

# CalARVC RV Park Day Speakers & Topics

Marketing

Operations

Legal

Wifi

HR

## 2017

### Spring - Calistoga RV Park

Keynote	Debbie Sipe, CalARVC
Keynote	Jason James, MHRV ACE
Expert	Rob Coldren, Coldren Law Offices
Expert	Jason Ikerd, EGRS Lobbing
Expert	Daniella Faieta, Coloma RV Park
Expert	Dave Kendrick, Dogtrekker.com
Expert	Thom Niederkofler, Pacific Current Partners
Expert	Jason James, MHRV ACE
Expert	Dave Schenk, Leavitt Recreation
Expert	Skip Waissner, Reserve America

North American Camping Report
PROTECTING YOUR PARK FROM ADA LAWSUITS
Ask the Attorney
Learn to Lobby Locally
Build a Better Camp Store
Latest trends ffor traveling with pets
Proactive Management using Metrics
Ask the ADA Specialist
Risk Management
Marketing with Today's Technology

## 2016

### Fall - Rancho Jurupa Park

Keynote	Jeff Severe, Cavco Park Model RVs
Keynote	Erika Pickles, CalChamber
Expert	John Pentecost, Hart King
Expert	Tyler Duffy, Campground Automation
Expert	Skip Waisner, Reserve America
Expert	Deb & Mark Kohls, MCPS Merchant Services
Expert	Margie Valdez, Riverside County Parks
Expert	Debbie Sipe, CalARVC
Expert	Erika Pickles, CalChamber
Expert	Wade Elliott, Utility Supply Group

Tiny Homes & the RV Industry
Exempt vs. Overtime
"Ask the Attorney"
Dynamic Pricing Strategies
Connect with State Park Campers
Lease or Buy /Debit or Credit
Build a Campfire Program
CalARVC New Website and Free Legal Forms
Three Tips for Firing Employees
Pedestal Maintenance

### Spring - Sam's Family Spa

Keynote	Bill Joseph, California Southwestern Insurance
Keynote	Darrell Sisk, Pismo Coast Village RV Resort
Expert	Mark Koep, Campgroundviews.com
Expert	Jeff Crider, Crider Public Relations
Expert	Wade Elliot, Utility Supply Group
Expert	Christian Campisi, Bonterra Solar
Expert	Barb Youmans, ARVC
Expert	Darrell Sisk

Insurance Gaps
WiFi -
Video, Photos, New Media"
Tips to Get Journalists to Listen!"
Electric Sub-Metering"
More than Energy Production, Solar Sells Lifestyle
Workampers
WiFi

## 2015

### Fall - Coloma Resort

Keynote	Ed Poole,
Keynote	the Faita Family Members

Electric & water metering
New Business Models for RV Parks,

- Expert Dave Kendrick, Dogtrekker
- Expert Reid Lundstrom, SCS Communications
- Expert Wes & Diane Sanders, Pioneer RV Park
- Expert Tyler Campbell, Tytanium Ideas
- Expert Paul T Jensen, Attorney at Law

- Be Pet Passionate
- Cable vs. Satellite TV
- Getting & Keeping Club Business
- Social Ads
- Ask the Attorney

### **Spring - Pechanga**

- Keynote John Grant, Park Brokerage Real Estate
- Keynote Kevin Rapple, First Community Bank
- Expert John Pentecost — Hart King
- Expert Karen Taylor – Pechanga RV Resort
- Expert Jeff Crider, CalARVC’s PR Consultant
- Expert Debbie Sipe — CalARVC
- Expert HCD Representative -
- Expert Barb Youmans—ARVC

- What You Need to Know Before You Sell
- RV Park Financing Made Simple
- Rules & Regulations
- Shining Star Employee Program
- Finding Newsworthy Info
- Member Benefits Can Pay for Your Dues
- Answers to your RV Park Regulation Questions
- Best Practices for Hiring Workampers

### **Winter - Bakersfield**

- Keynote Jeff Crider, Crider Public Relations
- Keynote John Pentecost, Hart King

- PR what works and what doesn't
- Best practices for hiring staff and workampers.

## 2014

### **Fall - Plymouth**

- Keynote David Strait of Strait Answers
- Keynote Kathy Parsons of Credit Bureau Associates
- Expert Bob MacKinnon — Guest Reviews:
- Expert Deb Kohls – Front Desk Anywhere:
- Expert Don Gilbert/Trent Smith, Lobbyists:
- Expert Brad Harward— CA HCD:
- Expert Wade Elliott—Utility Supply Group:
- Expert David Schenck — Work Comp Insurance Solutions:
- Expert Brian McGuinn— Southeast Publications:

- Targeting Failures That RV Parks Want to Avoid
- Background Checks Save Money, Time & Heartache
- Best Uses for customer surveys
- Taking Tips from the Travel Industry
- Connecting Locally
- RV park regulations
- RV Electrical Trends
- Keep Employees Safe & Costs Low
- Forming Alliances

### **Spring - Newport Dunes**

Larry Brownfield

- Improve Your Communication Skills

### **Winter - Wine Country**

- Keynote John Pentecost, Hart King
- Keynote Chris Anderson, HCD
- Expert Lucas Hartford, Evergreen USA
- Expert John Pentecost, Hart King
- Expert Barb Youmans, ARVC
- Expert Brent Kamprud, TengolInternet
- Expert Chris Anderson, HCD
- Expert Susanne White, CalARVC

- RV Park Occupancy Law Updates
- SOPA Updates
- Risk Management
- Eviction, Park Rules, all things Legal
- National Discounts & Education
- WiFi
- RV Park Regulations
- California Marketing

# 2013

## ***Winter - Wine Country***

Keynote Debbie Sipe, CalARVC  
Expert Evanne Schmarder,  
Expert John Pentecost,  
Expert Ron Medenwald -  
Expert Jonelle Tannanhill -  
Expert Debbie Sipe -  
Erik Gothberg

Make the Most of Your Marketing  
Social Media Queen

Eviction King

Front Office Software Guru

Visit California Aficionado

Industry Know-it-All

CA Industry Stats