

February 2011



### Low and high rental lodging nightly rates according to respondents of the 2010 National Operations Survey:



Source: 2010 National Operations Survey of the RV Park & Campground Industry © National Association of RV Parks & Campgrounds 2010. All rights reserved. Survey is now available electronically to members at NO COST. Contact ARVC Education Director Barb Youmans at byoumans@arvc.org for your copy!

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### ARVC HQ Staff Restructured

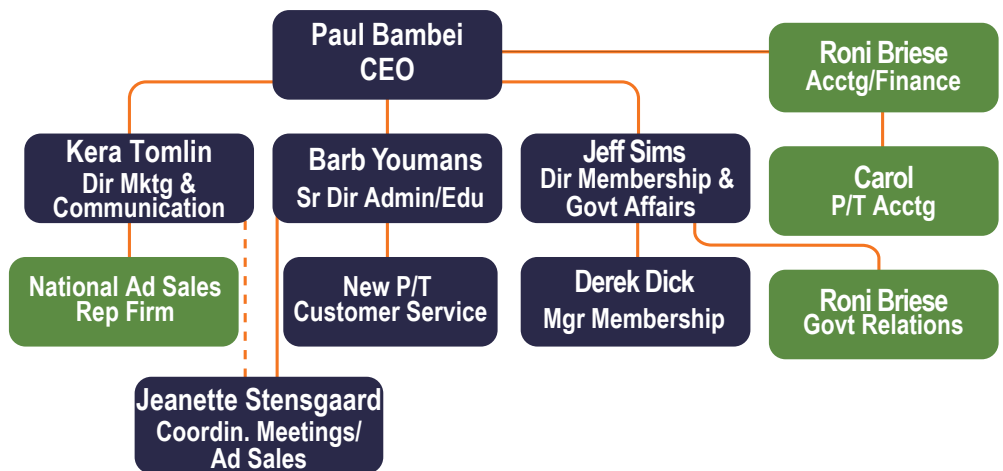
After much deliberation and strategizing, President Bambei announced a staff restructuring at the ARVC headquarters in Larkspur, Colorado. His strategy centered around three touch points: shoring up ARVC's administrative/customer service management by creating a strong number two executive in the office, strengthening the membership department, and allowing our Marketing and Communications Department, headed by Kera Tomlin, to focus primarily on creating greater value for the membership by devoting the majority of her time on pure marketing-related work.

To that end, Education Director Barb Youmans has assumed responsibility as the Senior Director – Education and Administration. Jeff Sims, past ARVC Chairman and park owner, will take on the role of Membership Director. Jeff will be virtually based in Missouri, and will be an ever-present face to the membership as he represents ARVC at many state association meetings. He will also oversee Government Affairs. GCA.com, ARVC.com and ARVC Report advertising sales, previously handled

by Kera, will now be the responsibility of Jeanette Stensgaard as will meeting coordination. Her official title is Meetings and Advertising Coordinator. Sub-contractor Roni Breise will continue to head the Accounting/Finance Department.

Both Mary Tack's part-time virtual position overseeing the CPO program as well as part-time customer service associate Karen DeRosa's position have been eliminated. Derek Dick who most recently stepped in to assist in the membership department will be assigned the position of Membership Manager. ARVC is currently seeking a full-time customer service driven individual to assist in the general areas of bookkeeping, conference coordination, data mining, and administrative work. Bambei expects that position to be filled by the beginning of February.

"While difficult to make, these restructuring moves were made with ARVC's best interests in mind, and especially service to the membership, which will always be our top priority," Bambei remarked. 🌿



# PRESIDENT'S message

## Marketing ARVC to Consumers: Let's Join Hands and Start Big

Quite simply, the art of consumer marketing can be described in three steps: 1. identifying the customer; 2. acquiring the customer; 3. once you have them, continually satisfying the customer.

When I began looking at one of the key values ARVC can create for its members through marketing it was the first principle of identifying the customer that caught my attention. I wanted to understand how our industry was being perceived by the consuming public and from past experience I went to website analytic services I'd used such as Alexa.com and Comscore.com to learn who was already coming to our consumer website, GoCampingAmerica.com, and as importantly, who wasn't. The metrics were very revealing – GCA.com is overwhelmingly being viewed by a 55+ demographic.



The conclusion, at least to this marketer, is that while ARVC and the outdoor hospitality industry in general has done a fairly good job attracting the typical RV camper (i.e. retired, economically independent, etc.), a huge opportunity exists to begin attracting a whole new segment of the population to our member parks and campgrounds: The Young Family. In fact, I'd go on to say that if our industry doesn't start effectively attracting this younger audience, we will eventually go the way of the dinosaur.

After conferring with some fellow members of CAMP, including Rick Abare, CPO (ME) and Don Bennett, CPO (NY) who were already on the same mind track as my own, it became evident we have a wonderful campaign theme to cooperatively pursue this coming year...Great Outdoors Month in June. The good news is that this campaign already has some excellent momentum, having existed for a few years with all 50 states and the U.S. President proclaiming June the official month to get off the couch, breathe some fresh air, and enjoy family camaraderie in the great outdoors. Our plan is to build on this foundation by using some new tactics that aim our message directly at the segment of the population who needs to hear it most: America's youth and the young families who have yet to experience all we as an outdoor hospitality industry have to offer.

Working side-by-side with the state executives of CAMP, ARVC will be diligently developing a marketing plan that will ultimately deliver new, fresh consumers to our member campgrounds. In other words, new business will be delivered to your front door during a period when the summer is just kicking off (the first three weeks of June) and park business could use a little boost. Great Outdoors Month will also be the theme of the April ARVC Report offering you a plethora of ideas to put into play.

The plan will involve some new media strategies that utilize online video messaging through YouTube and Facebook, the media that best reaches this younger, under 35 demographic. Since our message to come try the great outdoors is new and different, we'll need an incentive to push-pull these newbie's our way. A printable e-coupon will be available at GCA.com offering a suggested 20% off lodging discount at all participating parks across the country for up to a five day stay.

Over the next four to six months the GCA.com website will be revamped to become more consumer-interactive and will attempt to match consumer key interests with park amenities. The site will direct traffic to ARVC state sites and member parks based upon what the consumer tells us they are looking for. As a park owner, you will have the ability to "opt in" to this marketing program by honoring the coupon. Directions will clearly state that the customer must mention the discount when making their reservation with you in advance.

# arvc

National Association of RV Parks & Campgrounds

## REPORT



The ARVC Report is published monthly by the National Association of RV Parks & Campgrounds (ARVC).

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With their support, we are able to broaden the depth and scope of the School while keeping tuition as reasonable as possible. If you are interested in being a participating sponsor of the National School of RV Park and Campground Management please contact Barb Youmans, ARVC Education Director at [byoumans@arvc.org](mailto:byoumans@arvc.org) or 303-681-0401 extension 18.

We plan to invite the participation of several sister associations in our industry, as well as major and recognizable consumer brands associated with outdoor hospitality, to make this effort truly big in the eyes of the consumer. Though we know Rome wasn't built in a day, we strongly believe this campaign theme has the legs to become a consistent, repeat anchor in our marketing planning each and every year, continually building on the success of the past to become better and stronger.

I realize all of this may come as a big surprise to some of you because it represents change. And even though "marketing that matters" has been one of the most important values members have stated they want from ARVC – especially when it incorporates the joint cooperation of the national and state associations as this one does – the initiative may create a lot of questions. We will be happy to answer them all.

My hope and request is that you give this a chance to work and that you participate with enthusiasm. After all, the objective is to bring you new (and hopefully repeat) business and help your profits grow. I also suspect it will raise the attention of many non-member parks that will begin to see ARVC membership is something worth belonging to. When this happens, we all win.

I look forward to sharing more details with you as they develop. Thanks in advance for your participation and although this is just the first example, we will strive to build other marketing campaign anchors into the calendar as we all move forward toward greater success.



Paul Bambei  
ARVC President/CEO  
pbambei@arvc.org

## SITE LINES



Growing up, my parents' version of "roughing it" was having to walk down the hotel hallway to get their own ice. I always think of them when I see a Tiffin Motorhome pull in, usually emblazoned with

the maxim "roughing it smoothly". Many families I know treasure the experience of the great outdoors, getting back to nature by pitching a tent and relishing everything that comes along with their brand of roughing it. I suppose it's all in the eyes of the beholder. And that, my friends, is what's so terrific about parks that offer rental lodging...a little something for everyone.

As Mike Atkinson of KOA points out in our feature section sidebar, we have often and incorrectly interpreted our market as being only the eight million American households that have an RV while overlooking the general population – and prospective market – of 115 million households in the US.

On the business side, rentals are a real money maker. Learn more about the practicalities of park lodging rentals from a few experienced park operators beginning on page 8. Bud Styers, CPO, of Wisconsin has a fabulous way to help your guests relive those precious memories...and ask for more. He and his video marketing program are the focus of our occasional Strategy Session. Paul brings it home in his President's Message – announcing the first of what I suspect will be many new marketing opportunities helping to broaden the appeal of your product and expanding your market.

With you, our valued membership front and center, we share an HQ staff restructuring, a way for you to get more involved in the ever-important Government Affairs in Chairman Berg's Chairman's Club, a clip 'n save member value section and more – much more.

As for me, I'll fill my ice bucket from my very own freezer, mosey down the road to join my pals around the campfire for a cook-out, and as I watch the day turn to night, imagine just what my folks would have said about this campground gathering. Pretty rough, huh?



Evanne Schmarde  
evanne@roadabode.com  
Editor

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*"Offering guest satisfaction surveys is something we should have done a long time ago. ARVC is very pleased to be partnering with MacKinnon Campground Consulting to provide this member benefit."*

— Linda Profaizer,  
ARVC President and CEO






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Assurant Affinity Group Health Services

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Free basic member listing on

www.GoCampingAmerica.com/ARVC 800-395-2267

or www.arvc.org

### Licensing

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BMI Music Licensing 800-925-8451

MPLC Video Licensing 800-462-8855 ext. 3017

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# [biz Buzz]

*What's the buzz in your neighborhood? Business good, projects underway, season shaping up? What's sparking your interest or the interest of your guests? Sure, we want to know all about it. Tell us of good and exciting news at [goodnews@arvc.org](mailto:goodnews@arvc.org). Need some help or just want to vent? We're here for you. Drop us a line at [newsofconcern@arvc.org](mailto:newsofconcern@arvc.org). Either way, we'd love to know what's happening in your corner of the world.*

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When setting up a conference call, distribute the dial-in number and the participant access code to those you'd like on the call. Only normal domestic long distance rates are charged by the participant's long distance carriers for the length of the call.

Teleconferences can have up to 96 participants for a six hour period of time per session and can easily be recorded and saved as WAV or MP3 files to save and/or share.

## Camping World on Celebrity Apprentice

Camping World was chosen among several Fortune 500 companies to be featured as a task sponsor on a 2011 outdoor recreation segment of NBC's "The Celebrity Apprentice". Donald Trump commented, "Camping World is the largest recreational vehicle retailer in the country and we were very pleased to have them on the show." Trump continued, "I think the episode is like nothing we've ever done!"

"We are pleased to be a part of a pop culture phenomenon such as 'The Apprentice' Celebrity Edition," remarked Chairman and CEO of Camping World Marcus Lemonis. "In the spring of 2011 stay tuned to see the RV and camping enthusiast merge into city life!"

"RVIA and Go RVing work diligently to promote RV travel and camping, but the efforts of our industry's companies are critical to this effort too," said RVIA President Richard Coon. "Having RV travel featured on such a popular program as 'The Celebrity Apprentice' will generate great exposure for the RV market and help boost consumer awareness."

The 11th season premiere of "The Celebrity Apprentice" is scheduled to debut Sunday, March 6 on NBC at 9/8 central and the Camping World episode is scheduled for the third week of the season (subject to change – check your local listings).

## This just in from Jeff Sims, CPO, Director of Membership

"ARVC's future is so bright we're going to have to wear shades. I am so excited to have the opportunity to continue to serve in the industry that I am so passionate about. The people in this industry drive that passion. I think the ARVC team is like a relay race. Each of us carries the baton at various stages of the race. Somebody eventually crosses the finish line but it takes everyone to get there."

## Link Farm

*What's hot on the web? Ideas and information you need to know:*

- Attention eMail marketers...does your subject line sell? <http://www.inc.com/guides/2010/12/how-to-write-a-compelling-subject-line.html>
- Use this free tool – CuePrompter – to help you make professional sounding videos - <http://www.cueprompter.com>
- Time management – your most important task (MIT) <http://the99percent.com/tips/6980/Lab-Rat-Do-Your-Most-Important-Task-First>

# GO green

## Earth Talk - Food for Thought

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E - The Environmental Magazine

**Dear EarthTalk: I work at a fast food place and I am appalled by the amount of unpurchased food we throw away. The boss says we can't give it away for legal reasons.**

**Where can I turn for help on this, so the food could instead go to people in need?**

-- Ryan Jones, Richland, WA

Many restaurants, fast food or otherwise, are hesitant to donate unused food due to concerns about liability if people get sick after eating it—especially because once any such food is out of the restaurant's hands, who knows how long it might be before it is served again. But whether these restaurants know it or not, they cannot be held liable for food donated to organizations, and sometimes all it might take to change company policy would be a little advocacy from concerned employees.

A 1995 survey found that over 80% of food businesses in the U.S. did not donate excess food due to liability concerns. In response, Congress passed the Bill Emerson Good Samaritan Act, which releases restaurants and other food organizations from liability associated with the donation of food waste to nonprofits assisting individuals in need. The Act protects donors in all 50 states from civil and criminal liability for good faith donations of "apparently wholesome food"—defined as meeting "all quality and labeling standards imposed by federal, state and local laws and regulations even though the food may not be readily marketable due to appearance, age, freshness, grade, size, surplus or other condition."

While homeless shelters, elder care organizations and boys and girls clubs are frequent beneficiaries of food donations, the most common recipients are food banks and food rescue programs. Food banks, according to California's CalRecycle website, "collect food from a variety of sources, save the food in a warehouse, then distribute it to hungry families and individuals through local human service agencies." They usually collect less perishable items like canned goods, which can be stored and used any time. In contrast, food rescue programs typically trade in perishable and prepared foods, distributing it to agen-

cies that feed hungry people, usually later that same day. Mama's Health, a leading health education website, maintains an extensive free database of food banks and food rescue programs state-by-state.

Unused or even partially eaten food waste can also be utilized even if it's not edible by human standards. The U.S. Department of Agriculture approves of food businesses giving or selling food waste to local farmers for use in composting or as animal feed. If such food contains or has come into contact with meat, it should be boiled for 30 minutes to reduce the risk of bacterial infections in the animals that eat it. Many states have complementary laws on the books regulating the donation of food waste at the local level.

Many cities and towns are now expanding curbside pickup programs to include kitchen scraps and yard waste and then diverting the food waste into profitable compost. Still, some 6.7% of the solid waste going into landfills consists of food discards, reports the North Carolina Division of Pollution Prevention and Environmental Assistance. Diverting food waste to feed hungry people or for animal feed or compost is a winning scenario for all concerned parties as it not only provides relief to

overburdened landfills but also helps meet social welfare, agricultural and environmental needs. Also, those restaurants, grocery stores and other businesses that donate food will likely reap the additional reward of saving money on their actual waste removal bill as their trash bins and dumpsters won't be filling up quite so fast.

Contacts: CalRecycle - <http://www.calrecycle.ca.gov>; Mama's Health -<http://www.mamashealth.com/help/communityhelp/foodbanks.asp>; North Carolina Division of Pollution Prevention and Environmental Assistance - <http://www.p2pays.org>.

Learn more about this and other environmental questions by visiting their website at [www.emagazine.com/earthtalk/thisweek](http://www.emagazine.com/earthtalk/thisweek) or e-mail them at [earthtalk@emagazine.com](mailto:earthtalk@emagazine.com). Read past columns at: [www.emagazine.com/earthtalk/archives.php](http://www.emagazine.com/earthtalk/archives.php).

*The ARVC Report is proud to play a role in the "greening" of our world. Look for this "GoGreen" column in each issue. Do you have a green idea? A vendor you enjoy working with that runs a green business? A question about going green? Please drop me a line - I'd love to hear more...evanne@roadabode.com.*



Many U.S. food businesses will not donate excess food to those in need due to liability concerns. However, it is an unfounded fear because laws in all 50 states protect food donors from civil and criminal liability for good faith donations of 'apparently wholesome food'.

# RECREATION round table

## Pedal Karts a Profit Center, Memory Maker

Contributed by Gary Landis, BERG Commercial Sales Manager BERG USA, LLC

Your bottom line often reflects just how successful you are at drawing campers to your park. It's critically important that they have a memorable experience, want to return to your establishment, and will tell others about what a great time they had. Having plenty of fun activities is part of every successful campground's plan. Offering pedal karts can help you achieve this goal.

Pedal karts are a very successful idea and can be a tidy profit center. With a relatively low investment starting at around \$400 you can offer this outdoor activity to your guests. Based on the average rental fee charged business owners can recoup their investment anywhere from a month to a season.

Some campgrounds rent the karts while others, still requiring identification and a deposit for their use, permit campers to use them for no fee at all – offering the activity as a reservation draw rather than an in-park profit center.

If your park has steep slopes or traffic is a concern you can designate specific trails, "a track" or area for pedal kart use. If this is your situation, consider specific times that the go kart "track" is open for business and collect a dollar or two for a few laps around the course or ball field. Campers get back in the line for additional laps after their turn is over.

There are a wide variety of models available from durable two, three and four wheel models as well as easy to ride family karts. When shopping for pedal karts look for professional products that are designed for commercial use. This will reduce maintenance costs and prolong the life of your investment. Ask about maintenance parts and supplies, making sure you will be able to get replacement parts as needed in the future.

Choose to offer a pedal go kart program and you'll quickly discover a profitable pull for kids and adults alike.

BERG USA is available to provide you with expert advice and a wide range of go karts, balance bikes, the new MOOV construction toy, and for the real daredevil, the two wheel drive quad, Free Styler. See our full product line at [www.bergtoys.com](http://www.bergtoys.com). For more information please contact us by email at [bergsales@binkleyhurst.com](mailto:bergsales@binkleyhurst.com) or by phone at 877-499-6462.

## ARVC Education Director Youmans Soliciting Speaker Proposals for InSites 2011

ARVC's education department is planning a robust learning program for the upcoming 2011 InSites Convention & Outdoor Hospitality Expo to be held in Savannah, Georgia November 28-December 2, 2011 and is seeking proposals from experts across the industry. Topics may cover a variety of business and industry areas including human resources, ethics, business and strategic planning, public relations and marketing, legal and government affairs, accounting and finance, budgeting, community engagement, ancillary activities, and other industry specific topics.

The 2011 seminar program will be expanded to offer classes for a wide range of industry participants from those new to the business to staff to owners/operators. Proposals for all types and lengths of sessions are being accepted by proposal form submission that can be found at <http://www.arvc.org/downloads/Proposed%20Seminar%20Overview.pdf>.

For more information on this and other ARVC education endeavors contact Barb Youmans, ARVC Education Director at 303-681-0401 extension 18 or [byoumans@arvc.org](mailto:byoumans@arvc.org).

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# CHAIRMAN'S CLUB SEEKING MEMBERS



Our members tell us that protecting their interests and representing their voice in Washington is one of the most important functions ARVC can provide. ARVC's Chairman's Club is made up of members who value and support ARVC's very active Public Affairs programs. The support from members enables ARVC to build a strong presence in Washington, DC so we can meet the many important challenges and issues that face us.

We cannot increase our Public Affairs programs without your help. As a Chairman's Club member, you have the satisfaction of knowing that you are doing everything possible to help protect the RV park and campground industry from burdensome, restrictive or unfair legislation and regulation. The Chairman's Club is growing in importance as the challenges from government increase.

## Key Issues for ARVC in 2011:

- Highway Reauthorization and Funding— Continue to advocate safe and efficient highways essential to RV travel.
- Recreation and Tourism Marketing— Preserve and protect funding for international marketing provided by the new Tourism Promotion Act adopted in 2010. Also, ensure that the interests of small businesses and rural areas are fully considered in implementation of the Travel Promotion Act.
- Advocate for an expanded National Park Service tourism strategic plan adopted to assure that the national parks work closely with the tourism industry and local communities.
- Small Business Tax Issues— Continue to strongly support repeal of the onerous Form 1099 reporting requirements.
- Unfair Competition— Join with the Business Coalition for Fair Competition to work with the new Congress on reducing government competition with the private sector and continue to work with federal land agencies to re-examine campground construction and expansion plans.
- Monitor and report on the new America's State Parks program and the apparent expansion of state park systems into the campground business.
- Health Care Reform— Monitor and work with the national small business community to assure that

implementation of the 2010 health care legislation does not negatively impact on small businesses and participate in national efforts to modify the recent legislation including opposing proposals adverse to small businesses and employer mandates.

## Future Challenges:

- Create a national resource collection capability at ARVC headquarters to monitor, track, collect and disseminate federal, state and local laws, ordinances and regulations that impact on the development and operation of RV parks and campgrounds.
- Grow the ARVC National Issues Conference to create increased government awareness of the RV park and campground industry and its role in providing healthy outdoor recreation for all.
- Support other Federal programs for tourism development and marketing, such as scenic byway expansion, development of scenic corridors and innovative public-private marketing initiatives.

- Follow implementation of any new health care reform programs.
- Continue to oppose tax and regulatory policies harmful to RV parks and campgrounds.

## Why Join the Chairman's Club?

- Knowledge that you are helping to protect your business.
- Receive an annual subscription to monthly ARVC National Issues Bulletin.
- Special Club membership only area at annual InSites Convention and Expo.
- Receive a special gift for joining the Chairman's Club.

We encourage you to do your part to support this program. Please consider joining the Chairman's Club by [www.arvc.org/images/Chairman's%20Club%202011%20Flyer\\_.pdf](http://www.arvc.org/images/Chairman's%20Club%202011%20Flyer_.pdf).

For more information please contact ARVC Membership Manager Derek Dick at 800-395-2267 extension 16 or [ddick@arvc.org](mailto:ddick@arvc.org).

## ARVC 2011 Board of Directors



Seated l to r: Marcia Galvin, CPO, David L. Berg, CPO, Vicki Cole, CPO, JoAnn Mickleson, CPO  
 Middle row l to r: Donald G. Bennett, Jr., CPO, Deb Carter, CPO, Mark Anderson, CPO, Michael Hobby, CPO, Norm Boucher, Terry Munoz, CPO, Michael Gelfand, Patricia Edgecomb, Larry Helms  
 Back row l to r: Rob Schutter, CPO, Paul Bambei, Truman Hartshorn, CPO, Steve Albrecht, Karl Littman, CPO, Bud Styer, CPO, Patrick O'Neill, CPO; Garry Cole, CPO  
 Not Pictured: Ann Emerson



# Park Trailer Rental Insights



Manufacturers have long touted the merits of investing in recreational park trailers or “park models” as rental accommodations, which can generate anywhere from two to five times as much annual income as a typical RV site.

But while there’s no question that these units can generate significant revenue, private parks that go into the accommodations business also encounter additional costs, according to park operators who discussed the cost, management and marketing of park models during the CalARVC’s 2010 Education Day at Newport Dunes Waterfront RV Resort and Marina.

“Housekeeping has been a challenge,” said Michael Gelfand, president of Terra Vista Management, which rents 24 park models at Newport Dunes.

Gelfand said his company initially rented park models without linens, but later switched to a daily maid service, which he offers free of charge to his guests “to minimize the thrashing of the units.”

Gelfand reported that renters tend to take better care of the rental unit when they know someone will be coming in to clean the unit each day. Housekeeping staff can also alert management if the guest breaks something or causes damage to the unit so that they can be held accountable to pay for any damages before they leave. In this sense, the value of having a daily maid service goes far beyond that of simply making the beds or cleaning the unit, he added.

But not every park operator sees a need to offer daily maid service. The Fountain of Youth Spa and RV Resort in Niland, California finds it worthwhile to provide weekly maid service for its seven park models, which it rents on a weekly and monthly basis, said Jolene Wade, CPO, the resort’s managing partner.

John Croce, CPO, managing member of Huntington Beach, California-based Team RV Management, LLC, whose properties include Yosemite Pines RV Resort & Family Lodging in Groveland, California, said his guests do not really expect or require daily maid service.

However, he does provide linens for the park’s 26 park models and eight yurts, which collectively require about \$30,000 worth of linens.

Each unit requires at least two sets of sheets, blankets, bedspreads and pillows, not only in case of loss or damage, but because it’s not possible or practical for park operators to quickly wash and replace the same set of linens in units when one set of guests leave at 11am and the next guests arrive soon after that. “At peak season in Yosemite Pines, we may turn 20 to 25 units a day,” Croce said.

Park operators who have large numbers of park models will also need to invest in commercial grade washers and dryers. “You can run maybe three to six park models and use your existing laundry. But once you pass six, you need commercial laundry equipment,” Croce added.

He continued, saying that the park’s housekeeping staff needs will also vary, depending on the season. In peak season at Yosemite Pines, for example, Croce has as many as 12 people handling housekeeping duties. “Sometimes we only need a half dozen. Sometimes we need a lot more.”

Croce added that park models should also be set up in “little villages” partly to keep them separate from transient RVers and partly to make it easier for housekeeping staff to maintain the units.

But while private parks take different approaches with maid service, park operators say it’s imperative to invest in high-quality units that can withstand wear and tear. “Don’t go for a stripped down version,” Gelfand said, “because they won’t hold up.”

Gelfand, Croce and Wade also offered other tips in terms of what park operators should ask for when they order park models for rental use:

- Choose laminate flooring if possible. It’s more durable than linoleum, which can tear, and it’s easier to clean than carpeting.



- Equip the units with instant water heaters. Standard water heaters are often too small for rental use.

Park operators who invest in durable units will be glad they did. Croce said he's had units last nearly eight years at very high occupancy rates at Yosemite Pines and he does not yet see a need to replace them. "I think their life span can go on for years if you maintain them," he said.

Maintenance, from Croce's standpoint, includes removing all of the furniture and thoroughly cleaning each unit once a year, replacing or repairing anything that is broken or needs attention. "In the mountains, you have to reseal the cedar every three or four years," he added.

In terms of marketing park model rentals, Gelfand, Croce and Wade all said they generate most of their leads and bookings online.

"It's essential to have online reservations," Croce said, adding that parks need to invest in their websites and make it simple for consumers to find them easily through web searches. "The more you get out there (on the web), the easier it is for people to find you."

Croce added that online reservations can generate cash flow for the park months before the guests actually arrive. "We've done great in February and had an empty park," he said, adding "if you have limited marketing dollars, invest in your website."

Gelfand, for his part, said most of his marketing is also web-based. However, Gelfand has also hired a public relations consultant who promotes Newport Dunes in newspapers and magazines.

Gelfand and Croce also said that one of the key merits of park models is that they can turn "dysfunctional" campsites into money makers. In fact, Croce said the park models and yurts at Yosemite Pines generate as much income as all of the RV sites in the park combined. But despite their revenue generating potential, Croce recommended that park operators start with a small number of park models. "Start with two or three and let demand determine what you need."

At one point during the discussion, Bill Garpow, Executive Director of the Recreational Park Trailer Industry Association (RPTIA), asked the seminar attendees if any of them had regrets about investing in park models. Not one park operator raised their hand. 🌿

*Reprinted with permission from CalARVC News Volume 36, Issue 2. Visit their association website at [www.CalARVC.com](http://www.CalARVC.com). Attend the 2011 CalARVC Education Forum – Get Your Smarts On – March 1-2, 2011 in Anaheim, California. Contact Mari Dudash at 530- 885-1624 or [mari@calarvc.com](mailto:mari@calarvc.com) for more information.*

## Rental Unit Contacts

ARVC is proud to work with a number of quality rental unit providers as Supplier Council Members and Member Benefit Providers:

- **Athens Park Model Homes**, Dick Grymonprez  
903-677-0108 – [www.AthensParkHomes.com](http://www.AthensParkHomes.com)
- **Cavco Park Homes & Cabins**, Mike Spiker  
602-484-0171 – [www.Cavco.com](http://www.Cavco.com)
- **Conestoga Log Cabins**, Paget Rhee  
717-306-4495 – [www.ConestogaLogCabins.com](http://www.ConestogaLogCabins.com)
- **Forest River, Inc** – Park Model Division, Rex McKay  
574-266-7531 – [www.ForestRiverInc.com](http://www.ForestRiverInc.com)
- **Pacific Yurts**, Pete Dolan  
800-944-0240 – [www.Yurts.com](http://www.Yurts.com)
- **THOR Industries**, Shane Ott  
406-670-7181 – [www.ThorIndustries.com](http://www.ThorIndustries.com)

Contact RPTIA's Bill Garpow at [Bill.Garpow@rptia.com](mailto:Bill.Garpow@rptia.com), 770-251-2672 or visit their website at <http://www.rptia.org>.

## KOA Sees Huge Upward Trend in Lodging

Mike Atkinson, Director of KOA Lodging, spoke to InSites 2010 attendees about the trends KOA is seeing in rental lodging. Atkinson encouraged the audience to think "hospitality" as opposed to "RV park." After all, he notes that while the U.S. has eight million RVs we have 115 million households – that's a huge potential market. He adds owners/operators must create an experience, track and study financials such as cash flow, P & L and budgets, and meet customer expectations by 'doing it right' – providing linens and other expected amenities.

Additionally, KOA has found success by promoting rental lodging online in an exciting and detailed fashion including how many the unit will sleep, what's provided and what guests should bring. They also post actual photographs as well as accurate floor plans on their website. "Really make sure the details are handled in your web presence so website visitors can make an educated buying decision online without having to call the front desk, freeing up man power," remarked Atkinson.

Atkinson shared some amazing statistics that KOA is seeing in their rental lodging business:

- Accommodations, designed for short-term rental, with baths:
  - +29% year to date
  - Four times RV revenue per site (+26% year to date)
  - Quickest payback (ROI) – 2.91 years
  - Extends shoulder seasons
- Non-bath cabin revenue was down 2.9% year to date

He closed by commenting that the lodging race has just begun and urged attendees to "get in now because it's very expensive (in many ways) to catch up," citing Kodak and Blockbuster as examples of companies that have gone the way of the dinosaur because they failed to understand their customer's wants and needs.

Visit the KOA Lodges, Cabins & Cottages web page at <http://koa.com/lodges-cabins-cottages>. For more information about success in rental lodging contact KOA's Mike Atkinson at 406-254-7447 or [matkinson@koa.net](mailto:matkinson@koa.net).

# GOVERNMENT affairs

## Funding Saved for Corporation for Travel Promotion

In probably a harbinger of future threats, designated funding for the Corporation for Travel Promotion was nearly eliminated in the lame duck session of the 111th Congress just before it adjourned in December. Nearly \$100 million annually in Federal funding was established when the CTP was enacted in March 2010 through a new \$10 fee on travelers from the 32 countries for whom the United States waives visa requirements. In the lame duck this designated funding became known to supporters of legislation to establish the 9/11 Victims Fund, who were searching hard for their own funding. It was only at the last minute, following lobbying by ARVC and other tourism organizations, that the visa waive fee money was preserved for the CTP. Tourism interests have been put on warning, however, and there will almost certainly be future attempts to raid the visa waiver fee pot of money for purposes unrelated to tourism.

## Fiscal Issues Likely to Dominate New Congress

Members of the new 112th Congress were sworn into office January 5th amid growing concern over rising deficits and how to find ways to control and reduce federal spending. These are the themes that fueled the Republican resurgence in last November's mid-term elections and that will likely drive the agenda in the House and the Senate as well as in an administration looking to recalibrate its political standing ahead of the 2012 presidential election cycle. With Republicans taking firm control of the House and bringing increased numbers to its healthy minority in the Senate, it will also likely mean lean times ahead for nearly all non-defense and non-homeland security appropriations, including transportation and public lands budgets compared to any past semblance of business-as-usual.

Here are a few of the early Congressional benchmarks to watch for in the weeks ahead:

**Health Care Repeal Debate:** House Republicans are expected to waste no time in moving to a January vote on repeal of the President's far-reaching health care law. While largely symbolic, the repeal vote is expected to pass the House by a wide margin and provide momentum to other attempts to cut spending and undo laws that are seen by Republicans as overreaching and counterproductive. In this case and perhaps most cases, the Democrat-controlled Senate and the threat of presidential veto will block such measures from being

enacted, but they will not prevent them from being debated in ways that will put a serious damper on any attempts to increase spending or raise taxes in almost any form.

**1099 Repeal Debate:** This particular provision in the Health Care Reform Law will be singularly challenged and may be the first part of the controversial reform package to be repealed due to the immense anxiety about it expressed by so many small businesses and organizations, including ARVC.

**House Oversight Hearings:** Every House committee, now chaired by Republicans, is being emboldened to engage in vigorous oversight of executive branch agencies, programs, projects and spending. The Transportation and Infrastructure Committee and Natural Resources Committee will not be exceptions. Hearings can be expected on stimulus funding accountability, transportation grants and transportation policy matters relevant to the next authorization bill.

**State of the Union Address:** Likely in the last week of January, President Obama will have the national stage to address a joint session of Congress on his priorities for the coming year. The speech will be a major opportunity for the President to reassert and perhaps reinvent his agenda in ways that will portend how much cooperation and bipartisanship will be possible in the coming months. What the President says about his proposals for infrastructure investment and the Surface Transportation Authorization Bill will be watched closely.

**President's Annual Budget Message:** Now set for February 14 (a week later than usual), the release of the President's detailed budget proposals for Fiscal Year 2012, will set the stage for how Congress and the President will engage each other on critical spending priorities, tax policy and how to reduce growing deficits.

**FY 2011 Spending:** With stop-gap appropriations for the current fiscal year set to expire on March 4, Congress and the President need to come together on a plan for spending levels for all government agencies for the remainder of the fiscal year through September 30. Until this is settled, the Department of Transportation for example, will be constrained against releasing full-year apportionment tables and putting out notices of funding availability for major grant programs. Serious differences in approach between the House and the Senate and the President portend a rocky road toward resolution of these appropriations issues which should have been settled before last October

1 when the fiscal year started. Failure to act will risk a possible government shutdown.


**FY 2012 Appropriation Process:** Never mind that the FY 2011 process is not yet finished, Congress must begin the FY 2012 process right away. Expect office deadlines in mid-February for Democratic members soliciting requests for project earmarks. Meanwhile, Republicans have announced they will abide by a moratorium on earmark requests for FY 2012.

### Congressional Budget Resolution:

Technically due on April 15, Congress is required to set limits on discretionary spending for FY 2012, a process fraught with special difficulties when party control of the House and the Senate is split as it is now. Consider that last year, even when Democrats controlled both Houses, Congress was unable or unwilling to pass a formal budget resolution, largely because of the uncomfortable trade-offs that are necessary between spending priorities and deficit concerns. This year, Republican momentum to cut spending will likely run headlong into administration spending priorities that are far different in policy and programmatic emphasis.

**Debt Ceiling Vote:** By late March or early April, Congress will be faced with the prospect of voting to approve the latest increase in the national debt ceiling, something which has to be done to avoid a U.S. default on its debt obligations, which has never happened and which leaders in both parties want to prevent at all costs. But many newly minted Republican members are seeking to exact a price for their votes in the form of new spending restraints and controls. A difficult and perhaps ugly debate seems likely. Failure to approve would risk "catastrophic" consequences for the economy according to top administration officials.

### Recreation Fee Review Looming

As the ten year experiment with the recreation fee program is scheduled to end in 2014, Congress is expected in 2011 to begin an extensive process of formally reviewing the controversial program. Forest Service implementation of the rec fee program has been especially controversial and is expected to generate the most criticism and opposition. ARVC has joined a broad recreation industry coalition that is attempting to produce a common set of recommendations that would enable the Federal land agencies to continue benefiting from the revenue they receive from recreation fees while reforming implementation of the program, including strengthening protections against using rec fee money to fund projects or activities that compete unfairly with private businesses. 

# {Strategy}

## SESSION

with Bud Styer, CPO,  
Bud Styer & Associates, LLC



How were your holidays? Did you spend time with your friends and family reminiscing about the past year's highlights? Were there stories shared and plans in the making? Bud Styer, CPO, owner and consultant of nine campgrounds in Wisconsin, is counting on it. Listen in as I talk with Bud about his unique and very successful video marketing program.

*ES: As the economy has had its ups and downs in the past few years, it appears that camping has held its own. Is that what you've seen in your business?*

**BS:** Yes, but camping, too, is evolving. It's gaining more credibility, families are interested in enjoying more time together, rethinking how far to travel for a vacation and, like all Americans, are looking for value – more bang for their buck. We are pleased to meet those needs and not shy about reminding our guests of the fun family memories made at our parks.

One of the ways we've found to keep our parks top of mind is through vacation videos starring our guests. This idea evolved from an outdoor magazine video we had done through a professional company. As my staff and I were watching the final cut one of them expressed interest in making videos for the park – thinking he could do just as good as the pros.

We purchased a small handheld digital flash video camera and began what was to become a highly anticipated video marketing program. Here's how it works: every Friday afternoon and Saturday from morning to night we have a roving video/photo person. Their job is to capture the action all around and interview guests about their favorite things to do at the park. Once the day is done they return to the office, download the digital images and video and create a 15-17 minute long video of the day. We burn 150+ DVDs and, in a golf cart, hand-deliver them to guests on Sunday morning – a memento of their weekend with us. Inside the DVD envelope is the disk, an invitation to complete the online GuestReviews feedback form, and a special offer – a free wristband for all activities – available to those

that book another stay with us by the following Wednesday. I can tell you that website traffic spikes and reservations roll in.

We also place a number of videos in the office for our seasonal guests to pick up. They love them just as much since they volunteer in all the fun.

*ES: That sounds very ambitious.*

**BS:** It is, but with the right people in the right job it goes off without a hitch. We have college kids on staff that can do this type of work with their eyes closed. And the Saturday job is a plum assignment – it's fun and they love doing it. In fact, two or three staff members always compete for it.

As for the equipment needed, we use a Canon digital camera that ran around \$350, Windows Movie Maker – a program that came with the computer, downloadable music – 10-15 songs sometimes – that run about a buck each, blank DVDs that I buy in bulk at around .18 each, and a duplicating machine that burns 10 disks at a time at a fast rate. Each video is also uploaded to our website and can be seen there.

*ES: What about permission to use the guests' image?*

**BS:** When the guests' check-in they sign a release form allowing us to use any footage taken for promotional purposes. Guest permission has never been an issue – they love seeing themselves and their family in the "movies".

*ES: So how do the holidays fit in to this scenario?*

**BS:** Like all business owners, I like cash flow all year 'round. Typically, in our summer-season business, that's not the case in January, February and March. The video marketing program changed all that. At the end of each camping season we compile a "Best of the Best" video with footage taken at every park – it runs about 27-30 minutes. We create a holiday "gift" package for everyone on our mailing list – that's about 21,000 households. In this package we include the "Best of the Best" video, park brochures and site maps, and our calendar of events. We strategically mail the packages out right

before Christmas. When families and friends gather for the holidays the talk turns to fun they've had over the year and with the video they can relive the good times they had at our place last summer. Believe it or not, they typically watch the whole video, are thrilled to see themselves on screen, and are anxious to schedule the next camping vacation.

Using the calendar of events to choose their favorite themed weekends they begin calling for reservations in January. It's not unusual to receive 50 reservations per day for each park. By March it's slim pickin's – we're almost fully booked for the summer season.


*ES: How long did it take you to ramp up this program and how much does it cost?*

**BS:** It was a long road and didn't happen overnight. It took about three years to plan and develop. We had to make sure we had a clean list – that our recipients wanted to receive the material. We tested the weight of the package to max out what we wanted to send with the best postal rate we could get.

We found the set-up that works for us is a 6x9 envelope weighing 3.3 ounces mailed permit class. That runs about .28 per piece. The printed collateral and DVD inside runs around .65 each. Overall, we spend approximately \$1.25 per piece on the whole thing – production and all – and the return is phenomenal.

*ES: Anything else you'd like to share with other owners/operators?*

**BS:** Camping has become an activity for families to bond with other family members and camping friends. Campgrounds have created incredible life-long memories and we want to be part of that experience.

Watch weekend and "best of" videos at [www.SmokeyHollowCampground.com](http://www.SmokeyHollowCampground.com). You can reach consultant and park owner/operator Bud Styer at [MrBud@BudStyerAssociates.com](mailto:MrBud@BudStyerAssociates.com), 608-592-2128 or visit his website at [www.BudStyerAssociates.com](http://www.BudStyerAssociates.com). 

*Strategy Session interviews are conducted and written by Evanne Schmarcker, editor of the ARVC Report. She can be reached at [evanne@roadabode.com](mailto:evanne@roadabode.com) or 702-460-9863.*

**“Like all business owners, I like cash flow all year ‘round. Typically, in our summer-season business, that’s not the case in January, February and March. The video marketing program changed all that.” Bud Styer, CPO**

# THE 100 YEAR FIRE

Contributed by T. Scott Gross, 90-Seconds with T. Scott Gross

When I was a kid my gran (grandma) loved me more than life itself. Whatever I wanted, she wanted. In her eyes I could do no wrong, and maybe that's why I struggled to do well, so she wouldn't be disappointed.

After school I would ride my bike to Gran's house, even though I knew she would still be at work as a waitress in downtown Cincinnati. I'd let myself in (we never locked doors in those days), head for the kitchen, and then straight for the press, a small closet that more sophisticated folks might call a pantry.

Then I would choose a can of fruit cocktail or sometimes a can of peaches and sit at the small kitchen table. The sturdy wooden table was held together by many coats of white enamel paint and topped by an oilskin cover. The quiet of the house would be broken only by the scrape of my spoon, the hum of the refrigerator, and the tick, tick, tick of the clock over the stove. It was one of those clocks shaped like a cat and had eyes and a tail that moved in opposite directions with every beat.

When I finished, I would drink the juice and leave the spoon in the can right in the middle of the table. Now, an ordinary grandmother might be upset that I had eaten without asking and then added insult to injury by leaving a mess. But my gran knew it wasn't a mess that I was leaving.

It was a sign.

It was my way of leaving a note that said, "I was here and I was thinking of you." That Gran was always sure to have my favorite snacks waiting in the press was her way of saying, "I was here and I was thinking of you!"

Once out the door, I would fire up my trusty Schwinn and ride through the hole in the hedge that Gran let me make. She understood how tough it could be for a little guy to lift a heavy bicycle over the tall front stoop.

What goes around does indeed come around. The surprise is how quickly things come around. It seems like yesterday that, we returned home from a road trip and noticed a little blue stool had been left in front of the sink in our bathroom. This was a sure sign we had been visited by our granddaughter, The Princess, who had washed her hands and left us a sign saying, "I was here and I was thinking of you." Our Grandson, now 17, visits almost daily and even though he cleans up after himself he always leaves something as

a sign to let us know he had been there and was thinking of us.

In our little part of the world, tucked away in the hill country of central Texas, it doesn't often get cold. When it does, Buns makes chili and I build a fire, especially when I know our daughter-in-law Jo Bob is coming. Jo Bob loves to curl up in front of the fire. (When I call her at home to announce chili and a fire in the fireplace, I always ask, "Is this my beautiful, handpicked daughterette?" Jo Bob loves to answer, "Yes, dad!")

One of those special days while I was building the fire, the voice I love most floated in from the kitchen saying, "I see you are building a fire for your beautiful, handpicked daughterette."

"You know, Buns, this is the way my gran treated me. She was always thinking about me. Don't you know that when I am dead and gone, every time Jo Bob sees a roaring fire in a fireplace she's going to think of me?"



"She'll smile and say, 'Pops always built a fire for me whenever the weather was cold and he knew we were coming for chili.'"

"Buns, this fire will burn for 100 years, because she's going to pass it on to our grandchildren and their grandchildren through a gesture of her own that makes someone else feel warm and toasty on a dreary day. A hundred years from now someone is going to snuggle close to a fire or benefit from an act of kindness and smile just because I'm hauling a little firewood tonight."

Ed note: What "fire" are you passing on to generations of your campers?? What goes around does indeed come around. 🌿

Scott's always looking for great customer service stories. If you have one you would like to share, please send it to [scott@tscottgross.com](mailto:scott@tscottgross.com). Subscribe to his 90-Second series at [www.tscottgross.com](http://www.tscottgross.com).



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## Attention Suppliers:

ARVC is pleased to announce the release of the 2011 Marketing Opportunities brochure chock full of a number of tried and true marketing avenues as well as new, cutting edge opportunities to spread your message and share your brand. You can find the 2011 Marketing Opportunities brochure at:

[www.arvc.org/supMarketingOpps.aspx](http://www.arvc.org/supMarketingOpps.aspx).

Review the large number of ways to reach your market from printed advertising to multi-media options to Supplier Council Membership today and contact ARVC's Advertising Coordinator Jeanette Stensgaard at [jstensgaard@arvc.org](mailto:jstensgaard@arvc.org) or 303-681-0401 extension 11. 



# ARVC MEMBERSHIP VALUE

## Mission Statement

The National Association of RV Parks & Campgrounds (ARVC) is an association of campgrounds, RV parks and resorts, industry suppliers, camping equipment manufacturers, franchisors and others committed to promoting the growth and welfare of the campground and RV park industry through development and implementation of government/regulatory, educational, and promotional programs and activities. The association is committed to serving the needs of its members, the state campground/RV park associations, and the camping public. Outdoor hospitality excellence through industry unity.

## Promotion:

ARVC members receive a listing page on [www.GoCampingAmerica.com](http://www.GoCampingAmerica.com) – one of the top consumer websites for camping and RVing. [GoCampingAmerica.com](http://GoCampingAmerica.com) receives over 1,000,000 visitors annually. Members may also participate in the GoRVing multi-million dollar national promotional advertising campaign exposing more consumers to the camping/RV lifestyle. Ads appear on prime-time TV and in national publications.

## Public Affairs/Government Representation:

The ARVC Government Affairs team, with the help of ARVC's Chairman's Club members, represent the outdoor hospitality industry and our interests in Washington, DC.

Members have an opportunity to attend the National Issues Conference in Washington DC. This gives members a chance to advocate with governing agencies and Congress face-to-face and have their voices heard.

## Education Programs:

### CPO Program

The Certified Park Operator (CPO) program offers park operators and staff the opportunity to earn the highest professional designation possible in the RV park and campground industry.

### National School of RV Park & Campground Management

The school is a 50-hour, intensive two-year program designed to equip prospective and current owners/managers with the tools needed to develop a thriving campground business. It is conducted for one week each year.

### Webinars

In 2011, several webinars will be made available for individuals interested in learning on a more regular basis. Whether learning about technology, customer service, or any of several other topics, webinars are an efficient, cost-effective way to increase your learning and obtain training when you need it most.

## Resource Learning Pages

Members have access to the [ARVC.org](http://ARVC.org) member resource pages offering actionable ideas for several areas of operation including recreation, technology and marketing.

## Member Benefit Providers:

The programs provided by the ARVC Member Benefits Providers (MBPs) were developed to save you money through group purchasing power. You may just save the amount you pay in annual dues from using these services. See the ARVC MBP listing in the clip 'n save column on page 4.

## Member Communication, Tools and Promotion:

ARVC delivers association news, business tools, industry studies and breaking news via the ARVC Report – sent via email and US mail as well as the electronic monthly ARVC News in a Flash.

Members may request a complimentary electronic copy of the 2010 National Operations Survey or order a number of management publications at [ARVC.org](http://ARVC.org)'s publication page.

ARVC offers members a robust public relations program with the opportunity to be spotlighted in news releases distributed to national media outlets.

## GuestReviews Customer Feedback Program:

Guest feedback through GuestReviews helps members prioritize improvements to create better guest experiences, generate more word-of-mouth referrals, and develop a stronger business base.

## Annual InSites Convention & Outdoor Hospitality Expo:

The most comprehensive, information-rich, strategy gathering event available to RV park and campground owners. InSites offers attendees a wide range of educational sessions, shopping and discount purchasing opportunities at the Expo, networking, tours and events, Awards of Excellence, and more.

## ARVC Serves Members and Consumers

ARVC is dedicated to providing value and benefit to the ARVC membership and camping consumers. Currently over 3,300 private RV parks and campgrounds across the country rely on the National Association of RV Parks and Campgrounds for a wealth of information, resources and invaluable tools for success.

*Outdoor hospitality excellence through industry unity.*

## Leadership/Staff Directory

ARVC headquarter offices may be reached at 303-681-0401/FAX 303-681-0426. To reach an individual staff member please use the appropriate extension.

### President & CEO

Paul Bambei - extension 23  
[pbambei@arvc.org](mailto:pbambei@arvc.org)

### Chairman of the Board

David L. Berg – 207-967-4927  
207-967-8905 FAX  
[chairman@arvc.org](mailto:chairman@arvc.org)

### Membership

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# calendar MEETINGS

## February 2011

**February 14-16:** CARVC Convention and Expo, Ocean Lakes, Myrtle Beach, South Carolina. For more information contact Ryan Keeler at CARVC@mgmt4u.com.

**February 15-17:** MOARC Annual Convention and Trade Show, Jefferson City, Missouri. For more information contact Linda Alcorn at 660-827-6513 or moarc@charterinternet.com.

**February 22:** KARVC 2011 Spring Fling, Topeka/Capital City KOA, Topeka, Kansas. For more information contact Charlie Reaser at 800-562-4793 or office@capitalcitykoa.com.

## March 2011

**March 1-2:** CalARVC Education Forum, Embassy Suites - Anaheim South, Anaheim, California. For more information contact Mari Dudash at 530-885-1624 or mari@calarvc.com.

**March 7:** Maryland Association of Campgrounds Spring Meeting, Dover Downs Hotel & Casino, Dover, Delaware. For more information contact Justinn Irons at 301-271-7012 or jirons.omf@gmail.com.

**March 8-9:** 20th Anniversary Mid-Atlantic Campground Conference, Dover Downs

Hotel & Casino, Dover, Delaware. For more information contact Jay or Marji Otto at 609-465-8444 or NJCOA@comcast.net.

**March 11-12:** Ohio Campground Owners Association Spring Conference & Trade Show, Airport Marriott Hotel, Columbus, Ohio. For more information contact Kristy Smith at 614-221-7748.

**March 14-15:** LCOA Convention, Hollywood Casino, Bay St. Louis, Mississippi. For more information contact 225-590-3084 or lcoa@cox.net.

**March 17-20:** WACO Convention and Trade Show, Holiday Inn Hotel & Convention Center, Stevens Point, Wisconsin. For more information contact Lori Severson at 608-525-2327 or lori@seversonandassociates.com.

**March 28-29:** 47th Annual Northeast Conference on Camping and Trade Show, Sturbridge Host Hotel and Conference Center, Sturbridge, Massachusetts. For more information contact cyndy@campnca.com.

**March 29-30:** Michigan Convention and Trade Show, Bavarian Inn Lodge, Frankenmuth, Michigan. For more information contact Wayne

Purchase at 616-935-7390 or info@michcampgrounds.com.

## April 2011

**April 5-8:** Colorado Convention and Trade Show, Holiday Inn Express, Montrose, Colorado. For more information contact Dana Foran at 970-259-1899 or association@campcolorado.com.

**April 27-28:** Arizona ARVC, Rincon Country West RV Resort, Tucson, Arizona. For more information contact Morris Farnsworth at 480-247-7947, info@azrvparks.org or morris@azarvc.org.

## May 2011

**May 1-3:** TACO Spring Meeting, Inn of the Hills & Guadalupe River RV Resort, Kerrville, Texas. For more information contact Debra Schaeffer at 817-426-9395 or tacoexec@swbell.net.

**May 18-19:** FL/AL ARVC Conference & Expo, Mission Inn Resort & Club, Howey-In-The-Hills, Florida. For more information contact Pat Radtke at 850-562-7151 or pradtke@farvc.org.

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# HOUSEKEEPING/RENTAL UNIT CHECKLIST

Create and use a checklist to help you and your staff hit every single item that needs to be attended to in your rental units. Clip and copy this 42-item checklist, adding/deleting items that are specific to your property.

## Kitchen

- Clean appliances, counters, cabinets, table, and chairs.
- Clean, scrub, and sanitize sinks, countertops, and backsplashes.
- Clean range top and wipe out inside of oven.
- Clean appliance exteriors, including the inside of toaster oven and coffee maker.
- Clean inside and outside of refrigerator and microwave oven.
- Wash floor.
- Wipe windowsills down.
- Empty dish rack and quickly organize cupboards.
- Restock liquid dish soap, coffee filters, and trash bags.
- Put out 2 clean dishtowels, and a new dish rag/sponge.
- Trash emptied.

## Living Room

- Broom-clean or sweep floors if you choose, then vacuum and wash.
- Dust window sills and ledges.
- Dust furniture, blinds, picture frames, knick-knacks, ceiling fans, and lamps.
- Vacuum carpets or wash floor.
- Vacuum furniture, including under seat cushions.
- Check sofa bed for dirty linens.
- Wash windows on sliding glass doors.
- Empty and clean wastebaskets.
- Leave clean linens for the sofa bed.

## Bedrooms

- Change sheets and pillowcases.
- Vacuum floor and under beds.
- Check for personal belongings left in drawers and closets.
- Dust furniture and clean mirrors.
- Check windows for fingerprints.
- Check for wear & tear or stains on sheets and blankets.
- Check alarm clocks to make sure alarms are not set.

## Bathrooms

- Clean, scrub and sanitize showers, bathtubs, vanity, sinks, and backsplashes.
- Clean mirrors.
- Clean and sanitize toilets – including the base and behind.
- Polish chrome.
- Wash floors and wipe baseboards.
- Wipe/disinfect doorknobs.
- Empty wastebasket.
- Wipe windowsills down.
- Supply clean linens.

## Other areas

- Check light bulbs, change if necessary.
- Check to make sure faucets completely closed.
- Check to make sure stove/oven are turned off.
- Wipe off patio set and clean barbecue grill.
- Notify manager immediately if you notice any damages, missing items, or if the unit was left excessively dirty.

