



***Focus on the
Fundamentals
Aim for Your Future***

A DAY OF EXPLORATION FOR ASPIRING OWNERS

Hosted by The Northeast Campground Association, Inc.

Thursday, March 17, 2022

10 am - 6:30 pm

Includes complimentary lunch & dinner buffets

Southbridge Hotel & Conference Center
14 Mechanic Street, Southbridge, MA 01550

Are you considering purchasing a campground or RV park? This no-cost workshop has been developed for you with six experts uniquely familiar with the outdoor hospitality industry. Register by 3/8/22 for this complimentary session that includes a lunch and a dinner buffet as you get one step closer to campground ownership.

**Full conference registration optional.*

Call Cyndy at (860) 684-6389 to register for this complimentary day of exploration.

Northeast Conference on Camping - March 17 - 19, 2022

Find all the details at CampNCA.org

10 AM Where To Start and What To Do When You Find the Park of Your Dreams

This portion of the aspiring owner workshop will focus on where to start when you want to look for a campground to purchase, and what to do once you find one -- What questions to ask yourself when thinking about buying this type of business, what to do to prepare yourself for the search, and what to do once you find the park of your dreams. We will focus on how to find that park and what to ask once you do, including how to prepare yourself with proper legal representation through the purchase agreement process and due diligence/inspections.

Presenter: Mia Caetano Johnson, Esq. of Northeast Campground Brokers and Johnson Law Associates, P.C ~ Mia is a business broker specializing in selling campgrounds & RV Parks with Northeast Campground Brokers, and a business and real estate lawyer with Johnson Law Associates, a firm owned and operated by her and her husband. She is an attorney and a real estate broker licensed in 9 states in the Northeast. To date Mia has sold 70 campgrounds & RV parks with Northeast Campground Brokers. With more than 25 years of business law experience, Mia assists clients in all phases of business sales and acquisitions. She has been counsel in several large law firms, including Sullivan & Worcester in Boston and Hinckley Allen & Snyder in Providence, and has also served as in-house counsel in the private sector with a major publicly traded company and a start-up company.

11 AM Finding a Bank That Can Help You Finance Your Campground Acquisition

For this session, focus will be on what consider when trying to fund the purchase of your campground. Should I be prequalified by a bank? How much down payment do I need? What will my campground loan application look like? Will I need a business plan? Will my bank understand the seasonality of campground cash flow? Can I use my retirement accounts toward my down payment?

Presenter: Jack W. Day, Regional Vice President at Norway Savings Bank ~ Directly after college, Jack was hired into the Federal Deposit Insurance Corporation working as a Bank Examiner at institutions from Boston to Atlanta. After three years with the FDIC, He returned to Maine, taking a commercial lending position at Norway Savings Bank. In his twenty-eight years at Norway Savings, Jack estimates having made loans for not less than seventy campground transactions across ME, NH, VT and MA. He is a leading lender at Norway Savings Bank, having twice been recognized as having the highest dollar volume in commercial loans closed in a year and the highest number of transactions closed in a year.

Complimentary Buffet Lunch 12 - 12:45 pm ~ Sponsored by Northeast Campground Brokers

1 PM The Ten Things I Wish I Knew Before Campground Ownership

The title of this session tells the story... the difficult part for the presenter will be to choose just ten things. Come learn from a campground owner that came into the industry from a very different career.

Presenter: Lelah Campo purchased Cozy Hills Campground in Bantam, CT in June 2014. Since she has immersed herself in the industry. As a result Cozy Hills has grown from 120 sites to 174 and from 1 rental to 8. Major renovations have also been completed to the rec hall and house. Revenue growth exceeded 300% as of 2019. Lelah is known for running a tight ship, a no-nonsense approach, thinking outside the box and dreaming BIG! She is most proud of her much complimented staff. Currently Lelah is planning a second campground in Connecticut.

2 PM Everything You Need To Know About Insurance & Risk Management ~ An Interactive Experience

As your day of exploration continues, experience one of the top presenters in the country explain the in's and out's of the many facets of what is needed to properly cover a campground business as you progress from purchase through getting your new campground up and running.

Presenter: Irene Jones leads business development and risk management for Marshall & Sterling's campground & hospitality insurance program. She creates and teaches campground safety, regulatory and insurance workshops for campground associations across the US. Irene also works one on one with campground policyholders and on their specific risk management needs.

3 PM Franchise Opportunities Within the Campground & RV Park Industry

From Yogi Bear's Jellystone Parks: Lisa Courtney joined Leisure Systems, Inc. in May 2019 as the company's franchise sales manager. She represents Yogi Bear's Jellystone Park Camp-Resorts. Lisa has more than thirteen years of experience in the campground industry as a park operator and more than 7 years as a certified pool operator. Lisa is also a graduate of the National School of RV and Campground Management.

From Kampgrounds of America: In January of 2008, Larry Brownfield joined the Business Development Team of KOA as a Business Development Consultant in Franchisee Services where he had responsibilities for the Northeast and then the Southwest Regions. Currently as Senior Director of Franchise Development Services, he not only works with independent campgrounds in the KOA conversion process, and franchise sales, his team assist franchisees in their business development and operations along with those seeking to sell their campground. He is also an instructor at the National School of RV Park & Campground Management.

4 PM Question & Answer Session with all Presenters

After a full day of exploration, have one more chance to ask your questions to Mia, Jack, Lelah, Irene, Lisa & Larry.

5:30 PM Join all Northeast Conference Attendees for the NCA Welcome & Keynote

Are You Focusing on The Future? with Larry Brownfield

Complimentary Buffet Dinner 6:30 pm