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ISSUE 270 1/29/2014

Good Sam announces Top Rated RV Parks for 2014

OXNARD, CA--(Jan 27, 2014) - The Good Sam RV Travel Guide and Campground Directory has announced 2014's top rated RV parks. Awarded perfect 10/10*/10 ratings, these 101 RV parks and campgrounds feature the most desired amenities, cleanest facilities and most attractive properties and locations. Long considered the Gold Standard by RVers,

the ratings given to these top rated RV parks and campgrounds put them on every RVers' list of places to visit in 2014.

With more than 8,000 RV parks, campgrounds and resorts reviewed in person each year by one of the Good Sam RV Park Review Teams, these top rated RV parks provide the most discerning RVer with best-possible guest experience.

"The top rated RV parks and campgrounds have achieved the highest and most coveted rating published in campground directories today," said Ann Emerson, vice president and publisher of the Good Sam RV Travel Guide and Campground Directory. "Attaining a perfect 10/10*/10 rating requires hard work, dedicated investment and keen

continued

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**Lake Raystown
Resort re-flagged
as an RVC
Outdoor
Destination**

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Need to reach Campground Owners?
AND FRUSTRATED?

Campground E News reaches 11000 every week

continued

attention to detail. These ratings are not easy to achieve, and we applaud these parks, their owners and staff for reaching this level of excellence. We appreciate all that they do to provide exceptional quality and a first-rate experience to RVers."

For detailed information about each of the award-winning RV Parks, see the 2014 Good Sam RV Travel Guide and Campground Directory. Featuring detailed listings about 13,500 RV parks and campgrounds, including 2,100-plus Good Sam parks, where Good Sam members save 10% every night, the Good Sam RV Travel Guide and Campground Directory is the go-to source for today's RV traveler.

The 2014 Good Sam RV Travel Guide and Campground Directory features:

A Snowbird Destinations section highlighting RV-friendly

regions in America's Sun Belt, with helpful maps that point sun-seekers to winter roosts like the California desert, the Texas Tropics, Florida's coastal retreats and other sunny spots.

The RV Trips of a Lifetime feature includes itineraries and pre-planned trips for journeys that belong on every RVer's bucket list. Find trips for Food Lovers, fans of Living History, folks who want to walk On the Wild Side or fans of Picture Perfect landscapes. An information-packed Beginner's Guide to RVing dispenses basic tips on RV shopping, camping and storage; complete with checklists.

A NASCAR section with tips for tailgating at racing venues and a guide to the best places to camp during a trip to a race.

Individual state and provincial features with information to help you plan trips across the US and Canada. Guides to RV-relate

state and provincial laws, fishing-license fees and critical facts needed for trouble-free trips into Canada and Mexico.

The 2014 Good Sam RV Travel Guide and Campground Directory is available at the 100-plus Camping World SuperCenters in 35 states and at www.CampingWorld.com.

About Good Sam Enterprises, LLC Good Sam Enterprises, LLC (GSE) and its wholly owned subsidiaries, serve the safety, security, comfort, and convenience needs of the North American outdoor and recreational vehicle market. The goal is simple: GSE makes RV ownership and the RV lifestyle more enjoyable. With various companies, brands, products and services, GSE targets almost every aspect of this diverse and dynamic niche market.

The corporate headquarters is

located in Lincolnshire, Illinois. Subsidiary operations and divisions can be found at multiple locations throughout the United States.

Top Rated RV Parks - Alphabetized by state/province and city:

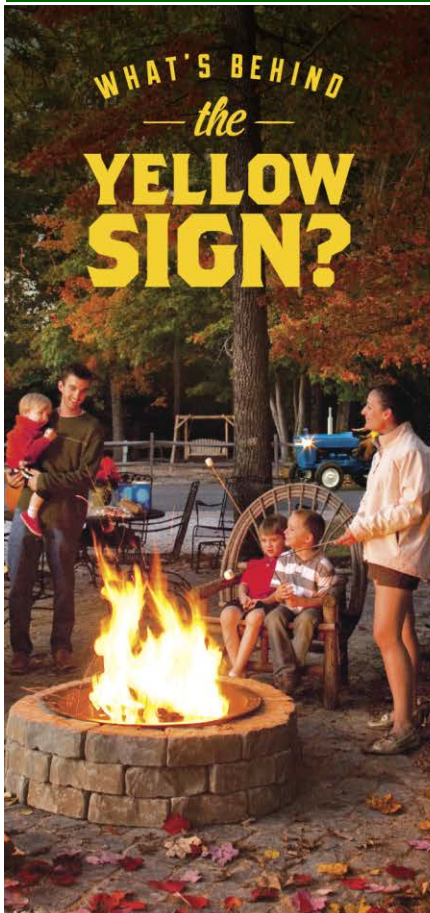
Alabama

- Lake Osprey RV Resorts, Elberta
- Bella Terra Of Gulf Shores, Gulf Shores
- Windemere Cove RV Resort, Langston
- Heritage Motorcoach Resort & Marina, Orange Beach

Arizona

- Distant Drums RV Resort, Camp Verde
- Palm Creek Golf & RV Resort, Casa Grande
- Pueblo El Mirage Golf & RV Resort, El Mirage
- Mesa Spirit RV Resort, Mesa
- Desert Shadows RV Resort, Phoenix
- Desert's Edge RV-The Purple Park, Phoenix
- Far Horizons Tucson Village RV Resort, Tucson
- Lazydays RV Campground, Tucson
- Rincon Country East RV Resort, Tucson

continued



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continued

-Rincon Country West RV Resort, Tucson

Arkansas

-Ozarks RV Resort On Table Rock Lake, Blue Eye
-Catherine's Landing At Hot Springs, Hot Springs

California

-The Springs At Borrego RV Resort & Golf Course, Borrego Springs
-Outdoor Resort Palm Springs, Cathedral City

-The Lakes RV & Golf Resort, Chowchilla
-Motorcoach Country Club, Indio
-Outdoor Resort Indio, Indio
-Jackson Rancheria RV Park, Jackson
-Redding Premier RV Resort, Redding

Colorado

-Tiger Run RV Resort, Breckenridge
-Mesa Verde RV Resort, Mesa Verde National Park

Connecticut

-Aces High RV Park, East Lyme

Florida

-Outdoor Resorts/Chokoloskee Island, Chokoloskee
-Gulf Waters RV Resort, Fort Myers Beach
-Treasure Coast RV Resort, Fort Pierce
-River Bend Motorcoach Resort, La Belle
-Crystal Lake RV Resort, Naples
-Signature Motorcoach Resort At Naples, Naples
-Emerald Coast RV Beach Resort, Panama City Beach
-The Great Outdoors

RV, Nature & Golf Resort, Titusville
-Vacation Inn Resort Of The Palm Beaches, West Palm Beach
-Williston Crossings RV Resort, Williston

Louisiana

-Cajun Palms RV Resort, Breaux Bridge
-Paragon Casino RV Resort, Marksville

Maryland

-Castaways RV Resort & Campground, Ocean City

Massachusetts

-Cape Cod

continued

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-Normandy Farms
Family Camping
Resort, Foxboro
-Pine Acres Family
Camping Resort,
Oakham
-Beach Rose RV
Park, Salisbury Beach

Michigan

-Signature
Motorcoach Resort At
Bay Harbor, Bay
Harbor
-Vacation Station RV
Resort, Ludington
-Little River Casino
RV Park, Manistee
-Silver Creek RV
Resort, Mears
-Harbortown RV
Resort, Monroe
-Soaring Eagle
Hideaway RV Park,
Mount Pleasant
-Hearthside Grove
Motorcoach Resort,
Petoskey
-South Haven Sunny
Brook RV Resort,
South Haven
-Traverse Bay RV
Resort, Traverse City

Minnesota

-Prairie View RV Park
& Campground,
Granite Falls
-Grand Casino
Hinckley RV Resort,
Hinckley

Montana

-Polson Motorcoach
& RV Resort, Polson

Nevada

-Las Vegas RV
Resort, Las Vegas
-LVM Resort, Las
Vegas
-Lakeside Casino &
RV Resort, Pahrump
-Nevada Treasure
RV Resort, Pahrump

New Jersey

-Seashore
Campsites, Cape
May

New York

-Chautauqua Lake
KOA, Dewittville
-Skyway Camping
Resort Inc, Ellenville
-Lake George RV
Park, Lake George
-The Villages At
Turning Stone,
Verona

North Carolina

-Mountain Falls
Luxury Motorcoach
Resort (Formerly
Blue Ridge Mtns.
Motorcoach Resort),
Lake Toxaway

Ohio

-Evergreen Park RV
Resort, Mount Eaton

continued

IS YOUR CAMPGROUND INFORMATION CORRECT?

We're adding more and more users daily who are searching our campground directory for their next camping trip. We're doing our best to make sure the information about your campground is correct, but the best information comes straight from the source - YOU!

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TESTIMONIAL

We purchased our two "Gypsy Cabins" from Camping Scene in May 2013, they were delivered on June 1st, they were ready for rental on June 15th. Our first customer rented the cabin on June 17 and they have been booked every weekend since. The customers have raved about the cabins, even during some incredibly heavy rain they say it is very comforting to be inside them. Thank you Glen for an outstanding product.

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Oklahoma

-Choctaw Casino
Resort KOA, Durant

Oregon

-Seven Feathers RV
Resort, Canyonville
-Olde Stone Village
RV Park, McMinnville
-Pacific Shores
Motorcoach Resort,
Newport
-Bend/Sisters Garden
RV Resort, Sisters
-Casey's Riverside
RV Park, Westfir
-Pheasant Ridge RV
Resort, Wilsonville

Pennsylvania

-Lake-In-Wood
Resort, Narvon
-Shenango Valley RV
Park, Sharon

South Carolina

-Hilton Head Harbor
RV Resort & Marina,
-Hilton Head Island
Hilton Head Island
Motorcoach
Resort/Outdoor
Resorts, Hilton Head
Island
-Willowtree RV Resort
& Campground,
Longs
-Cypress Camping
Resort, Myrtle Beach
-Ocean Lakes Family
Campground, Myrtle
Beach

South Dakota

-Hart Ranch
Camping Resort
Club, Rapid City

Tennessee

-Smoky Bear
Campground,
Gatlinburg
-Twin Creek RV
Resort, Gatlinburg

Texas

-K.E. Bushman'S
Camp, Bullard
-Mill Creek Ranch
Resort, Canton
-Shallow Creek RV
Resort, Gladewater
-San Jacinto
Riverfront RV Park,
Highlands
-Advanced RV
Resort, Houston
-Buckhorn Lake
Resort, Kerrville
-Fernbrook Park,
Longview
-Bentsen Palm
Village RV Resort,
Mission
-Forest Retreat RV
Park, New Caney
-Northshore RV
Resort, Onalaska
-Rayford Crossing
RV Resort, The
Woodlands
-Oak Creek RV Park,
Weatherford

Utah

-Mountain Valley RV
Resort, Heber City

CANADA

British Columbia

-Holiday Park Resort,
Kelowna

Ontario

-Fisherman's Cove
Tent & Trailer Park,
Kincardine
-Bissell's Hideaway

Resort, Pelham
-Woodland Park,
Sauble Beach

Quebec

-Camping La Cle Des
Champs RV Resort,
Saint-Philippe

**Calling ALL Campground owners
Please watch this video and get on
board with supporting these kids**



What would you do to make the dreams come true for kids with cancer? KOA Care Camps brings them hope, healing and fun by raising money to send them to medically supervised Camps. Please follow your heart and join us!



New Deluxe Cabins Being Added To Branson KOA



NEWS (January 28, 2014) – The Branson, Missouri KOA Campground will be adding seven new Deluxe Cabins to its cabin inventory this spring.

“All of the new Deluxe Cabins will have screened porches and some even have fireplaces,” said Branson KOA owner Ralph Newell. “It’s exciting that we are able to add much more variety to our selection of cabins for our campers.”

The addition of the seven new Deluxe Cabins brings the total Cabin inventory at the

Branson KOA to 29 units of all types. KOA Deluxe Cabins include full bathrooms and most have kitchens or partial kitchens.

Twenty-two of the Branson KOA Cabin units, including 12 with full bathrooms and eight with kitchens, are currently available for rent at www.KOA.com. The seven newly arriving

Deluxe Cabin units will be available this spring.

Campers can visit the Branson KOA website at www.KOA.com for more information, or to make their RV or Cabin reservations for upcoming trips to Branson, one of the best entertainment destinations in America.

AGS buys Austin Gateway's Guest Guide Business

AGS, a division of Texas Advertising, has recently purchased the guest guide operations from Austin Gateway.

The switch was official January 17th, 2014 with no discontinuation of services to the former Austin Gateway clients. “We’re excited about the opportunity to provide quality guest guides to our new customers,” said Brian Schaeffer,

President of AGS. AGS produces high-quality guest guides for RV parks and campgrounds around the country and Canada.

According to Jean Strickland, co-owner of Austin Gateway, “This is the best possible situation for our site map customers. I have worked with Brian Schaeffer in some capacity over the last 20 years as we have mutually served the



campground owners of Texas. I must look after some personal health issues and wish to take some time to enjoy life. I consider my customers my family and would not trust them with anyone else.”

For more information, you can visit www.AGSPub.com or contact general manager, Michael Moore, at Michael@TexasAdvertising.net or 817-426-9395.

There's a brand new place to stay in town.

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Cruise Inn is much more than just a new sign of things to come for RV parks and campgrounds.

We're excited to introduce a brand new approach to the industry, backed up by over 125 years of overall hospitality expertise. Our property members enjoy the benefits of our experience in hospitality operations, sales and marketing support - all with a "members-first" attitude. That's why we've developed straightforward, no-nonsense contracts, along with innovative but easy to use technology. These are just a few of the many reasons why owners and developers are putting their confidence in Cruise Inn.

If you're like us, and think that the time is right for new ideas, delivered with a high standard of quality - then we'd love to talk and see if becoming our next Cruise Inn member is right for you.

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The All New Jump Pad Sensation makes an impact at Campgrounds



Designed for Campgrounds who are looking for an affordable jumping attraction, the Jump Pad is a completely flat area of inflatable pillows only 2 feet off the ground. Suitable for all ages the Jump Pad has been purchased by campgrounds as an addition to their Jumping Pillow, as a stand alone alternative and by some who see it as a great product for adult fitness classes.

The Jump Pad Advantages

SAFETY: The Jump Pad is fully endorsed by Insurance companies. It is flat, not curved and only 2' off the ground.

LONGEVITY: The Jump Pad is transportable- Move it undercover when it rains and fold and store over winter.

INSTALLATION PROCESS: Kids jumping within 30 minutes of delivery. No need to excavate and dig trenches.

PRICE: The Jump Pad is affordable and is available in a range of sizes.

DELIVERY: Made in the USA, manufacture time from order around 3 weeks.

INSTALLATION VIDEO



20x25 \$4550 | 30x30 \$6350 | 50x30 \$8450 | 70x30 \$9455



TESTIMONIAL

Let me tell you the Jump Pad was a huge success and a great hit. The word of mouth was awesome and brought so many people out with their kids.

Everyone had a blast and thought it was so much fun and no one got hurt.

We are part of a bigger Maze group and I turned them on to you.

It was a lot of money for us but I know we made the right decision to go with the Jump Pad. We just wanted you to know, as with any business its always nice to know how your customers made out.

We seem to always hear the bad/negative but not always the positive. cant say enough that i love the safety of it, truly a great product.

Jason Halwa

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Campgrounds may soon have access to background checks



MARTINSVILLE, Ind. — The American Camp Association has announced their support for a bill that would give campgrounds and other youth-serving organizations access to the background check database maintained by the Federal Bureau of Investigation.

“There is no single all-encompassing background check database available in this country,” said Peg Smith, CEO of the American Camp Association. “While still not all-encompassing, an FBI check is the best background check available, yet it is not always accessible to camps and other youth-serving organizations. The

FBI check is the only truly nationwide check available.” Individual states are the gatekeepers of criminal history information, and they can decide who can access the information, as well as who can have access to the FBI’s information, she noted.

“In fact, 34 states bar access to FBI information,” said Smith. “Those that do allow access to the FBI information charge significant fees ranging from \$24 to \$59 per person, and have long turn-around times of up to six weeks.”

The purpose of the bill is to close a gaping hole in the federal law that prevents camps, children’s groups, and other organizations that work with children from gaining access to federal criminal

background checks on employees and volunteers, she explained.

The PROTECT Act of 2004 created a pilot program where selected youth-serving organizations would have access to timely, inexpensive FBI background checks on potential volunteers. ACA was accepted into the program in 2005. The Child Protection Improvements Act would make the pilot program permanent and expand the program to include staff as well as volunteers in youth-serving programs. In addition, it would:

- Create universal access to nationwide background searches, by designating a criminal history review entity or organization to process background checks on prospective

employees and volunteers for youth-serving organizations.

- Provide participating organizations with reliable and accurate information as to whether an individual’s criminal record bears upon his fitness to work or volunteer with children.

- Create a “one-stop” system where a local organization could elect to obtain both a state and FBI search in one place.

- Keep the fee for nationwide background checks and criminal history review as low as possible for youth-serving organizations at no more than the actual cost — with a maximum of \$25.

- Ensure that individuals that are subject to background checks can request their full

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criminal histories, challenge their accuracy and completeness, and receive a prompt response from the jurisdiction holding the records.

Of the nearly 40,000 checks conducted in the pilot program, 6.1 percent of all applicants were found to have criminal records that rendered them unfit to work with children, Smith said. This included convictions of criminal sexual conduct with a child, aggravated criminal assault, rape, homicide and other serious felonies.

Another 40 percent of these individuals had a criminal record from other states, meaning that only a nationwide check would have caught the criminal record, she explained, noting that 26 percent of these individuals showed a different name on their record than the one they used on their job application.

Tents For Troops adds new parks

Tents for Troops



CASTLE ROCK, Wash. — In the past two weeks, Tents for Troops has added 15 RV parks and campgrounds across 13 states that offer free camping to active duty military members and their families. The new parks include:

- Hartland Lake Marie Campground, W.V.
- Hoquiam RV Park, Wash.
- Benton RV Park, Mont.
- Cooters Cabins and Campin', W.V.
- Sacajawea Inn & RV Park, Idaho
- Fans of Sycamore Springs, Ind.

- Paradise Island RV Park, Ala.
 - Abrams Creek Lodge & Family Campground, Va.
 - Logan landing RV and Cabin Resort, Ala.
 - Wallace Hotel and RV Park ID, Idaho — Tents for Troops' first park from Idaho
 - Rawlins KOA, Wyo. — The first in the network from Wyoming
 - 711 Ranch, Colo.
 - Lake Aire RV Park and Campground, S.C.
 - Washington Valley RV Park, Okla.
 - J&J RV Park, W.V.
- Details about these these parks will be

available soon at tentsfortroops.org. "We are getting close to having parks in all 50 states, and still need parks from Rhode Island, North Dakota and Hawaii," said Tents for Troops Founder Charlie Curry, owner of Toutle River RV Park and Resort in Castle Rock, Wash. "Parks anywhere are invited and encourage to sign up with Tents for Troops to offer free RV and camping sites to active duty military members and their families by utilizing your campground's otherwise vacant sites."

We never ask for a site that a park could otherwise have rented. Please consider joining these great parks above by adding your park to the Tents for Troops family of parks today."

Parks interested in learning more about Tents for Troops can contact Curry at tentsfortroops@aol.com.

Cannon's Campground residents discuss lawsuit

S.C. Residents of Cannon's Campground realize the fight to bring suspected polluters to justice will be long, but they hope to escape exposure to potentially polluted well water quickly.

Representatives of the Louthian and Harpootlian law firms had a community meeting Thursday at the Spartanburg Marriott for residents surrounding the former Hoechst Celanese manufacturing site.

Last week, the firms filed a class action lawsuit in federal court on behalf of all residents and property owners who have lived within two miles of the site since it opened in the 1960s. The lawsuit alleges chemicals used by the companies have been dumped or leaked into the ground and the adjacent Pacolet

River and Cherokee Creek. So far, test wells dug half a mile from the site revealed pollution in the ground water and bedrock, and private drinking wells up to a mile and a half away have tested positive for the same chemicals used at the plants, attorney Graham Newman told residents.

"Celanese said they aren't connected, but we don't know," Newman said. "Every chemical we're dealing with here is a carcinogen. We're talking about parts per billion, so it's nothing you could smell or taste, but it's enough to give you cancer."

Danny Parton, a long-time resident of the community, survived aggressive ear cancer, though he still battles a variety of health problems he believes are caused by the pollution. His nephew, who lived

away, succumbed to cancer at 23 years old.

Parton said he still uses his well water. He doesn't know if it's contaminated, because it's never been tested by the S.C. Department of Health and Environmental Control, but he can't get city water at his house.

Parton was one of several people out of the dozens that attended Thursday night's meeting who are facing the same problem.

Ronnie Wright lives on Mathis Dairy Road and said he uses a filtration system to clean his well water before using it for washing clothes, dishes and bathing.

"I don't dare drink it," he said. He said every six weeks he changes the filter, which turns from snowy white to sooty black. Wright said

he's glad to see the lawsuit moving forward, but what he wants more than anything is to escape exposure to the well water.

"That's what we need right now, city water. There's children, there's babies being born and living on our street and we can't get city water," he said.

Wright said he called a few years ago to find out about getting a line installed on the road and was told it would cost thousands of dollars. Money he and his neighbors don't have.

Rep. Derham Cole, who represents Cannon's Campground, said at the meeting he would be happy to help the residents with any of their governmental needs and was immediately inundated with

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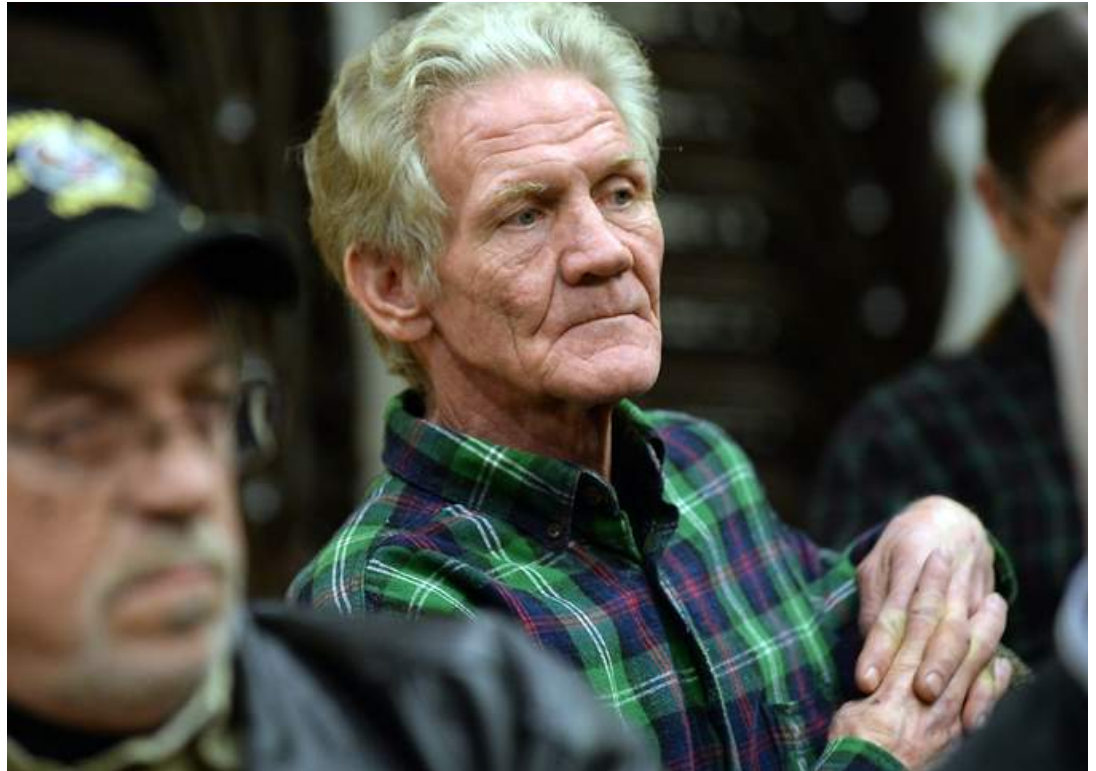
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requests for assistance obtaining city water.

Residents also asked questions about what the lawsuit entails, who is included and what to expect moving forward.

Dick Harpootlian told the residents there would likely be a preliminary hearing in the spring, which will determine if the suit moves forward. He said right now they are seeking three immediate things from the judge – dozens of offsite wells to truly monitor the spread of the known pollution and determine how far it has traveled, a scientific mitigation plan, and a health monitoring system that will allow residents potentially exposed to toxins to receive care.

Once the extent of the contamination has been determined, Harpootlian said



Danny Parton, 58, of the Cannon's Campground community listens to others in the community at the meeting Thursday at the Spartanburg Marriott.

they can then begin to address damages and remedies. Connecting individual illnesses to the toxins will be difficult, he said.

"This is not an easy fight," he said. "We are not big law firms. They are big firms on the other side, but we're going to give them a fight. ... This is just the beginning. I know you all have been living with this for 40 years, 50 years, but it's going to take a while." Parton said

he believes in his heart that the people responsible for damaging his community should have to pay, and they will in this life or the next, but he's not optimistic about the success of the lawsuit.

"I'm not stupid," he said. "I know what money can do." Others in the community left the meeting reassured.

Peggy Robinette said she has lived in Cannon's

Campground for decades and she and her neighbors could tell "terrible, terrible stories" about sickness, disease and death all night long.

"It's time for them to pay up," she said. "We're closer now than we've ever been."

RVC re-flags Lake Raystown Resort

MEMPHIS, Tenn., January 23, 2014 — RVC Outdoor Destinations, the leading provider of high-quality outdoor resort properties in the United States, announced today that it has re-flagged Lake Raystown Resort as an RVC Outdoor Destination. The EntriKen, Pennsylvania property was developed by Jules Patt in 1984 and is one of the finest outdoor destinations in the country. Lake Raystown Resort's addition into the RVC collection of premium outdoor hospitality properties will coincide with its 30th Anniversary. The resort's new website (www.raycastownresort.com) has been completed to provide guests with a superior online experience as they research the resort's features and lodging options.

Brother and sister duo, Josh Patt and Samantha Patt Kozak, purchased their father's interest in Lake Raystown Resort

in 2013 and continue to operate the over 400-acre property that includes a 52 room Lodge, 79 cabins and villas, 221 RV sites, a 650 slip marina, the Wild River Water Park and a 22,000 square foot state of the art Conference Center. Various improvements and upgrades, including new signage, are underway and will be completed when the property opens for the 2014 Season on Friday, April 11th.

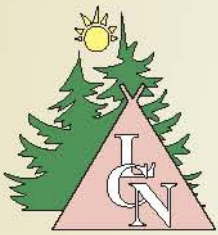
Josh Patt, co-owner of Lake Raystown Resort commented, "We have long believed there was a need for change in outdoor hospitality and found that RVC was leading the charge in redefining camping. Lake Raystown Resort fits RVC's Outdoor Destination model, and we are pleased to be a part of the RVC family." He added, "Samantha and I and the Resort's staff are excited to kick off the 2014 season. We have so many



reasons to be excited; its our first year as an RVC Outdoor Destination, it is Lake Raystown Resort's 30th anniversary, and it is the 40th anniversary of the dedication of the Raystown dam." His sister and co-owner Samantha Patt Kozak added, "This year is going to be full of activities and celebrations. We encourage everyone to visit our beautiful new website and stay tuned for upcoming events and the latest Resort news."

In addition to Lake Raystown Resort, RVC currently operates Outdoor Destinations and RV Resorts in Arkansas, Colorado, Florida, Georgia, North Carolina, Tennessee & Texas. About RV

Outdoor Destinations RVC Outdoor Destinations develops, owns and operates a portfolio of high-quality outdoor hospitality properties located within some of the country's most beautiful natural settings and offering upscale services and amenities. Memphis, Tenn.-based RVC is redefining the traditional camping experience with its Outdoor Destination concept that provides guests with a comfortable, customizable outdoor vacation through a variety of affordable lodging options, including RV sites, yurts, cabins and cottages. For more information, please visit www.rvcoutdoors.com.



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Is Mobile Worth It?



By: Pamela Wright

Let's face it. We are in the industry which has mobile as its middle name. If RVer's aren't mobile, who is?

I would like to give you a few statistics before we get started:

1.)57%. That's the percentage of users who say they won't recommend companies with poor mobile sites. (MediaBistro)

2.)1 in 4. This is the number of online searches that are conducted on mobile devices. (MediaBistro)

3.)>50%. More than 50% of U.S. mobile phone users are now smartphone users, according to a new

report by research firm eMarketer. (AdAge, May 2013)

Now, I would like to give you some anecdotal statistics and a couple of questions:

1.)A recent client had me create a marketing program for him that included redesigning his website. His Google Analytics show that 30% of his website traffic is coming from mobile devices.

2.)How many of your guests use their smartphones or tablets to make reservations with you?

3.)If you were to search for your RV park/resort on your smartphone, what would you see?

While we may bemoan the use of electronics in an RV park, the fact is that they are here to stay and we might as well get used to that fact.

Now that we've gotten used to the fact, we

need to take a look at how we can use this to our advantage.

The first thing to consider is having your website go mobile. In order to do this, you need to make a decision. Should you go with a responsive website or a dedicated site? Let's take a quick look at both.

Definitions

A dedicated mobile site is one that is created solely for mobile devices. It isn't your website that is shown on a smaller screen.

A responsive mobile site is one that uses your online website, adds some code and then shows on a mobile device.

Pros and Cons

Responsive Site

Pros:

If you decide to use a responsive mobile site, you will only have to maintain one website.

Your website presentation is going to be consistent

across all of the devices that are used.

The user is going to have a user-friendly experience with your business no matter how it is accessed.

You will be able to use Google Analytics to determine how your site is viewed and which devices are used.

You won't incur additional costs for hosting of the website.

Responsive Site

Cons:

You will have to have your website redesigned to make it a responsive site.

You won't be able to control the order of your graphics and/or text.

You won't be able to add custom apps to help enhance the user's experience.

You may encounter problems with the rate that the pages load.

You can only use your existing website navigation.

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Dedicated Site Pros:

You will have a customized design and user experience that considers all of the mobile limitations.

You can create additional pages with your mobile site. You may want to create a special call-to-action page that appears only on your mobile site.

You can add widgets and apps to your mobile site. It is easy for the designer to add a "Click to Call" button that allows your user to reach you easily. Directions can be added that works with the smartphone GPS to guide your guest to your park.

You will have analytics that are specific to your mobile site usage.

Dedicated Site Cons:

You will have to maintain two sites instead of one. This includes having two separate charges for hosting fees.

Some of your existing forms and databases

from your existing site may not work on the mobile site. You are going to have to monitor your brand consistency between the two sites.

It isn't an easy decision between the two, but it is a decision that you are going to need to make. I would like to challenge you right now to stop and check your analytics for your website and see what percentage of your website traffic is coming from mobile devices.

Don't have any analytics? Then drop everything, call your web designer and get an analytics program put on your website. While Google analytics isn't necessarily the best, it is free and does provide you with a lot of information that will help you make decisions about your website.

The next step is to decide which way you want to go and then get it down

before your next season starts. Don't lose a hefty portion of your website traffic just because you don't want to take the time to go mobile.

Still don't know what you need to do? Give me a call at 800-478-0516 and let's talk about what would work for you. Be sure to follow me on Twitter: @RVStops and @FocusedWords and join my group on LinkedIn, "Social Media in the RV Industry" and "RV Park Management

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Snowbirds fueling park model RV business in AZ

MESA, Ariz., Jan. 27, 2014 — Business is booming at Overland Mobile Homes in Mesa, largely because of strong snowbird demand for Cavco park model RVs, the factory built, cottage like units that are widely used as winter homes across the Sunbelt. “Cavco has so many orders coming in at this moment, I’ve got several people who are waiting to get their units,” said Roxanna Moss, who co-owns Overland Mobile Homes in Mesa, one of Cavco’s largest park model dealers.

In fact, demand for the 400-square foot park models that Cavco produces is so strong that Moss is now promoting a fall order program, which encourages visiting snowbirds to place their orders for park models just before they leave Arizona in April or May. “This way, their park models can be built during the summer and placed

in RV parks and resorts just before they return to Arizona in the fall,” Moss said. “It’s a good program because it helps spread our park model business — and Cavco’s production — throughout the year.”

Park models were originally designed as 8-foot wide trailers that provided sturdier construction than typical towable RVs, which made them appealing to snowbirds. But in 1984 the state of Arizona passed a law that allowed park models to be built on a 12-foot wide frame and to have higher ceilings. “The wider frame and higher ceilings made them even more appealing for use as winter homes,” Moss said, adding that Overland’s sales rocketed soon after that.

Indeed, during a seven-month period from late 1989 into 1990, Overland sold 560 park models. “That was a boon for us,” said Moss, who

co-owns Overland with her husband, Rick. While many of Arizona’s RV parks were originally filled up with park models in the 1990s, those older units are increasingly being replaced by a new generation of snowbirds who are increasingly trading in their RVs for park models after they find a park they’d like to use for a winter base.

“We are getting a lot of younger people coming in and many of them don’t want to travel any more with travel trailers and fifth wheels,” Moss said. But they do want to invest in brand new park models. “I’d say 70 percent of our business is replacing existing stock,” Moss said, adding, “The units going in now are some of the nicest I’ve ever seen.”

Indeed, Cavco park models often feature bay windows, tape and textured walls with rounded corners, hardwood cabinets and laminate

countertops. And while Moss originally sold park models that were mass produced, today she sells more and more custom designed units with unique floorplans and features.

“We are always coming up with new designs, new solutions,” she said. “Cavco, at the end of the day, doesn’t want to be a custom home builder. But they are because we’ve pushed them to be that.” Moss added that the shift toward higher end, custom park models has resulted in higher gross sales and margins. Based in Mesa, Overland Mobile Homes was established by Rick and Roxanna Moss in 1971. More information is available on the company’s Facebook page.

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The Case for Water Harvesting and Diversion Systems



By: Larry

The beauty of capturing rainwater for later use is that it kills three birds with one stone. It provides a supply of water that is free and does not draw down from treated water supplies. It saves energy that would otherwise be needed for water treatment and delivery. Thirdly, it cuts down on runoff, diminishing the amount of contaminants and nutrients gushing into waterways via storm sewers. The greater the number of rooftops and the larger the amount of paved surface areas involved, the greater will be the benefit of capturing or diverting rainwater.

Diversion into holding ponds is an alternative to harvesting. The greater the amount of runoff the more sense it makes to divert the rainwater and snowmelt, giving it the chance to soak into the ground and not flow off your property. Harvesting and diversion are good examples of “what we can each do” adding up to a powerful positive impact in protecting our water quality, reducing the demand for treated water and saving electricity used to treat water.

A few things to consider when designing or choosing a system:

Metal and tile roofs are less contaminated. “Sticky” surfaces such as shingle roofs absorb more. With these surfaces let the water run off for a few minutes to get rid of the worst of the

contaminants before harvesting or diverting.

Safety: be sure any barrels, tanks or cisterns are secured against children falling into them. Look before leaping: consult others in your particular situation who may already have learned from experience what works best

while also being the least costly. A very good website: <http://.harvesth20.com/vendors.shtml>

Now is the time to plan, just ahead of the spring thaw and rains that are right around the corner.



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New RV park proposed near Sedona, Arizona

CAMP VERDE -- An RV park named Sedona Views is proposed to be built along SR 260, giving competition to existing RV parks, Thousand Trails and Distant Drums and raising the visitor accommodations in the Verde Valley.

Michael Mongini presented his proposal to the Yavapai Planning Commission Wednesday morning in Cottonwood. The Commission unanimously recommended approval by the Yavapai County Supervisors, which would be scheduled for a vote next month.

The application calls for a zoning map change from Industrial General Limited to Planned Area Development. Planner Tammy DeWitt explained to commissioners that such parks are not allowed in the M1 zone and the PAD will allow for the phasing

that is proposed. Mongini said he has received formal support for the park from all but three of his neighbors and those three verbally have supported the proposal.

The 35 acres on which the project would be built is located in the business park community surrounding the Steve Coury dealerships. The proposed site, however, is outside both Camp Verde Town and Cottonwood City limits. Mongini said there are no plans to annex the land into either municipality.

Mongini is proposing 299 RV sites and storage spaces for 274 units. The park is to be named Sedona Views.

From the hilltop position, Mongini said you can see the red rocks of Sedona, but not the buildings in the business park



below which are screened by the terrain from view. The most discussion involved a proposed arched entryway to be crafted from a former railroad overpass structure. Mongini said it would stand 27-feet high and 27-feet wide to accommodate RV movement.

Commissioner Curt Lindner was worried that if the lighted sign at 27 feet tall on a hill that was another 25 feet or more, with lights on the structure, would be 50-feet tall or higher. The commission asked that the sign be relocated off the hilltop to a lower

location. Mongini said his partnership also operates the Happy Jack Lodge with RV spaces with a similar entry way structure and they are very sensitive to 'dark sky' issues, because of the nearby Discovery Telescope.

When asked, Mongini said there were no plans for permanent placement of units on the property, though there might be a couple "park models" as there are in Happy Jack, but certainly "not like Munds Park, where every unit is a park model."

If It's Gonna Change....Let It Be Soon!



By: Art Lieberman

There are few businesses in the US that are impacted more by the weather than the RV Campground Industry. Sure you can point out construction, and maybe ground transportation when the roads are bad and then there are the farmers - but all these businesses don't depend heavily on other people being wary of the weather and not being customers.

Needless to say, this is definitely campground owners "winter of their discontent". And the truth is that it isn't only the north central or northeast US campgrounds that are suffering from this bitter cold snowy

season that we've all been experiencing. Many of our western states are suffering from severe drought conditions.

Our business is located in central Pennsylvania and we haven't had a day where the temperature have been above the freezing mark for nearly a month and every other day, it seems we get another inch or two of snow, so plows are cleaning the roads. Truthfully, it could be worse. What if it warmed up to - let's say - 50 degrees one day and rained a ton - then the temperature dropped to 17 degrees at night and the roads became a sheet of ice. Wait that actually happened three weeks ago and a ten mile drive for me turned into a sliding 3/4s of an hour drive at 15 MPH.

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campgrounds most of them are seasonal and about 90% of them close in October and don't open until late March or early April. Some DO open to accept reservations for the Spring in February, but perhaps not THIS year.

Then again, many RVers who can get time off and can drive to warmer sections of the US might take the time to do so when the weather is as bad as it has been this winter - and, indeed, we are seeing some of that in the statistics. Weekend transactions of credit

cards have been about 20% higher than they were last year at this time, when the winter was a bit more moderate.

This winter weather does bring about the endless discussion about the so-called "climate change" or "global warming". Those two descriptions of the nasty weather we are experiencing are as controversial an any discussion taking place among the gentry in our country as any other.

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There are those that will cite the fact that if "global warming" is taking place, why is it so cold? Others will say that the warming isn't taking place here in the US, but in places where the ice is melting, cooling off the oceans and that is why WE are so cold here in the northeast. But then why is it so warm and dry on the west coast? No, many believe that this is just a normal experience when once in awhile, the US does experience a long wet, frozen winter and everything is normal.

Other say that this season is proof of climate change and that man is causing these drastic changes to occur by using fossil fuel. Even many people who don't believe in global warming do believe that man's destruction of the atmosphere MAY be assisting in the changes in our weather. Although we now can develop the technology to

use alternative sources of energy to power our planet's needs, many say that it will destroy our already fragile economy.

I have a personal view about all of this, but I have a feeling that it doesn't matter so long as IF there is climate change, I sure hope it changes back soon - and if there is global warming, let it warm up now!
Brrrrr!

(Art Lieberman is the President of MCPS for Campgrounds, a credit card processor sponsored by Woodforest Bank NA. He conducts free webinars online and seminars on credit cards in many State and Regional Association Conventions. Art can be contacted at rvcreditcards@yahoo.com or by calling him at 877-858-9010. His web address is www.mcpsforcampgrounds.com.)



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TXAD Internet is now hosting IMAHelps.org

RANCHO MIRAGE, Calif., Jan. 27, 2014 — TXAD Internet (www.txadinternet.com) is now hosting the IMAHelps website and is helping the non-profit group with technical support to keep its website current.

“We are grateful to TXAD Internet for hosting our website and providing us with online technical support that we cannot afford to pay for on our own,” said Ines Allen, IMAHelps’ president and founder.

Founded in 2000, IMAHelps is staffed entirely by volunteers who donate their time and talents on medical missions in the U.S. and around the world.

“For the first time in the 14 year history of our organization we are now able to keep our website current and up to date with the latest information about our medical humanitarian missions.”

TXAD Internet is a subsidiary of Texas Advertising along with Crowley, Texas-based AGS Publishing (www.AGSpub.com), which has also been donating funds to IMAHelps for the past two years as part of its AGS Cares Program to help worthwhile charities that are making a difference in people’s lives.

“The good Lord has really blessed our companies and it is humbling to know that we are a small part of the significant work that wonderful organizations like IMAHelps provide,” said Brian Schaeffer, president of Texas Advertising.

IMAHelps is organizing medical humanitarian missions this year to India, El Salvador, Nicaragua and Mexico. “2014 is going to be our biggest year ever for medical humanitarian missions,” Allen said.

The first mission is scheduled for Feb. 3 to 15 and will take

place in Uttar Pradesh, the poorest area of India.

“This will be an exploratory mission for us,” Allen said. “We will provide a variety of internal medicine and surgery services and we will be collaborating with another non-profit group.”

The second mission will take place in San Salvador, the capital of El Salvador, from July 24 to Aug. 3. “That will be our biggest mission of the year,” Allen said, adding, “We expect to have close to 100 volunteers with us.”

The third mission will take place from Nov. 7 to 16 in Jinotepe, Nicaragua. “That will be a medium size mission with about 40 volunteers,” Allen said, adding that the

group is also organizing short medical missions into Mexico.

Rancho Mirage-based IMAHelps is run entirely by volunteers, who pay their own roundtrip airfares as well as most of their food and lodging costs while serving on the medical missions. However, IMAHelps is seeking donations to help cover the costs of medical equipment and supplies as well as a portion of the food, lodging and in-country transportation costs. Donations can be made through www.imahelps.org

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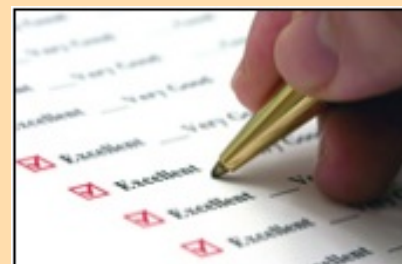
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Jamie@industrye-news.com

www.industrye-news.com

Ph: 317 408 6849

Campground & RV Park E News is a weekly online magazine published to Campground and RV Park owners each week. The magazine brings up to date national news and informative articles to the readers, delivered directly to their email inbox.

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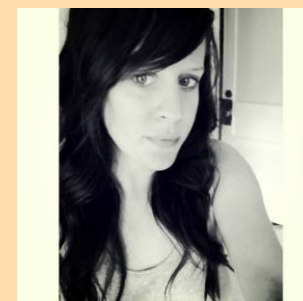
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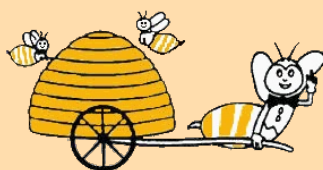
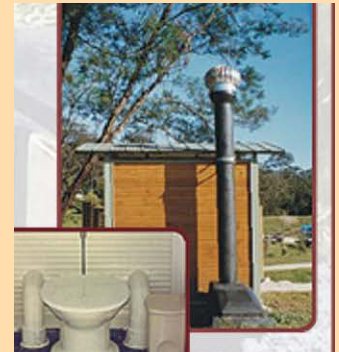


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Rates are shown on a weekly basis, however we have a MINIMUM 4 week booking system in place as we believe repetitive advertising works far better than a one off ad placement.

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HALF PAGE: \$182 7.7"X4.7"
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