\_\_\_ Friday Saturday

(4) \_\_\_\_\_ Friday Saturday

#### JUST WANT TO COME FOR A DAY OF THE NCA TRADE SHOW?

3/23/12 Friday Trade Show Badge Only ... (2 - 6 pm)

\$ 35.00 x \_\_\_\_\_ \$ \_\_\_\_\_

3/24/12 Saturday Trade Show Badge Only ... (9 - 1 pm)

\$ 35.00 x \_\_\_\_\_ \$ \_\_\_\_\_

“Yes” I will bring an item to donate  
to either the Silent or Live Auction.

Item Description: \_\_\_\_\_

REGISTRATION TOTAL \$ \_\_\_\_\_

#### METHOD OF PAYMENT



Payment Enclosed. Make check payable to NCA.

Please charge to my \_\_ MasterCard \_\_ Visa

I am calling in my payment information.

Name on Card \_\_\_\_\_

Card# \_\_\_\_\_

Three Digit Code \_\_\_\_\_ Expiration \_\_\_\_\_

Billing Street # \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

Authorized Signature \_\_\_\_\_

CANCELLATION POLICY: Cancellations in writing and  
postmarked by 2/22/12 will receive a full refund. Cancellations  
postmarked prior to 3/10/12 will receive full refund minus \$45  
administrative fee. Cancellations postmarked 3/10/12 and after  
will not receive a refund without a medical certificate.

***Interested in a chance to win a banner ad on CAMPNCA.COM?  
Have three minutes?***

***NCA has a few questions and in return for your answers  
your campground will be included in our FREE BANNER AD DRAWING.***

**CAMPGROUND SURVEY**

Please circle one: Y= Yes N=No

How long have you operated your campground? \_\_\_\_\_

Does your campground...

Have rental units of any kind?    Y    N

Have a pond?  
    For Swimming:            Y    N  
    For Fishing:             Y    N

Offer wireless internet?            Y    N

Have a pool?                            Y    N

Accept reservations online?        Y    N

If you have a store...  
    Does it offer:  
        Firewood:            Y    N  
        Propane:             Y    N  
        Imprinted Items:    Y    N

Allow golf carts?                    Y    N

Do you advertise in your state guide?    Y    N

How many employees do you have?  
                                  (1 - 10)    (10 - 20)    (21+)

Do you receive email notices of *Northeast  
In-Sites* being available online?        Y    N

**2012 NORTHEAST PRE-CONFERENCE SURVEY**

All questions concern the March 22- 24, 2012 event  
Please skip to Question #3 if not attending

1. What is the #1 reason you will be attending?  
 Educational Seminars  
 Trade Show  
 Networking  
 Board Responsibility  
 Chance to get-a-way
2. If you will be attending, do you plan on making purchases at the Trade Show?    Y    N
3. What is the #1 reason you will not be attending?  
 Scheduling Conflict  
 Cost  
 Location  
 No interest in program  
 Can't get away for 3+ days

***THANK YOU***

***for taking the time to complete this short survey.  
Your answers will help NCA in its dedication to  
the promotion and growth of camping.***

***Please complete this portion to allow NCA to enter your campground  
in the banner ad drawing to be held April 1, 2012.***

**CAMPGROUND:** \_\_\_\_\_

**STATE:** \_\_\_\_\_            **E-MAIL:** \_\_\_\_\_

**(OPTIONAL) Participant's Name:** \_\_\_\_\_