

55th Northeast Conference on Camping & Trade Show

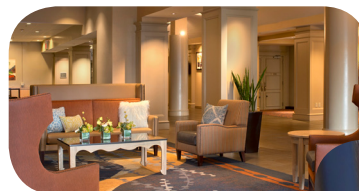
Thursday, March 14 - Sunday, March 17, 2019



Host Property:

DoubleTree by Hilton, 50 Ferncroft Road, Danvers, MA 01923

- ✓ Special guest room rate of \$109 plus tax thru Feb. 21, 2019.
- ✓ DoubleTree Reservations: 978.777.2500 and mention Northeast Conference on Camping
- ✓ Online at www.doubletree3.hilton.com / Code: NCA



Thursday, March 14th

2 - 5 PM NCA Membership & Board Meeting

2- 4 PM - The Front Desk Experience
Dee Galvin & Lisa Pascale, Normandy Farms

4:15 - 5:15 PM - Think Tank 2019 - Share your experiences and ask your questions in an open and friendly forum.

5:15 - 5:45 PM - NCA Welcomes Our 1st Time Attendees

6 PM - First Night Dinner

7:30 - 9:30 PM - NCA Casino Night Fun & Prizes
Provided by The Party People

Friday, March 15th

8 AM Rise And Shine Plated Breakfast

Session One 9:15 AM - 10:30 AM

1. What Could Possibly Go Wrong with My Social Media?
Roxi Baxley, Strait Web Solutions
2. Dream Big, Focus Small: Achieving Smarter Goals
Marcia Galvin, Normandy Farms Campground
3. Revenue Streams to Consider
Matt Smithson, Reserve America

Session Two 10:45 AM - 12:00 PM

1. Press Releases Made Easy
Ben Quiggle, Woodall's Campground Management
2. Changing the Conversation - Professional Communication
Amy Wirtz, Family & Business Success
3. Employer Practices Liability Insurance:
What you don't know can cost you!

12:15 PM - 1:15 PM Plated Lunch Break



*Program as of 1/7/19 - Changes May Occur.

Conference Host: Northeast Campground Association, Inc.

- ✓ Questions: Cyndy Zbierski, NCA Executive Director
- ✓ (860) 684-6389 / cyndy@campnca.com
- ✓ Information online: CampNCA.org/conference

Session Three 1:30 PM - 3:30 PM

1. Conversations About Selling
Mia C. Johnson, Northeast Campground Brokers
Rich Denman, formerly of Pleasant Acres Farm Cg.
2. Memories for Happy Campers: Your Activity Program
Kitty Winship, Papoose Pond Family Campground
3. Marketing & Technology Q & A
Jim Ganley, CheckBox Systems
Brian Searl, Insider Perks

Session Four 4:00 PM - 5:30 PM

1. Waivers, Contracts and Bears - Oh My!
Christine Taylor, Towne, Ryan & Partners, P.C.
2. Optimizing Your Store Inch by Inch
Stephen & Joseph, Wilcor International
3. Tested Elements to a Successful Campground Business
Jim DeGrandpre & Jackie Stearn, Wolf's Neck Cg.

6 PM Italian Buffet Dinner

7 - 9 PM NCA Trade Show



Saturday, March 16th

8:00 - 9:45 AM Classic Breakfast Buffet

10 AM - 4 PM NCA Trade Show.....**EXPANDED HOURS!**

1 PM Picnic Lunch in the Trade Show Hall Foyer

4:15 PM - 5:30 PM - Crackerbarrels:
I. Campgrounds Under 100 Sites
II. Campgrounds with 101+ Sites

6 PM Special Auction Night Buffet

7:30 - 10 PM NCA Auction - Come Experience the Fun!

**AUCTION
ITEMS
WELCOME!**

Sunday, March 17th

9 - 11 AM - NCA Awards Breakfast

A Closing Session not to be missed. NCA Award Presentations, Great Escape Update & Cash Prizes, PLUS an Informative and Positive Keynote by: Amy Wirtz of Family & Business Success