

Northeast Conference on Camping

Thursday, March 21st - Day #1

7:30 - 9:30 AM Breakfast Add-On ~ 12:15 PM Lunch is Served! ~ 6 PM Buffet Dinner

9:00 AM - NCA Scholarship Board Meeting

10:00 AM - NCA Annual Meeting - Campground Members Welcome

11:00 AM - Experience a brainstorming & activity event to enhance your guests' camping vacation with The Activities Crew

1:30 PM - Know Your Customer: Using Your Campgrounds Data for Marketing and Operations with Billie McNamara of Loon's Haven Family Campground, ME

Data is a valuable resource that is often neglected, or misunderstood. In the campground industry we have so much data available to us, but we also have data that is specific for our parks. Whether it be through reservation software, Google Analytics, or other connected data sources, we have access to use it to better our marketing and operations. This class will give you the tools to use that data to improve your customer base, marketing, and the way your park operates.

1:30 PM - Let's talk Investments and What Is Available to You with Dan Sparta, Axial Financial, MA

3:30 PM - Growing Outdoor Hospitality Professionals with Ashley Migliaccio, Hidden Acres Family Campground, CT

Growing Outdoor Hospitality Professionals provides a unique perspective on creating a career and setting yourself up for success within the outdoor hospitality industry. We will dive deep into the re-branding of OHI, explore OHI's Young Professionals Committee, and showcase the growth potential and many opportunities this ever-expanding industry has to offer. Naturally, society is constantly changing and expanding. How can we continue to stay ahead of the curve and grow our businesses alongside the changes? Change can be good, good change can be better. This session is a welcoming, inclusive environment for those currently in any capacity of the industry, brand new, just starting a business or interested in a future career in outdoor hospitality.

3:30 PM - Let's talk Insurance and What Is Available to You with Martha Wentworth, Allen Insurance, ME

4:45 PM - NCA Book Club Event with Marcia Galvin, Normandy Farms Campground, MA
Come together to discuss The Ideal Team Player by Patrick Lencioni

**Sponsored by Northeast Campground Brokers*

4:45 PM - We Need to Talk: Making your Business Value Grow
with Cathy Reinard of Danielle Windus Cook Properties, NY & Catskill Mountains / Gilboa KOA
With \$10,000 what "project" can you successfully accomplish to add the most value to your current guest experience and to your bottom line?
Come be part of this exciting and thought-provoking conversation.



**After Dinner Enjoy Fun & Games
provided by The Party People**

TURN YOUR
DREAMS
INTO PLANS