

# NORTHEAST IN-SITES

THE NEWSLETTER  
of the  
NORTHEAST CAMPGROUND  
ASSOCIATION, INC.  
NUMBER 141 NOV 2024



# ANNOUNCING THE NEW **NCA** *member benefits for its campgrounds & NCA Business Members*

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# NORTHEAST IN-SITES

Published by the Northeast Campground Association, Inc.

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\* This represents the average of all Jellystone Park™ locations, not including lot-owner parks, membership parks, and new properties joining in 2023.  
\*\* Based on their first year of reporting to franchisor Camp Jellystone as published in the 2022 Jellystone Park Franchise Disclosure Document.  
Please request a copy of the document for additional details.

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# From the NCA President's Pencil...



## *End of Season Greetings!*

Many of you are breathing a huge sigh of relief that your “Closed for the Season” sign is hung. All of your time, efforts and dedication for a successful 2024 camping season is over- Well Done!

The 40th Annual Great Escape recently took place at Salem Farms Campground in Connecticut with Missy offering a memorable experience for park operators. The tour began with a visit to Witch Meadow Lake Campground, where Deb and her son guided the group and provided a delicious lunch. Next was a wagon ride tour at Laurel Lock Family Campground with Katie and Peter. Then onto Acorn Acres Campground, led by Priscilla, who showed the group around the beautiful grounds. At Odetah Camping Resort, a wagon ride was cut short by a flat tire, but the group remained in good spirits, continuing the tour with Sean. Sunfox Campground followed, where Dave gave an interesting tour of the grounds, then we headed to Hidden Acres Family Campground for dinner and a tour with Ashley. The day was filled with fun conversations as we toured the parks.

Day two began at Wolf's Den Family Campground with a tour led by Isaiah, followed by a visit to Grandview Camping and Cottages with Valarie, highlighting the campground's deep historical roots. The next stop was Markham Meadows Campground, with the morning ending with a lunch at Nelson's Family Campground, thanks to Erin. The final visit was to Water's Edge Family Campground, where Brian and his family provided a tour and a delicious dinner. Throughout the event, participants drove around Connecticut, enjoying the beautiful scenery, and expressing gratitude to those who made this gathering possible. Each campground proudly showcased their investment in the Outdoor Hospitality Industry with manicured landscapes and happy people. Thank you, CCOA members! Mark your calendars for Cherry Hill in Maryland next fall for the 41st Great Escape adventure.

Wishing your all a very happy and healthy holiday season!

Best,

*Marcia Galvin*



# ANNOUNCING NEW MEMBER BENEFITS READY FOR YOU AS NEEDED!

It is NCA's pleasure to introduce to you several new benefits available through NCA and Hospitality Connections. Ready for you 24/7 on our association specific landing page.

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\*\* CONY Members contact your state association

Hello Northeast In-Sites Readers!

As I prepare this issue of your NCA quarterly newsletter, it is a bright and beautiful day outside my office window. We are very lucky to have this weather as many of you have moved on to your end of the season to-do-list. Our unfortunate industry peers that saw devastation at their campgrounds in the Carolinas, Virginia, Tennessee, Georgia and Florida have not been so lucky. If you have already donated to the OHI Foundation Disaster Relief Fund - Thank You! Grants are going out to those most affected as I type and will continue to while new grant applications are received daily and as long as funds are available. You will find the Donate Now link on the OHI Foundation website at: <https://ohi.org/ohi-foundation/>

September's NCA Great Escape was such an enjoyable event. We had the perfect weather to visit ten campgrounds during the two days. Forty-seven people representing twenty-two campgrounds, five associations and four business members 'escaped' to NCA's 40th annual fall event. I look forward to the planning of the October 2025 event with the MAC Great Escape Committee! It will be one not to miss I am sure so please mark your calendars for College Park, Maryland at our host property Cherry Hill Park for October 21 - 23, 2025!

In the past few weeks, your campground should have received the 2025 NCA Buyer's Guide. NCA is very proud of this benefit that it is able to share with you annually to keep near your desks as a resource.

NCA will have cooperative booths in Tampa and Boston this winter. It is something we are very proud of as we deliver the guides to each participating state directly into the hands of interested campers.

From November 3 - 7, I will be in Oklahoma City for OHI's OHCE visiting with NCA campgrounds and NCA Business Members in attendance. I am looking forward to congratulating Mike Gurevich, MAC; Ashley Migliaccio, CCOA and Cathy Reinard, CONY in person for being elected to the OHI Board of Directors. Thrilled for Maryland, the Northeast and OHI that three new directors from our regional association will be joining the Board along with those already representing OHI from Maine and Massachusetts. Talk about representation at its best!

Upon my return I will continue creating the 59th Annual Northeast Conference on Camping returning to Southbridge, MA next March. The event will begin on Wednesday, March 19th and conclude on Friday, March 21st with a special dinner banquet and entertainment.

Be well and thank you for your continued support!

*Cyndy Zbierski*, NCA Executive Director



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# AN AMAZING NEW NCA MEMBER BENEFIT FOR YOU!



## Legal Services Plan

Discounted Services for NCA Members

Headquartered in Albany, New York, the attorneys and professional staff of The Towne Law Firm, P.C. (TLF) comprise a general practice law firm advising clients and trying cases in a broad range of legal fields.

### HELPING PROTECT



### MEMBERS AND THEIR FAMILIES

This Legal Services Plan (LSP) is not covered by insurance. Participating members are wholly responsible for payment of legal fees and expenses. This LSP provides specified legal services at reduced rates to NCA members and their immediate family members only as explained in this flyer.

## DEFINITIONS



### IMMEDIATE FAMILY MEMBER

The member's spouse or life partner and children.



### COURT COSTS

Includes all out-of-pocket expenses, deposition fees, postage, photocopy costs, expert fees, and all expenses paid to court and third-parties on behalf of the client.



### YEAR

A calendar year.

## FULL LIST OF SERVICES AND

## DISCOUNTS AVAILABLE, NEXT PAGE





# AN AMAZING NEW NCA MEMBER BENEFIT FOR YOU!

## LEGAL SERVICES PLAN

Northeast Campground Association (NCA) has arranged, as a benefit to its members in good standing and their immediate family members, this Legal Services Plan (LSP) to provide certain defined legal services at reduced rates. Included in the Plan is a free one-half (1/2) hour consultation annually. This LSP provides the following services to you and your immediate family members. A more detailed description will be provided at the time our Law Firm is retained. You will be responsible for payment of court costs, filing fees and other expenses in addition to the Law Firm's fees quoted in this Plan. Special circumstances may affect the rates quoted in this LSP.

## WILLS AND ESTATE PLANNING *\*SELECT STATES ONLY*

A Basic Will with a Health Care Proxy, Living Will and Power of Attorney for \$750.00. Trusts and complex estate planning will be handled at 85% of our usual fees.

## PERSONAL INJURY

Personal injury matters including auto accidents, slip/trip and falls, and wrongful death matters will be handled for a contingency fee of 30% of your recovery.

## BUSINESS DOCUMENT DRAFTING

The drafting of any necessary documents for any business and corporate transactions, including waivers, licenses, and contracts can be done at 85% of our usual fees.

## EMPLOYMENT MATTERS

While we will NOT handle matters for individuals involving NCA, we can assist campgrounds or individuals and their family members who have an employment matter as long as it does not involve any of the firm's clients. We will handle these matters for 85% of our usual fees.

## IMMIGRATION

We will only charge on an hourly basis at 80% of our usual fees.

## ADDITIONAL INFORMATION

ALL OTHER PROFESSIONAL SERVICES NOT SPECIFICALLY MENTIONED IN THIS LSP SHALL BE CHARGED AT 85% OF OUR USUAL AND CUSTOMARY RATES. ALL MATTERS HANDLED ON AN HOURLY BASIS WILL REQUIRE AN ADVANCE RETAINER PAYMENT. WE RESERVE THE RIGHT TO CHARGE ADDITIONAL FEES IF YOUR MATTER IS MORE COMPLEX. QUOTED FEES AND HOURLY RATES MAY BE CHANGED AFTER DECEMBER 31, 2024; PLEASE INQUIRE FOR OUR CURRENT FEES AFTER THAT DATE.



**Did You Know?** NCA offers a Legal Hotline to its members with access to a **FREE** one half-hour (30 minute) consultation annually to be scheduled in advance. Call or Email Today! (518) 452-1800 | [info@townelaw.com](mailto:info@townelaw.com)



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# AROUND THE STATES

**Connecticut Campground Owners Association**  
(CCOA) [www.campconn.com](http://www.campconn.com)  
Jim Whitney, President/CEO



Our 2024 membership increased to 47 from 46 in 2023. One member was lost due to a change of direction for the campground. The good news is that we added two new members for 2024 with the possibility of two more in the near future. Currently, 94% of Connecticut campgrounds are members. With continued efforts, our goal is that virtually all of Connecticut's private campgrounds will be members.

Three of our campgrounds have been sold so far this year ... Lone Oak Campsites sold to Modern America Campgrounds/based in Massachusetts; Ross Hill Park sold to The Freedom Group/based in Tennessee and White Pines Campsites sold to a private investor group. There are some indications that one or two more may sell in the near future. The challenge for us will be to engage the new owners and corporations to show them the value and importance of their continued involvement and support of CCOA.

We were very successful at coordinating an effective program keeping membership engaged in dealing with the ongoing challenges posed by various groups of Irish campers. Our members were quick to share any pertinent information and experiences with us which we, in turn, shared with the entire membership. We also were fortunate to receive input from several other states thanks to NCA distributing our alert. There was one extremely positive result of this effort. A group of Irish campers were staying at one of our campgrounds and using it as a base as they went out to the local community to run various scams. In this specific situation, they had scammed an elderly gentleman out of \$16,000. When reported by the man to the police, the detectives immediately headed for the campground to investigate. Unfortunately, they arrived 15 minutes after the scam me rs had left the campground. We worked with the campground owner and the detective

handling the investigation by circulating as much information as we had to the membership as quickly as possible. One week later, we got notice that campers using the same names were registered at another member campground at the other end of the state. We immediately notified the detective, and they promptly went to the other campground and arrested both men! We are so proud of our members for their sharing and their commitment to each other that resulted in this arrest.

Legislative - Inherent Risk - We have put significant effort over the last couple of years into the passage of inherent risk legislation. We worked closely with the Connecticut Trial Lawyers Association, and we were able to come up with language that we felt met our needs and language that they could support. This partnership was critical to successfully get this legislation passed. The first week in March, we successfully testified with both inperson and written testimony in support of our bill before the Judiciary Committee. There was no opposition testimony, written or in-person, to our proposed bill. It was unanimously passed by the Judiciary Committee and sent on to the House of Representatives. The House, in turn, also passed the legislation with no opposition. The final stop was the Senate where it was also expected to pass with no opposition. Unfortunately, they ran out of time and the session ended. Our bill was never discussed or acted on. We weren't alone ... over four hundred other bills met the same fate. Obviously, we were very disappointed ... we had so much positive success in both the Judiciary Committee and the House of Representatives. It's a shame that the clock ran out in the Senate ... too many political disagreements on other issues delayed the process. There is the possibility of a special session in November where there might be another opportunity. If not, we will continue to pursue the effort when the next session begins in January.

For 2024, we increased our Scholarship Awards to \$1,000 no matter what level undergraduate (4 years) or graduate (2 years). Our scholarship winners for 2024 were Kyla Scott (Salem Farms Campground), Shayna Gladstone (Acorn Acres), Quinn Hotchkiss (Water's Edge Family Campground) and Annarose Avery (Stateline Camp Resort and Cabins).





Hello My Friends!

It was so nice to see everyone at the Great Escape! Hoping you all had a great summer and very happy to be coming into our Fall season. Maine parks seemed to have a great season. The weather was certainly in our favor this year. We did see many more openings for seasonal sites than we have in the past few years, many reasons why. Campgrounds in Maine are still selling and the MECOA staff are working hard to be sure the new owners/managers know who MECOA is and what we do.

**MEMBERSHIP:** My Campground Visits went very well and were well received this summer. Most of her visits were between April and July. Our renewals are complete and we gained 3 new members and lost 4 members for various reasons. MECOA was able to get the on-line payment link working in June and this seemed to have helped in our process for collecting payments sooner this year. We are happy with this new and improved change. We also put together a new MECOA benefit flyer which was very well done, looks great, is one sided and explains who we are and what we do in an easy and smooth manner. Laura found time to put together a new trade member "Resource Guide". This has also been well received by both our campgrounds and business members. All and all membership in MECOA is solid.

**CAMPING GUIDE:** Our guide ad sales have been somewhat of a challenge this year. We are planning to print 140,000 copies again for 2025. With this said we only have ½ pallet left of our 2024 Guide in MTA warehouse in Gardiner. Another great distribution year for the printed Maine Camping Guide. Guides went very well again here in Maine through the Hannaford stores, the campgrounds, the MTA/MOT information centers and chambers. The board of directors chose their

2025 cover, Aroostook County scene, Allagash Gateway.

Ken Smith, owner of Apple Valley Campground, passed away suddenly on August 19, 2024 at his home in Acton, Maine at the age of 63. I visited with Ken back in May for over 2 hours sitting on his porch. Ken was so dedicated to his park and a long standing member of MECOA. Eileen Jensen Marucci, 93, of Colonial Mast Campground, Naples, Maine passed peacefully on September 1, 2024 at her home on Long Lake surrounded by her loving family. Eileen, aka Ike or Mama, lived a life that included many personal and professional achievements and touched the hearts and souls of many.

MECOA is on schedule to participate in 6 shows for 2025, Boston Jan 17-20, Hartford Jan 31 – Feb 2, Springfield Feb 14-17, Montreal March 6-9, NH March 14-16, MECOA show April 5-6. The RV show contract MECOA has with Maine Office of Tourism has been signed and has been paid in full. Boston has reduced the booth cost to attend dramatically. Maybe more campgrounds will now consider participating again.

**2025 MECOA RV Show:** We continue to fill the booth space and space is filling nicely. Seacoast RV, Ty's RV, Call of the Wild RV, Coastal RV and Airstream of Scarborough are confirmed for 2025. Show Dates April 5-6, 2025.

The Big E in Springfield Mass took place September 13-29. 2,500 of our 2024 Maine Camping Guides were passed out in the Maine building by the Maine Office of Tourism and Maine Tourism Association at no charge to MECOA. I was told our camping guide along with the other oversized printed tourism publications were very well received. Again, print is not going away anytime soon.

I will be attending the Branson MO Expo December 3-7, 2024 this year and looking forward to seeing many of you.

# AROUND THE STATES

**Maryland Association of Campgrounds**  
(MAC) [www.mdcamping.com](http://www.mdcamping.com)  
Deb Carter, Executive Director



Greetings from Maryland, the second-happiest state in the nation! The first happiest? Hawaii! Maryland's unemployment rate stands at just 2.9%, among the lowest in the U.S., with a high percentage of households earning over \$75,000 per year. Maryland excels in social and emotional well-being with its residents less likely to express work-related stress on social media. That's because Marylanders are mostly content, ranking third in the country for residents who report liking what they do and feeling motivated to achieve their goals. This sense of purpose and fulfillment is a key contributor to the state's high happiness ranking. In fact, when surveyed about life satisfaction, Maryland residents reported the second-lowest percentage of people experiencing traumatic events during childhood, and the third-highest share of residents who say they have supportive relationships and love in their lives. Both of which may impact why Maryland has the fourth-lowest suicide rate in the nation.

What does all of that have to do with camping? Depends on what time of year you ask campground owners/operators/managers. I always find the first three months the most difficult/expensive/frustrating - preparing for everyone to have a great summer. By the end of August, staff is barely civil to each other, most of the carefully planned joy has already happened, and it becomes a test of willpower to make sure we all come through October with smiles on our faces!

We just had our fall MAC meeting at beautiful Cherry Hill Park in College Park, MD. Owned

and operated by Mike and Linda Gurevich and their amazing crew, we were able to congratulate Mike in person for his recent appointment to the OHI Board! Many thanks to Guy Gagnon, Leavitt Recreation & Hospitality Insurance, for sponsoring our lunch. We discussed the new billing system with OHI and benefits being offered. We talked about our Business Members, and how important they are to our organization, and our industry.

We are excited to once again partner with Cindy Zbierski and the Northeast Campground Association to have our MAC brochures distributed at the Tampa Florida RV Super Show in January 2025, and the Boston Outdoor Expo in March 2025. Our membership in NCA is a great investment in our industry for our MAC members. Through a business membership with the MD Recreational Vehicle Dealer's Association, we will again be participating in the Timonium MD RV Super Show in February 2025.

Most of our MAC member campgrounds had good summers, all would like to increase their weekday traffic, most felt that "rustic" tent camping was not as popular in 2024, and we all saw younger families camping than in past years. We had a fun and helpful discussion about our campground convenience stores. Crazy candy, far-out ice cream names, soda rivalry, logo clothing and more. The best part of our meeting was being able to re-connect and learn with others who share similar interests, while strengthening that great sense of belonging.

Wishing you all a happy, healthy, relaxing rest of the year.



Massachusetts Association of Campground Owners  
(MACO) www.campmass.com  
Cynthia Zbierski, President/CEO



This year I was able to visit 27 MACO member campgrounds - the majority on Cape Cod. These members are enjoying an equal to '23 or above occupancy 2024 season. Those campgrounds choosing to fill the time of their weekend guests with arts and crafts, live music, movies under the stars, food trucks, game nights and more are now working hard to also offer specials to keep sites filled during the week. Last minute cancellations are being filled with Facebook and Instagram posts.

MACO welcomed a mid-year join campground with Douglas Forest RV Park managed by Florida based Advanced Outdoor Management. Also we added a new Associate Member in 2024 - Sutton Medical. This is a licensed MA Doctor available for telehealth calls for those staying in a Massachusetts campground. MACO worked with him to print and mail his materials to all MACO members at his cost.

MACO's membership drive began in mid-June and will be concluded by mid-November. For the first time all materials went out via email along with the 30 day reminder note. In August a smaller direct mailing was sent to those that had not responded. This allows for a little \$\$ savings for the association yet continues to allow for conversations.

As of mid-October there were less than one thousand 2024 guides remaining and MACO will for the second year deplete our supply!! MACO will again be printing 50,000 CampMass Guides with Walsworth for 2025 after comparing quotes from 12 different businesses. And for a second year Design Principles will be handling the design of our guide to be ready for distribution in early January.

For 2024, MACO awarded two graduating seniors each a \$1000 scholarship. Awardees chosen from our twenty-seven applicants were Christian Tucker Morton of University of New England and Sean Hickey attending Massachusetts Maritime Academy. The all new online application process from the resource page of CampMass.com was an effective addition that MACO will certainly continue.

The advertisement features a green header with a white sunburst logo and the text "DANIELLE WINDUS-COOK Properties, LLC". Below the header, a quote reads: "Are YOU looking to buy or sell a campground? We would be happy to assist YOU! We have over 20 years of experience in campground sales!". Three headshots of staff members are shown: Danielle Windus-Cook, Cathy Reinard, and Grant Ackerly. Below each headshot is their name, title, phone number, and email address. At the bottom, the website "dwcproperties.com" is displayed in a green oval, followed by the quote: "It's more than closing the deal. This is an investment in your future."

MACO Mondays have finished for the year. These networking events are perfect for those wishing to attend and for me to have extra time with our members around the comfort of a picnic table..

Just one of the nice things about working for the Massachusetts Association of Campground Owners is being able to connect one member to another for a quick answer to a question or an opinion from a real user of a product or service during the season. Real people answering the phone or replying immediately to an email goes so far and truly is an important service to a camping guest or an association member.

The advertisement features a large image of a hand holding a cup of ice cream with various toppings. The text "GOOD THINGS START HERE" is overlaid on the image. Below the image, the text "Local Excellence, Global Impact." is followed by the Taylor New England logo and the text "Taylor's Innovative Equipment and Extensive Distributor Network ensure seamless operations from Boston to Barcelona. Thrive with efficiency, reliability, and personalized insights, delivered by local experts who understand your business. Call us today at 781-551-4450 ext. 3 and mention this ad for special pricing. Taylor New England | www.taylornewengland.com".

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Jeremy Sprince, Executive Director



#### *New Hampshire Camping Guide*

Distribution and interest in the guide went well right from the opening distribution. We have continued to utilize a core group of companies throughout much of New England and bordering areas of Canada for distribution. The New Hampshire Welcome Centers are a real good indicator for us in terms of distribution. Of the 150,000 printed this year, over 35,000 had gone through those locations. I firmly believe these guides are a necessity for this industry.

#### *Association Attended Shows Review*

Attendance was not like it had been coming out of the pandemic but I think that was to be expected. A few times weather was a factor which did not help.

We will be mixing it up a little this season and attending two outdoor type shows in place of normal camping type shows. We will have our own booth at Boston Outdoor Show right next to the NCA booth and will be headed to Monteval for a similar type show later in the season. We also plan to attend Springfield, Hartford, Maine and possibly one other if the timing works out.

#### *50th New Hampshire Camping & Recreational Vehicle Show*

The show will be March 14-16, once again at the Hampshire Dome in Milford, NH. The show is nearly sold out. We did a redesign and have increased the bulk spaces by close to 30 feet for each row.

#### *Planned 2025 Show Schedule*

Northeast RV & Camping Show, CT

January 31 – February 2, 2025

Springfield RV & Camping Show, MA

February 14 – 17, 2025

The Boston Outdoor Expo, MA - March 1 & 2, 2025

New Hampshire Camping & Recreational Vehicle Show

March 14 – 16, 2025

The Outdoor Adventure Show, Montreal

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Vacationland RV & Camping Show, ME

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1. Source: North America Camping & Outdoor Hospitality Report, 2023. KOA.com, 2/14/24. <http://koauberflp.com/1/1407941-2023-north-american-camping-outdoor-hospitality-report/53>



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# Koep: Why Park Owners Need a Future-Focused Mindset

Reprinted with permission from Woodalls Campground Magazine Originally posted: October 18, 2024

Note: Mark Koep is the founder and CEO of Campground Views. He spoke at the Northeast Conference on Camping March 2024.

Time is a paradox. The older you get, the faster it seems to slip away. Recently, I celebrated 23 years with my wife, Katarina. We've built a life together, traveled the country, and are blessed with three children. Our youngest is about to turn one. Reflecting on these milestones, I'm struck by how quickly life moves.

As park owners, managers and operators, we live in a fast-paced world that wraps around our slow-paced industry where the rhythm of change is relentlessly pounding at the door. The only certainty is that time waits for no one. In this race, a narrow focus on the immediate can cause us to miss the bigger picture, the legacy we leave behind.

The truth is, in the midst of our day-to-day operations — handling guest requests, managing staff, maintaining the grounds and keeping up with regulations — it's easy to get lost in the minutiae. We focus on immediate challenges, trying to keep everything afloat, and while that's necessary, it can cause us to lose sight of the bigger picture. We risk becoming myopic, missing the broader, more meaningful perspective of why we do what we do and what kind of future we are creating.

## *The Illusion of Time and the Need for a Long-Term Vision*

When you're younger, time feels endless. Days stretch on, and the future is an abstract concept. But as you age, time compresses. Suddenly, years pass in a blink, and you realize that life isn't just about getting through today; it's about building something that endures. I'm reminded of this when I see industry posts regarding the passing of a park owner or industry executive who "I just spoke to"... life is short and precious.

While the world changes around us and is driving our industry to rapidly evolve, shaped by shifting consumer preferences, economic changes, technological advancements and environmental considerations. If you're not careful, you might find yourself stuck in a reactive cycle, always responding to the latest challenge without taking the time to understand where you're heading.

What does your park stand for? What is the legacy you want to leave behind? These are critical questions that demand deep reflection and strategic planning (and are not simply limited to the big parks or popular destinations). The danger lies in focusing solely on the present — on the immediate problems that, while important, shouldn't define your entire operation. A short-term mindset can keep you afloat for a while, but it won't help you navigate the larger currents that determine long-term success.

## *Embracing Change with a Grounded Perspective*

Change is inevitable. The market is shifting — Millennials and Gen Z campers are now a growing demographic, bringing new expectations and preferences. They crave experiences that are unique, personalized and socially responsible. Their values and expectations are vastly different along with the ways they interact with one another and your property. As the next generation of RVers emerges, park owners and operators must adapt or risk becoming obsolete.

At the same time, adapting doesn't mean abandoning what makes your park unique. It's about staying grounded in your values and vision while remaining open to change. It's about being proactive rather than reactive — anticipating future trends and positioning your park accordingly. For example, investing in highly advanced systems and practices, focusing on digital marketing, or offering unique experiences can set your park apart.

Operating with a future-focused mindset means embracing innovation while staying rooted in the principles that define your business. It's about recognizing that the world will continue to change, whether you like it or not, and preparing your park to thrive in that changing environment.

## *Building a Legacy: What Will Your Park Be Known For?*

Think about the legacy you want your park to create. Is it a place where families make memories that last a lifetime? Is it a place where someone lives full-time or a vacation, seasonal spot where families come on weekends? Does it offer unparalleled guest experiences that foster repeat visitors and word-of-mouth recommendations? Does it provide a safe and inviting environment? Does it look nice and have solid maintenance?



Building a legacy is not just about branding or marketing — it's about creating a park that reflects your values, your vision and your understanding of where the industry is heading. It's about understanding that every decision you make today, from the services you offer to the technology you invest in, will shape the future of your park.

A legacy-focused mindset involves strategic investments in the future. Consider how you can position your park to not just survive but thrive in the coming years. It might mean investing in staff education or upgrading amenities to cater to remote workers who prefer to blend work and leisure. It could also mean building partnerships with local businesses to create unique experiences that set your park apart.

### *Avoiding the Burnout: Balancing Day-to-Day Operations with Future Planning*

Balancing immediate demands with future planning is a challenge every business owner faces. The constant demands of managing a park can lead to burnout. However, you can't afford to ignore the future just because you're overwhelmed by the present.

One strategy is to dedicate time each week to focus on long-term goals. This could be an hour set aside for strategic planning, attending webinars on industry trends or brainstorming new ideas with your team. It's about making future planning a priority, not an afterthought.

Usually, the single biggest impediment to future planning is YOU and your time. That is where engaging with your team in these discussions can pay dividends. Your employees are on the front lines — they see firsthand what guests enjoy, what they dislike, and where there is room for improvement. Encourage them to think about the future and to share their insights and ideas. By fostering a culture that values future-focused thinking, you're setting the stage for long-term success.

### *The Importance of Staying Tactical in a Fast-Moving World*

Our industry is unique in that most operations do not chase the shiny new thing. In fact, most operators pride themselves on not being forward-thinking and not being proactive (sorry it is the truth). It is easy to see if you fall into this mindset if you have thought "Why do I need these? We are doing fine". As markets change, like they are now, the operators who have the future focus and are able to adapt and implement are the ones who are winning. The key is to stay grounded in your mission and values while being agile enough to adapt to meaningful changes.

At the same time, not all trends are worth following. For instance, while it might be tempting to cut costs by reducing staff, consider how that might impact the guest experience. In contrast, investing in technology or systems with excellent ROI and almost immediate payback can be prudent.

My favorite example is technology from companies that allow your meters to be automatically read and applied to your customer bills. It shocks me that every single park has not invested in this tech for all their meters. Why are you not billing precise electricity usage for all of your guests including overnight stays?

In a recent conversation on the Facebook Group park owners shared their monthly electric bills and many were in the \$20-\$30k range with the lower end in the \$8-9k range. If that was a complete pass-through cost (to the guests) parks could add hundreds of thousands of dollars to their bottom line revenue every year! As a bonus, your guests would automatically become more environmentally conscious and use less energy... win-win.

It's about being discerning—understanding which changes align with your long-term vision and which ones are mere distractions. As the world changes, your commitment to your core values should remain steady. That's how you build a park that is not only successful today but remains relevant and thriving for years to come.

### *Building for the Future, Today*

The pace of life and business can feel overwhelming. In my own life, I see both the joys and challenges that have shaped my world and career. I see the rapid passing of time and the importance of being grounded in my purpose. The same is true for the RV park industry and should be for you too. The days will continue to fly by, the industry will continue to change, and new challenges will always arise. How you plan, adapt and perform will determine whether you are making a buck or leaving a legacy.

But by grounding your park in a future-focused mindset, operating with intention, and keeping your eyes on the bigger picture, you can build a legacy that lasts. Because in the end, it's not just about surviving another season — it's about creating a place that will be cherished by generations to come.



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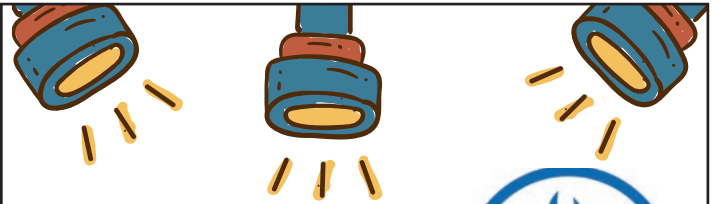


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CENTENNIAL, Colo. – The 2024 OHI Board of Directors election officially closed Monday, Oct. 7, and OHI announces the eight newly elected members of its Board of Directors. They are:

Rafael Correa – Chief Financial Officer, Blue Water

Lisa Courtney – Director of Operations, Camp Jellystone

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Mike Gurevich – Campground Owner, Cherry Hill Park

**\*MAC President & NCA Campground Member**

Jeff Hoffman – President, MHD Corp/Sandusky KOA Ohio

Ashley Migliaccio – Asst. Oper. Mgr, Hidden Acres Family Campground

**\*CCOA Board & NCA Representative**

Sam Mueller – Owner, Forest Haven RV Park

Cathy Reinard – Owner, Gilboa KOA

**\*VIP Business Member & NCA Campground Member**

Glen Williamson – CEO, Two Creeks Campground

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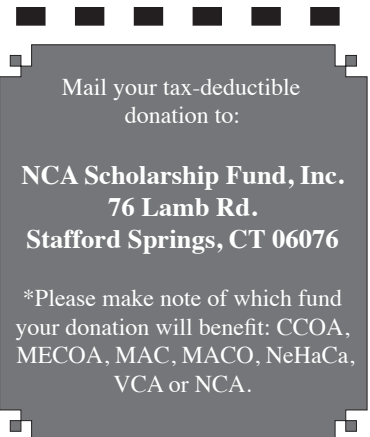
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