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ISSUE 317 1/21/2015

## HUD Delays on Park Model Home Restrictions

“While it remains to be seen how HUD will handle the new RV definition recommendation, park model manufacturers and especially RV campgrounds can rest assured that, for now, porches will not be counted toward the 400-square-foot limit on park model RVs,”

said Jeff Sims, head of government relations for the National Association of RV Campgrounds (ARVC).

“The park model RVs that are in campgrounds today and the park model RVs they buy tomorrow can have

porches that do not count toward the size limit. This also means no state or local regulators should have issues with park model RV porches either.”

“ARVC, RVDA and RVIA have closely coordinated efforts

*continued*

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**KOA Names New  
Accommodations  
Director  
Page 4**

**Hideaway Huts  
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Page 20**

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since the Oct. 1 memorandum created a great deal of uncertainty for the RV and campground industries," said Matt Wald, RVIA executive director of park model RVs.

"We are extremely grateful to Administrator Danner as well as the MHCC for taking the time to understand the RV and campground industry's perspective on this issue and working with us toward a consensus outcome where RVs

are clearly defined as recreational units and manufactured housing is clearly defined as housing in a way that everyone knows exactly where the line between them is. We look forward to finalizing that consensus process in the coming months."

In a memorandum dated Jan. 20, Department of Housing and Urban Development (HUD) Administrator Pamela Beck Danner announced that HUD will not be enforcing its interpretation that park model RV porches

count toward the 400-square-foot limit (as measured) on those types of RVs until new regulations defining RVs are published, which is something that likely will not occur for many months.

According to a news release, this memorandum supersedes a memorandum that Danner promulgated on Oct. 1, 2014, in which she sought to clarify the measuring process for park model RVs, stating that factory-built porches do count toward the 400-

square-foot park model RV limit and that HUD would enforce this measurement criteria starting on April 1, 2015. However, on Dec. 2, 2014, the Manufactured Housing Consensus Committee (MHCC) recommended that HUD further delay enforcement to this measurement criterion until new rules are published better and more clearly defining today's RVs.

Full Article:  
[www.woodallscm.com](http://www.woodallscm.com)

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# Introducing Our Regular Columnists



To ensure we bring interesting topics, valuable tips and information we would like to introduce our columnists. During 2015 our plan is to introduce more as we grow in our efforts to make the E News the most respected publication available to the industry.

## Pamela Wright



Pamela Wright produces interesting articles every other week on a variety of topics. Mainly they are on social media and marketing.

## Art Lieberman



Art Lieberman has been providing articles on credit cards since our first issue. His articles are very well read and hit a nerve on what owners want to read about.

## Peter Pelland



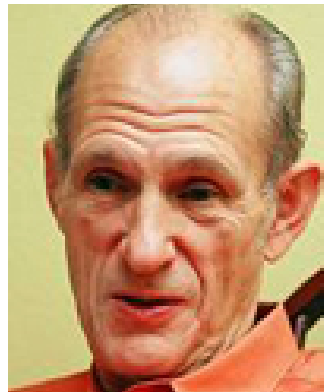
Peter Pelland writes every other week. His involvement in this industry, spanning 30 years, has much to offer to our readers.

## David Gorin



David Gorin brings a wealth of experience to the industry. He will supply articles of relevance to owners as well as in depth interviews.

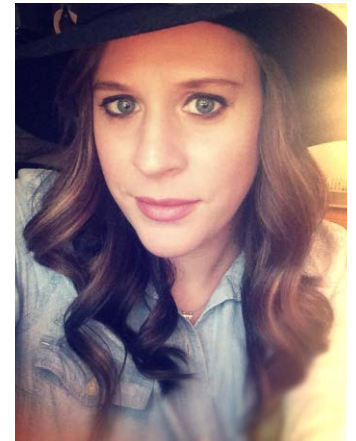
## Larry



Larry has supported the E News since day one with articles on the environment that are particularly relevant to the campground owner.

Each week we endeavor to supply up to date news, relevant press releases from various industry bodies, and the articles provided by our contributing writers.

We would encourage State Associations to submit articles and keep readers informed on happenings within the industry. Please email me at [Jamie@industrye-news.com](mailto:Jamie@industrye-news.com) with any relevant articles you would like to see published.



**Jamie Macready**  
Associate Editor



# Currier Named New KOA Accommodations Director

KOA NEWSERVICE (January 15, 2015) –Jill Currier has been promoted to the position of Accommodations Director for Campgrounds of America Inc. Currier had been serving as Director of Accommodations for KOA's Company-Owned Properties Division. Currier came to KOA from Aramark Food Services in Billings in 2008. She also worked for Aramark in Chicago. She received her

bachelor's degree in 1999 from Seton Hall University. In her new role, Currier will direct the operation and expansion of KOA's accommodation programs for both the Company-Owned Properties Division and KOA's franchisee network. The Accommodations Programs include both KOA basic Cabins and Deluxe Cabins.

“One of KOA's key strategic goals is to build a quality accommodation/cabin

experience in an outdoor hospitality camping atmosphere,” said KOA President Pat Hittmeier.”

“I believe Cabins must play a significant role in KOA's future success, and will become an important competitive advantage for our brand, Hittmeier said. “I can think of no one better to lead this program for KOA than Jill Currier. We are extremely fortunate to have someone with Jill's experience and drive that has a proven

track record of successful cabin implementation and operation. Under Jill's supervision, our Company Properties Cabin Program has seen efficiencies, profitability, operational standards and improved guest experiences. I fully expect KOA's independent franchise owners will benefit from the support Jill will bring to KOA's cabin program.”

Source:  
Press Release



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# Tampa RV Show Sees Record Attendance

With 63,234 people passing through the turnstiles, the 2015 Florida RV SuperShow recorded its best year ever in terms of attendance last week (Jan. 14-18) at the Florida State Fairgrounds, eclipsing the previous record of 56,953 established last year by the sponsoring Florida RV Trade Association (FRVTA)

This news comes at a time when a host of other show organizers throughout the country are reporting similarly good news in terms of attendance and, from all appearances, sales as well.

“The weather was good, and people’s mindsets are: The economy is better and they’ve got more jingle in their pockets because the cost of gas going down. So it was a very positive vibe through the whole show,” said FRVTA Executive Director Lance Wilson, adding that Wednesday, Saturday and Sunday were record days. Under mostly

cooperative weather conditions, the Tampa Show this year encompassed more than a million net square feet of exhibit space with nearly 1,350 RVs on display representing 98 manufacturers as well as more than 450 booth exhibits manned by suppliers and other vendors.

In addition, FRVTA’s 30th annual “Super Rally” included 808 participants, offering consumers on-site camping and fueling show attendance.

“I saw some people wearing their 1989 SuperShow T-shirts,” said Wilson, pointing out that the 2015 Tampa Show was an equally hot sales venue, based on anecdotal reports he’d obtained from a variety of exhibitors. “Depending on who you talk to, which is the case with all shows, companies like Camping World, General RV Center, RV One and Lazydays all had record sales.” While most consumer shows feature some

sort of entertainment or attraction to supplement the RVs and camping exhibits, Wilson and FRVTA Marketing Director Dave Kelly generally exceed expectations when it comes to consumer sideshows

with an array of roving entertainers – jugglers, stilt-walkers and mimes – creating an almost carnival-like atmosphere.

Full Article:  
[www.rvbusiness.com](http://www.rvbusiness.com)

## 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!



# Lazydays Unveils Upgraded RV Resort

TAMPA, Fla. –

Lazydays is now home to an expanded, upgraded 300-site RV Resort open to the general public, the company recently announced.

Embellished amenities have been designed to provide camping enjoyment for people of all ages whether they are RVing individually, with families or within large groups, the company said in a release. Lazydays' resort staff is on site 24 hours a day and is available to assist in any way, even help in planning special events, large and small. A full-time concierge is located on site to assist with travel plans and discounted local attraction tickets.

The spacious pool area features a resurfaced heated pool, hot tub, renovated pool baths and an expansive beautifully appointed deck with all new resort-style outdoor furniture, the release continued. The tennis court has been resurfaced and two half-basketball courts

have been added. Other recreational activity areas feature horseshoes, bean bag toss, ladderball, badminton and pickleball.

The new Children's Playground & Park features state-of-the-art playground equipment and a lovely Gazebo, perfect for small gatherings, the company said in the release. The entire Lazydays campus is pet friendly and the resort has a dog park. Its RV-themed restaurant and pub, named Exit 10, features daily drink and dinner specials on site Tuesday through Sunday as well as poolside access throughout the week. Take-out and catering services are also available.

For the RVer who takes their work on the road, the Lazydays RV Resort Business Center offers a quiet office environment with computer and printer



access. Free WIFI, complimentary morning newspaper delivery, premium coffee and cable television are also available to all RV Resort guests.

Each RV site has full 50-AMP utility hook-ups and is situated in close proximity of all the recreational facilities and a completely renovated laundry facility. Golf cart rentals and

shuttle services are also available. Breakfast and lunch are included with every site Monday through Saturday.

“Since Lazydays first opened in 1976, we have been listening to our customers and their RV lifestyle needs,” said Lazydays CEO Tim Sheehan. “Our RV Resort is a true reflection of our ongoing commitment to

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provide a state of the art recreational playground for all ages and resort level quality and service at every level.”

The Lazydays RV Resort is located on-property of the 126-acre dealership site that is home to over 1,200 RVs and 220 service bays. Also located on the Lazydays campus is an RV parts and accessories store with a broad selection of merchandise to enhance the RV experience, three

themed restaurants including the exclusive Crown Club for the luxury motorhome owner. The complimentary on-site Lazydays Drivers Confidence Course offers seminars and classes.

Located in central Florida, just outside of Tampa, the Lazydays RV Resort is easily accessible by Interstate 4 and is convenient to theme parks, shopping and dining destinations, museums and art galleries, aquariums and zoos and award-winning golf courses



open 12 months a year. Many opportunities for outdoor activities are in close proximity including Florida's white sandy beaches, nature preserves and “the salt life”, whether it be fishing, snorkeling,

scuba diving, boating or surfing, the company said in the release. For more information, visit [www.Lazydays.com](http://www.Lazydays.com).

Source:  
Press Release

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# Tracking Snowbirds' Impact is Tricky

Describing a typical Arizona snowbird these days can be tricky business, but Jan Foels comes pretty close to fitting the bill. Foels, 67, spends warm-weather months back home in Luana, Iowa, but when the temperature plummets there, she heads for the desert.

"I don't care if I ever see snow again," Foels said while taking a momentary break from a spirited water-volleyball game on a sunny afternoon at Orangewood Shadows RV Resort in Mesa. "The wind chill was 20 below yesterday (in Iowa)."

Foels is part of a long-standing — and still important — segment of Arizona's winter-visitor scene: Typically retired, snowbirds venture in RV or car from icy spots in the upper Midwest or Canada with the intention of spending anywhere from three to six months in the Phoenix area, staying at least until after the last snow melts. Many

snowbirds roll into town in large recreational vehicles, while others take up residence in park-model mobile homes they own or rent, which also populate many of the RV parks.

For local businesses and cities, their presence is happily reflected in the uptick in sales and tax receipts. And while those taxes are a big help to the people who live here year-round and benefit from city services, residents also see the impact in other ways, such as longer waits for a table at restaurants or traffic issues marked by more vehicles with out-of-state plates clogging streets. "I know they don't like the driving, but some of them aren't such great drivers either," Foels said of those who call the Valley home year-round.

## **Snowbirds' economic impact**

The true economic impact of snowbirds such as Foels is hard

to get a handle on. The last reliable study of their impact was conducted by Arizona State University more than 10 years ago as part of an annual project that ASU started in the 1980s. The last study, conducted after the 2003-04 visitor season, estimated the state's seasonal population swelled by about 300,000 long-term visitors, with a spending impact of \$1 billion.

The Arizona Office of Tourism estimates the overall spending impact of travel in Arizona annually, but that study also takes into account short-term, high-end and business travelers who stay in resorts or at private homes, and in-state travel by Arizonans, as well as long-term winter visitors.

"Visitors to Arizona during the winter months, both short-term visitors and seasonal residents, have a huge impact on our state's economy,"

said Arizona Office of Tourism Director Sherry Henry. "Our agency has worked hard to develop a strategic marketing campaign targeting key cold-weather cities in the United States and Canada inviting visitors to experience Arizona's great weather and vast tourism offerings. We continue to see strong lodging numbers in the winter and early spring months, particularly in the metropolitan Phoenix area, Tucson and communities along the Colorado River."

Melissa Elkins, research manager for the state tourism office, said the agency hopes to conduct a study at some point on the impact of long-term snowbirds. "The migration patterns changed so much in the early 2000s, when the housing boom was so big ... it's difficult to make an estimate," she said. During the recession's depths, travel to Arizona did take a hit, but aspects remained strong, particularly among Canadian visitors who

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took advantage of a favorable exchange rate with the U.S. dollar, Elkins said.

According to state tourism office figures, overall travel-related spending in Arizona from January through March 2008, the peak months of winter-visitor season, was \$6 billion. The stock-market plunge and its related triggers unfolded later that year, launching the country into the recession that followed. Spending dipped to \$5.3 billion for the same period in 2009 and has gradually climbed in subsequent years, to \$6.3 billion for January through March 2013, the most recent figures available, according to the Office of Tourism.

**They start arriving in October**

Drive around parts of east Mesa and it's easy to see just how much impact the winter visitor has. A loop that includes Val Vista and University drives, eastward to Higley Road and then south

again reveals a landscape dotted with small and large RV resorts, most appearing fairly full and bustling with activity.

At Orangewood Shadows, on University just west of Val Vista, the winter months transform the park into a neighborhood unto itself, populated by scores of long-term visitors from Canada, Iowa, Wisconsin, Minnesota, Illinois and other nearby states where frigid temperatures send snowbirds fleeing.

"I'd say we're about 95 percent full," said park manager Teresa Buettner. The park has 474 spaces total, 68 sites reserved for RVs and the rest park-model homes, most owned by part-time residents. About 30 percent are Canadians, Buettner said. Park models are transportable homes, usually with carports, designed for long-term placement and normally anchored in place and connected to utilities.

"The middle of April is checkout time for most.

We have a few who stay into May," Buettner said.

Buettner has worked at Mesa-area RV parks since the mid-1990s. The main change she's noticed in the type of snowbird coming to the area is age. "They're starting to get younger. I've noticed it more so with Canadians," she said, saying more of the visitors are in their mid- to late 50s.

Penny Ulness, manager of the Desert Vista RV Resort in Mesa, which has 62 RV and park-model spaces, most of them filled, said she is seeing more visitors from areas of Northern California and the Northwest, along with the traditional upper Midwest and Canadian snowbird.

"Now we're getting the newer ones, just now retiring. They're kind of the next generation of retirees," she said. "It used to be in past, when I was younger, they seemed more demanding. I'd hear a lot of 'Hey, we worked all our lives,' and some might be rude. But now I haven't noticed it. We

have very nice snowbirds."

**It's still about the weather**

Several snowbirds who spoke with The Republic at Orangewood Shadows all told similar stories of visiting the Valley once or twice before deciding on making the area their regular winter home. Arizona weather was the single biggest factor, but the area's variety of available activities, including hiking spots, often were cited.

"We did go to Florida, but we liked the weather here better," said Fred Schimmel, 72, of Huntley, Ill. Schimmel and his wife, who arrived Dec. 31, plan to stay four months. They started coming to Arizona seven years ago, after visiting their children here.

Full Article:  
<http://www.azcentral.com/story/news/local/mesa/2015/01/20/phoenix-area-snowbirds-easily-seen-tracking-financial-impact/22034575/>

# Yahoo Writer Lists "Must-Visit" RV Parks

Yahoo! Travel writer Lisa McElroy plans to hit the road this year, and compiled a list of campgrounds at which she plans to stop across the country.

Like many of you, every year, I make some New Year's resolutions. Exercise more. Play on my phone less. Read Middlemarch. You know the drill. Yep. After about a zillion years of resolutions, I'm still a phone-loving, chick-lit-reading couch potato.

So this year, I'm changing it up. I've decided my resolutions need to be fun — then maybe I'll keep them! That's why my teeny weeny trailer and I are hitting the road. To make sure we'll find the best campgrounds across the country, I polled the experts: some Sisters on the Fly, a few Tin Can Tourists, and a bunch of Glampers on the Loose (because, well, they know good glamping). Now that the results are in, I'm polishing up the teeny weeny trailer and filling her tires with air. Route

66 (and California, and Florida, and Texas), here we come. See you at these campgrounds — I'll bring the marshmallows!

## **Walt Disney World — Orlando, Fla.**

My Sister on the Fly, Gaylene, and I have big, big plans for our road trip to see the Mouse. Given that we live in two frosty locations (I in Philadelphia, Gaylene in Granby, Colo.), we seriously do not want to build any more snowmen this winter. So we're going to haul my teeny weeny trailer right down to the Disney's Fort Wilderness Resort & Campground, where we're going to don our princess dresses to sing around the campfire with Chip and Dale. Our only problem? We're fighting over who gets to be Anna and who has to be Elsa.

## **Elk Creek Campground — Grand Lake, Colo.**

Speaking of my friend Gaylene, she's



planning on hitting a big teeny weeny trailer meetup in the Rocky Mountains this fall. To hear her tell it, the Elk Creek Campground totally rocks — it's quiet and peaceful, but located within minutes of the town of Grand Lake, Rocky Mountain National Park, and Grand Lake Golf Course.

Now, sure I want to visit my glamping sister, but the real attraction is the adorable town of Grand Lake. It's surrounded by snow-capped peaks, uninhabited wilderness, alpine

creeks, and the most beautiful crystal lakes you've ever seen. This year, Rocky Mountain National Park is celebrating its centennial. The only teeny weeny problem? Getting up to Grand Lake over a mountain pass can be a little ... well ... my husband calls it "breathtaking," and I call it "breath-losing." As in, it's a long way down. And you have to concentrate to not end up in a canyon. Especially when pulling a teeny weeny trailer. Right. I got this. (I'm gonna make Gaylene drive.)

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**Detroit Lake State Recreation Area — Detroit, Ore.** A Tin Can Tourist (we're talking diehard trailer people, people) recommends this out-of-the-way spot because the campsites are spectacular. She reports, "Mine had a beautiful brick patio elegantly dressed by verdant green moss. I had a view of the lake down through the trees to the very big blue lake."

Ducks and geese swam there in the cool, calm, 400' deep waters. Mountains surrounded the lake in this tree lined Douglas fir forest." Even the drive there was amazing, she says, with views of the mountains and some unusual high rock formations. Now, I got pecked by a goose when I was little, so I'm going to have to think about this one, but it sure sounds idyllic. Maybe they could call me when the geese migrate? Do geese even migrate?

**El Capitán State Beach — Santa Barbara, Calif.**

One Sister on the Fly reports, "El Capitán State Beach is a beautiful campground on a hill above the Pacific. I especially like that it has lots of good shady spots, group sites, great nearby and on-site hikes, and nearby horseback riding." Only a few miles away, Santa Barbara's a great spot for shopping and sightseeing. And the beach is literally across the street from El Capitan Canyon, one of the most popular "glamping" spots in the country and recently featured on *The Real Housewives of Orange County*. ... OMG. It's going to be a long drive, but that's why I got a teeny weeny trailer, right? (Drop by my campsite — I'll be the one in the big sunglasses and a sarong.)

**Palo Duro Canyon State Park — Canyon, Texas**

Palo Duro Canyon is the second-biggest canyon in the country,

and that makes it the ideal spot in which to hike, go birdwatching, or try geocaching. You can even watch a musical about Texas's early settlers! My big plan: I'm going to wake up early every morning, make coffee in my teeny weeny trailer, and sit outside and take in the view as the sun comes up. Instagram winner winner, chicken dinner.

**Hersheypark — Hershey, Pa.**

What's the best part of camping in your teeny weeny trailer? Making s'mores over the campfire — with Hershey bars, of course! Hersheypark, one of our favorite theme parks anywhere, boasts a deluxe campground where you can park your teeny weeny trailer while you shuttle your way over to the 12 roller coasters (talk about terrifying!).

Even better, the Spa at the Hotel Hershey is heaven. I mean, like, died and gone to chocolate heaven. There's nothing better when you're kind of gross from camping than soaking in a

whipped cocoa bath with a rubber ducky. Or getting a chocolate body scrub. Or a chocolate facial. Need I go on?

**Flying Flags RV Resort & Campground — Buellton, Ca.**

Before I type this, I've made sure that my teeny weeny trailer is covering her ears because I don't want her to know that I might not take her to California's Central Coast wine country. If I want to taste the vintages, I shouldn't be driving, right? So I should probably stay at a campground like Flying Flags RV Resort & Campground that rents out Airstreams, right? Not that I want to stay in a totally renovated vintage Airstream or anything. I mean, how much fun could it possibly be to spend the night in a shiny, glitzy bullet of a hotel room? (Shhh. I know. Like, SO. MUCH. FUN.)

Source: [www.yahoo.com/travel](http://www.yahoo.com/travel)

# Utah KOA Gets Go-Ahead for Expansion

Moab, Utah- The Grand County Council recently approved an expansion of the KOA campground located at 3225 S. U.S. 191. The expansion, on the south end of the KOA property, will construct an additional 43 RV sites, 12 cabins and a new bathhouse.

KOA owner Greg Robinson said the expansion, which he expects will be completed this spring, is largely due to both the increase in the number of RV travelers and the size of the RVs. “The reason why we’ve expanded is that we’ve found the motor homes are getting bigger and bigger,” Robinson said. “Most of them are carrying a trailer with a jeep, some ATVs or motorcycles. We’ve got a bunch of big sites as it is but it’s not enough,” said Robinson.

Robinson said that at the height of last year’s tourist season he would turn down as many as 20 groups of travelers per day

because he “just didn’t have the space.”

He said the new RV sites will be larger to accommodate rigs with pop-out panels.

“[Motor homes] are not allowed longer than 44 feet, but they are seeming to get wider. They can only be 8 feet wide, but they can slide these panels to the left or right, taking up 12 feet wide, some of them,” said Robinson. “[The new sites] will allow us to have more units for the big-rigs instead of having to have them at the smaller sites. They will be more comfortable and it’s much more convenient.”

Jeff Pillus, engineer for the campground expansion, said that because of their large size, testing for the maneuverability of RVs is almost equivalent to testing for the maneuverability of fire trucks. “Everything is approved by the

fire department for maneuverability. We tested the maneuverability of RVs and model the tire tracks,” Pillus said. “From that, we can tell how much room [the fire department] needs to maneuver.”

The campground expansion will also require additional landscaping, including a buffer zone of trees blocking the new sites from the highway. In his conditional-use permit application, Robinson wrote that the vegetation throughout the site would preserve the natural feel of the desert.

“These new sites will be molded into the landscape without major grading and dirt work,” Robinson wrote. “Our intention is to retain and preserve the natural feel of the desert and its vegetation, creating an environment that makes our campers feel like they are part of a natural desert setting and not a RV park full of asphalt,

concrete and hardscape.” The Moab KOA campground is open eight months each year during the tourist season. At the opening and close of the season, the KOA has mostly regional American guests when “it’s cooler and quieter,” Robinson said. But during the height of summer, the campground becomes “a little village” with hundreds of guests, many of them international tourists driving CruiseAmerica RVs, he said.

Robinson attributed the amount of tourists and Moab’s general popularity to successful marketing campaigns by the Moab Area Travel Council.

“The Moab Travel Council has done a fantastic job of marketing Moab,” he said. “We’ve even had folks from overseas tell us they learned about Moab from a German tourism magazine.”

Source:  
[www.moabtimes.com](http://www.moabtimes.com)

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# Amex Joins in to the EMV Security Discussion

By: Art Lieberman

Does your campground accept American Express for transactions? Our experience is that many campgrounds are reluctant to accept AMEX cards because the rates are higher. It is true that AMEX rates tend to be negligibly higher than those of Visa, MasterCard, and Discover. Many travelers do have AMEX cards and sometime that is the ONLY card they carry. We have always advised campground owners to accept AMEX as a form of payment, as a precaution against having to turn away people who only have that card.

Now, however, if you don't accept AMEX, you may have to reconsider that decision. For the past few issues of E-News prior to the break we have been informing campground owners of the newest method of securing credit card transactions, called EMV - Europay MasterCard Visa

technology. New credit and debit cards are being produced right now with chips embedded in them which will replace every credit card and debit card now in the hands of consumers. These cards will replace the signature based card presently used, with PIN-based cards for transactions. The card will be made to slip into the front end of a slot of new machines being manufactured by several companies right now. By October of this year, these terminals are meant to be used by every merchant in the U.S. Approximately 50 million machines need to be replaced,

The reason for this is that during the 2 year trial of these machines in Europe, statistics show that there were 70% less stolen cards or phony transactions occurring, severely DECREASING loss of the customer's identity or credit. It all comes down to SECURITY and reducing costs that breaches cause, which ends up

impacting the economy. Now, in an announcement, sent to merchants who accept American Express cards, AMEX has announced a "Small Merchant EMV Assistance Program". The announcement states: "Exclusively for U.S. small merchants that accept American Express Cards that have less than \$3 million in annual American Express charges... Beginning in February, 2015 American Express will provide a \$100 reimbursement" for the purchase on a EMV compliant terminal.

AMEX seems to require proof of purchase of the terminal even if one has already been purchased. The offer expires April 30th, 2015. In order to apply for this reimbursement, AMEX customers are told to go to <https://knowledgecenter.americanexpress.com/emv-rebates/> to apply. When our company sells a EMV terminal now, we also supply a paid invoice with the sale. One assumes that your American Express

merchant number and proof of purchase are required but this is an offer, according to AMEX, to help small merchant's customers feel safe and to enhance the security provided by the new terminals. Whether or not this is a marketing strategy to increase acceptability of AMEX cards or a genuine effort to enhance security of credit card processing is anyone's guess. But does it matter? Merchants must purchase the terminals before October of this year and, \$100 is \$100! Why look a gift horse in the mouth?

(Art Lieberman is President of MCPS for Campgrounds, a credit card processor sponsored by Woodforest Bank NA. Art has been in the Credit Card industry for over 17 years and has been conducting free webinars online and seminars on credit cards in many State and Regional Association Conventions. Art can be contacted at 877-858-9010 ext 210 or [rvcreditcards@yahoo.com](mailto:rvcreditcards@yahoo.com).)

# Premier Campground Management POS with QuickBooks

Baton Rouge, Louisiana: Stainless Software announced today that they have integrated QuickBooks POS with Premier Campground Management to give campground owners a software package that handles their most pressing needs.

A prime consideration in the integration effort was to relieve the necessity of entering data into more than one system. Information from PCM's guest data is

automatically uploaded to QB when the guest checks in, allowing you to see immediately how the day's receipts look.

Added to that is the ability to have POS for sales in the campground store or for auxiliary sales. This gives you an easy to use, easy to manage, easy to incorporate system that doesn't require an IT person to install.

Any system you choose should help you in maintaining inventory levels of your store

stock, relieving you of the need to have someone do a regular inventory to decide what to reorder and when. The integration between QB and Premier Campground Management does exactly that by sending out emails when the inventory hits a reorder point.

A lot of reservation systems have integrated QB's but you owe it to yourself and your business to check out how PCM performs. Find out for yourself why PCM is

the better choice in a management system. Be sure to check out Premier Campground Management before deciding on a new software package.

About Your Company: Stainless Software has been developing software using Agile software development, which means that changes can be incorporated quickly and easily. [www.PremierCampgroundManagement.com](http://www.PremierCampgroundManagement.com)

Source: Press Release



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**Click here to find out what else is behind the Yellow Sign and learn more about becoming a KOA franchise.**



# Luxury RV Park Set to Open This Summer

St. Augustine, FL- A new luxury motorcoach park called The Fountains of St. Augustine is expected to open in the coming months off State Road 16 near the Interstate 95 interchange.

Work on the project at 3960 Inman Road has already begun, and the plan is for the first 14 units — called casitas — to be open some time before summer. The total build out of 114 units should be completed with the next 12 to 15 months, co-owner Tommy Hammond told the county Planning and Zoning Agency during Thursday's meeting.

When addressing the PZA members, Hammond said the project will be similar to a timeshare but not exactly the same. Visitors will rent the individual units and can stay up to six consecutive months. He was also clear that The Fountains is not some kind of RV park for campers. "We are developing it as a very

high-end, five-star resort," he said. "There is no park like this. There is nothing like this in North Florida."

The units will feature private driveways big enough for motorcoaches and regular vehicles that visitors might also bring. Hammond said the motorcoaches that the resort will attract cost between \$150,000 and \$2.5 million.

The PZA voted to recommend approval of the plan that was presented on Thursday. "I think this is a really good use of this property," PZA member Brad Nelson said. "It's a very unique use of the property that we don't have in St. Augustine." Fellow board member David Rice added: "This is going to be a plus for us to attract a different kind of tourist. I think it's a good project for our community."

The Fountains is currently being marketed at the Tampa RV Super Show. Ownership is offering

what it says is a new concept in the vacation resort industry through The Fountains Vacation Club. The club allows members up to 26 weeks of resort use as opposed to buying individual sites. "People do not buy motorcoaches with the intention of settling down in one place. They buy them so they can travel," said Curt Geisler, CEO of The Fountains Vacation Club, in a news release. "The opportunity to buy points instead of lots at The Fountains Vacation Club provides our guests with the ability to travel elsewhere, and gives members access to incomparable options that they and their families can enjoy for years to come."

The resort has an exclusive arrangement

with RCI, a Wyndham Worldwide Company, to offer benefits that include access to more than 4,000 resorts worldwide. Membership benefits include unit upgrades, priority access, cruise exchanges, golf discounts, shopping perks, theater tickets and others. In St. Augustine, the park will offer four different units, from one-bedroom "casitas" to two-story, three-bedroom "grand villas."

There are also plans for a 12,000-square-foot clubhouse, pools, fitness/recreation equipment and nature trails. Hammond said the St. Augustine concept is expected to be repeated in about a dozen locations around the country.

Source:  
<http://staugstine.com>

**Press Releases can be submitted to  
the Campground E News**

**Email: [Jamie@Industry-news.com](mailto:Jamie@Industry-news.com)**

**Phone: 317 408 6849**

# TX Campground Earns Second Set of Awards

Victoria, Texas- Terry and Sharon Dick are setting a high bar for the Victoria Coletto Creek Lake KOA.

The 2-year-old campground received its second set of awards for outstanding customer service and maintaining quality standards in November 2014.

"It's going to be tough to follow," said Terry Dick, 61, who manages the Victoria Coletto Creek Lake KOA franchise with his wife, Sharon.\*

The award is given each year by the KOA corporate office to campgrounds that receive high remarks from guest surveys and high scores from company inspectors.

Terry said it's like earning good grades in school. "We're in the top one-third of all the campgrounds," he said. For the Winter Texans who stop in at the campgrounds, the workers and activities offered make all the difference while they're

away from home. David and Linda Walter, of Olivet, Mich., have been staying at the campground since December. For Christmas, Linda Walter said the campground hosted a big dinner where they all had a chance make friends with their traveling neighbors.

"They're doing a fantastic job. It's nice to get together with different people," she said during breakfast in the clubhouse.

Activities like the breakfast and holiday dinner are what the couple look for while they're traveling because they get to meet people and see what the country has to offer. The recent cold weather has them bundled up in long sleeves and sweaters, but they're still enjoying their stay in Victoria. Travelers shared tips on traveling through Texas and on which highway routes to take and places to see. "Victoria has everything we want,"

said Sandy Kleinschmidt, of St. Cloud, Minn. "It's centrally located, so we can spend the day at the beach or in the city."

Kleinschmidt and her husband, Vern, are in the middle of their first migration south to get away from the cold northern weather. They plan to visit Arizona soon, and have been at the campgrounds since November.

It's important to give their guests, whether short- or long-term, what they want, said Terry Dick. Their experience working at the stop-over or destination locations near Boston and Albuquerque has given them a good idea of what travelers want in a campground. Technology has become a big selling point for businesses in the lodging and hospitality industries.

"They don't totally disconnect," he said. "They're disconnecting from work, but they still want to be connected

to the world." Before smartphones and tablets were commonplace, Terry said you might see one TV per RV, but now most families have about four devices with one for each member.

Guests also look for activities for the kids and social events that add value. Customers expect more for what they are paying, he said. The couple also lives on the campgrounds, and say gives them a perspective similar to what the guests experience.

Customer surveys are a big part of the success, Sharon Dick said. After each guest submits their survey, the couple look closely at the recommendations and make adjustments if they need to. "You can't tell the people what to say. You can't control that," she said.

Full Article:  
[www.victoriaadvocate.com/news](http://www.victoriaadvocate.com/news)

# Do You Prefer This Blue or That Green? The Psychology of Color



By: Peter Pelland

My wife and I recently took a drive in the countryside, where we encountered an otherwise beautiful colonial farmhouse. It was in the process of being painted hot pink with purple accents and trim. Our first thoughts were sympathy for the neighbors and a renewed appreciation for the fact that our closest neighbor is a quarter mile away. Afterward, this encounter reminded me of just how critical the selection of color can be when trying to convey the proper impressions regarding a business.

## Big Businesses Cannot Afford to Stumble

When it comes to color, no successful business has ever left those decisions to chance. If you go into a Sherwin-Williams or Benjamin Moore paint store, you will not see hot pink among the residential exterior color swatches. Simply put, the color is inappropriate for that type of application. The fashion industry, with billions of dollars on the line and outsourced production requiring months of advance production time, spends an enormous sum of money financing the Pantone Color Institute's projections of color trends in fashion. The Spring 2015 Fashion Color Report was released during New York's Fashion Week in September of 2014. [Click here for an advance look at the colors that you will be seeing on the best-dressed people this spring.](#)

Color, and the combination of colors, is far from limited to the paint and fashion industries. It is a commanding presence in the world of advertising and corporate branding.

If your campground is part of a franchise, your colors will have been painstakingly researched and selected, referencing Pantone color standards that ensure consistency across applications. If your business, like most, is independently owned and unaffiliated, you will need to put a good deal of thought into making sound color choices, hopefully with the assistance of a marketing professional.

There is no question that there is a psychology behind each color that evokes a wide range of either positive or negative emotions. Some of these emotions are universal, and other color emotions vary

from one culture to another. For example, the color yellow conveys varying emotions in Western cultures – everything from happiness and joy to cowardice and caution. It is considered sacred in most Eastern cultures, but it is the color of mourning in many Arabic cultures. Clearly, if your marketing is intended for primary consumption in your home country, the cross-cultural challenges are lessened.

Professional design is rarely limited to the primary (red, blue and yellow) and secondary (purple, orange and green) colors that make up the basic color spectrum. Looking at the Pantone Spring 2015 Fashion Color Report, your choice in green might very well be Treetop, Woodbine or Lucite Green, and your choice in green might be Classic Blue, Dusk

*continued*

*continued*

Blue, Aquamarine or Scuba Blue.

These specific shades of color – and their combinations – will determine the color identity of your business, but the basic color emotions should influence your overall choices. With that in mind, the following is a listing of primary and secondary colors (plus black and grey), along with the highly generalized emotions that are associated with those colors in Western cultures.

•**Red:** Energy, excitement, action, and passion. Tempered with anger and danger.

•**Orange:** Visibility, refreshment and creativity. Tempered with caution.

•**Yellow:** Happiness, joy, and hope. Tempered with caution and cowardice.

•**Green:** Nature, environment, regeneration, and luck. Tempered with greed, envy, and inexperience.



•**Blue:** Peace, trust, quality, authority, and calm. Tempered with sadness and depression.

•**Purple:** Bravery, authority, power, and sophistication. Tempered with mourning.

•**Black:** Power and strength. Tempered with death and mourning.

•**Grey:** Wisdom and strength. Tempered with grief, boredom and depression.

Even if you have been aware of the psychology of color all along and have been giving it consideration when painting

structures, ordering apparel, and designing both your online and print advertising (which, incidentally, use two separate sets of color formulas), you may want to give it even greater consideration from this point forward. Importantly, once you have made some informed decisions, use them consistently and precisely.

Avoid settling for a “similar” color that will not serve to advance your identity. Above all else, do everything possible to avoid becoming that pink house that becomes a blight on the neighborhood.

Copyright © 2015, Peter Pelland. May not be reproduced without permission. Peter Pelland is the CEO of Pelland Advertising, a company that he founded in 1980 and that has been serving the family camping industry for over 30 years. His company specializes in building fully responsive websites, along with producing a full range of four-color process print advertising, for clients from coast to coast.

Learn more about Pelland Advertising at [www.pelland.com](http://www.pelland.com) or see their ad in this issue.

# Hideaway Huts a quiet achiever with orders ahead of projections

Camping Scene based in Nashville Tennessee has moved ahead in leaps and bounds during 2014 with orders stretching the manufacturing facility into the early part of 2015.

Campgrounds and RV Resorts across the nation have warmed to the unique looking Hideaway Huts which feature timber inside and out creating a warm yet rustic feeling campers are obviously looking for. The Huts have various roofing options to cater for the

elements in various parts of the country along with RVIA approved "huts on a trailer" option. Their 16'x8' model has space for two double beds or one double plus a bunk bed whilst their Gypsy 14'x8' model caters for a couple with children, one double and bunk beds for the children.

Both models are insulated with 2" foam with the interior fully lined with tongue and groove pine. All electric is included but with the Huts designed to be placed near or around

the campground restrooms bathroom facilities are deemed not necessary.

In more recent months the company has received orders from National Parks which the company owner believes fits perfectly into the park system where basic accommodation is needed. Private campgrounds have also embraced the idea of having a cheaper alternative to cabins targeting the one step above tenting market. Prices start in the

vicinity of \$8000 which appears to be attractive to buyers who do the numbers on return on investment with the average overnight rental at around \$85 a night.

Three Huts fit on a truck which make freight economical for those who look at multiples. The company also offer discounts on orders of more than one unit. Interested owners can call Glen on 615 440 1263.



# S.C. Brush Fire Threatens RV Park

Kershaw County, S.C. - A fast-spreading brush fire, which started along Fort Jackson Road and spread all the way to I-20 before it was extinguished, came within feet of an RV park and threatened homes in the Lugoff area Monday, officials say.

The blaze, believed to have started in a burn barrel, broke out in a yard in the 1300 block of Fort Jackson Road, Lugoff Fire Chief

Dennis Ray said in a statement released Monday.

Fire crews dispatched to the area around 2 p.m. found a large open field engulfed in flames. Driven by high wind gusts, the fire quickly spread to neighboring woods. Additional fire crews with brush trucks were brought in to try and stop the blaze, Ray said. As winds pushed the fire, it spread north to I-20 and east to the Lugoff RV Park. Fire crews

worked to protect the RV Park and were able to stop the blaze from burning numerous RVs, Ray said.

"...As a precaution, we requested the Kershaw County Sheriff's Department to evacuate the RV Park as it did not look like we were going to be able to stop the flames," Ray said. "Fortunately, we were able to bring in additional fire suppression resources to help and were able to save all the RVs and

homes threatened." In addition, crews with the SC Forestry Commission plowed a fire break around the effected area. Several pieces of heavy machinery caught fire as well as a large stockpile of rubber tires.

The fire burned 15 acres and could be seen for miles away, Ray said. No injuries were reported in the incident.

Source:  
www.thestate.com



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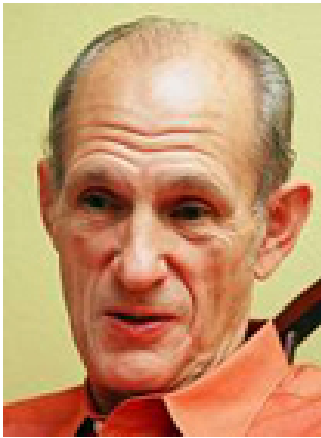
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# Strategy and Reason to be Optimistic



By: Larry

Many of our environmental challenges revolve around energy and water. Increasing global industrialization and population growth equate to increased demand for energy: fuel to run our machines, vehicles, electricity-producing power plants, homes and offices. Air conditioning, heat, computers, televisions, refrigerators and freezers are energy guzzlers. With regard to water, the story is much the same: it is necessary to grow food and raise livestock; it is essential to many industries and our daily lives. For the first time in human history there is more

need for usable water than what is available. The same is true for energy. In some parts of the United States such as Alaska electricity cannot be counted on for all 24 hours of the day. There are vast parts of the earth where no electricity is available. The cost of producing and delivering electricity is rising, just as it is for usable water.

So the strategy is to produce more energy and safe water. The catch: how to do this without making these vital supplies too expensive? In a general way supply and demand are the operative principles: producing more reduces the demand. Mass production makes things cheaper. Fracking of oil and gas is demonstrating this principle at the present time: more supply is driving down the market price of fuel.

Lesser known but highly effective ways of producing more treated water and fuel include desalination plants,



wind farms, solar powered and bio fuel energy production, along with improved treatment methods for runoff and wastewater. The theory base and applied research for these approaches is already being put to work, driven by market demand. The watchword for this coming year will be cooperation and more interaction between business, researchers, applied technology centers, government and environmental interests.

The results impact all of us and all of our businesses. So what can we do? Do our best to stay informed and voice our support any time anybody starts to propose

cooperation, be it government officials, industry people, editorials, town meetings, hearings or simply conversations with friends and associates.

Face it: the “good old days are gone. This is not a war between liberals and conservatives or environmentalists and those who pooh-pooh the managing of air, water and soil quality. It is common sense with an economic bottom line: life can become more miserable and expensive or it can continue to improve without costing a small fortune.

The outcome depends upon all of us.

# CampgroundViews.com at Tampa Show

CampgroundViews.com has released complete daily coverage of the 30th Annual Tampa RV SuperShow from the Florida State Fairgrounds.

The six-part series of videos include interviews with RV executives, new product releases, hot gadgets, and an inside look at the show. Available for viewing on the company's website the videos each average 3.5 minutes in length. Click here to view all the videos. "We had a ton of fun producing these videos. The response has been overwhelming," said Mark Koep founder of CampgroundViews.com.

Each video tackles a different subject to provide viewers with a better understanding of what goes on at one of the largest RV shows in the country.

"We pitched the idea to David Kelly, marketing director for the Florida RV Trade Association (FRVTA), and he said go for it. Our hope is that we brought a face and story to the show" added Koep. The video series covers the following topics:

- \* Industry Day – Walking tour of the RV Show (take a 1 1/2 hour hike in less than five minutes)
- \* Day 1 Opening Day – See the large crowds, learn why seminars are



worth your time, and witness the unveiling of the 2016 American Eagle by American Coach.

\* Day 2 Secrets of the SuperShow – Fun in the supplier area, meet the president of Monaco, check out the change for Airstream trailers.

\* Day 3 Rally at the SuperShow – Discover a bit more about the RVing community involved at the rally area and dig a little deeper into the "Wall that Heals."

\* Day 4 Toys and Deals – Check out some of the amazing toys for the RV available at the SuperShow and meet the president of Nexus RV about why buying at the show is so beneficial.

\* Day 5 Final day coverage becomes a bird hunt looking for Roadie.

Source:  
Press Release

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# AGS Cares Exceeds \$70k Charity Milestone

Crowley, TX -- The AGS Cares Program made fourth quarter donations to eight charities that work to improve the lives of children, veterans, impoverished people and animals, both here and overseas.

"When you are blessed as our companies have been it is a sheer delight to give to charities that make a difference in the world. We believe folks like doing business with charitable companies and we are pleased to support great causes with a portion of our revenues," said AGS President Brian Schaeffer, adding that checks totaling just over \$10,000 were sent to their chosen charities during the month of December. This brings the total cash contributions to over \$70,000 since the 2012 inception of the program. The AGS Cares Program donation recipients included:

## **Feherty's Troops First Foundation:**

This is a Laurel, Md.-based nonprofit

organization that works to provide meaningful assistance to our service members who have suffered devastating injuries in Iraq and Afghanistan.

[www.troopsfirstfoundation.org](http://www.troopsfirstfoundation.org)

## **St. Jude Children's Research Hospital:**

Founded by the late entertainer Danny Thomas and based in Memphis, Tenn., St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. St. Jude is the first and only pediatric cancer center to be designated as a Comprehensive Cancer Center by the National Cancer Institute. St. Jude freely shares its discoveries with scientific and medical communities around the world. It's also the only pediatric cancer research center where families never pay for treatment not covered by insurance. No child is ever denied treatment because of the family's inability to pay. [www.stjude.org](http://www.stjude.org)

## **Wounded Warrior:**

This non-profit organization was set up to provide post 9/11 veterans with a variety of programs to nurture wounded veterans' minds and bodies, while encouraging their economic empowerment and engagement. Services include a combat stress recovery program, family support retreats, adaptive sports programs and soldier bicycle rides. The group also provides veterans who have lost multiple limbs with secondary rehabilitation for prosthetic care to maximize their mobility and help them regain independence through the organization's partnership with Hangar Prosthetics and Orthotics. [www.woundedwarriorproject.org](http://www.woundedwarriorproject.org)

## **IMAHelps:**

Headquartered in Rancho Mirage, Calif., IMAHelps organizes annual humanitarian missions to provide critical healthcare services, including cleft

lip and cleft palate surgeries, to some of the poorest communities in Latin America and Asia. IMAHelps medical teams include general internal medicine doctors, plastic and maxillofacial surgeons, pediatricians, OB-GYNs, dentists, prosthetists and physical therapists. Since it was founded in 2000, IMAHelps volunteers have provided free surgeries and other healthcare services to more than 80,000 indigent patients in Ecuador, Peru, Nicaragua, El Salvador and Mexico. The organization's next medical humanitarian mission is set for Aug. 6 to 16 in Zacatecoluca, El Salvador.

[www.imahelps.org](http://www.imahelps.org)

## **Joel Osteen Ministries:**

Joel Osteen is a native Texan and the Pastor of Lakewood Church, which according to Church Growth Today is America's largest and fastest growing church. Joel Osteen Ministries provides the basic necessities of food, clothing and medical supplies to hungry children and families in

*continued*

**continued**

need, while also using television, the Internet, podcasts and other new technologies to reach others with the Good News of the Gospel to inspire people everywhere and help them rediscover their true purpose in life. Joel Osteen Ministries is involved in vaccination programs, abandoned baby centers and centers for young troubled teens looking for a new life and a fresh start.  
[www.joelosteen.com](http://www.joelosteen.com)

**KOA Care Camps:** A non-profit charity of the KOA Owners Association, KOA Care Camps sends kids with cancer to special camps where they can enjoy camping and recreational experiences at no charge to their families. Created in 1984, the program has grown to support 52 KOA Care Camps across the country.  
[www.koacarecamps.com](http://www.koacarecamps.com)

**Operation Kindness:** Founded in 1976, Operation Kindness is

the oldest and largest no-kill shelter in North Texas. Its mission is to care for homeless cats and dogs in a no-kill environment until each is adopted into responsible homes and to advocate humane values and behavior. Operation Kindness has saved nearly 70,000 animals since its inception. Operation Kindness cares for an average of 200-250 animals on a day-to-day basis, with another 60-80 animals in foster homes. More than 3,000 dogs and cats are assisted by Operation Kindness each year.  
[www.operationkindness.org](http://www.operationkindness.org)

**Imagination Library:** Dolly Parton founded the Imagination Library in 1996 to benefit the children of her home county in East Tennessee. The organization fosters a love of reading by children and their families by providing them with specially selected, age-appropriate books each month. The program was subsequently expanded to more

than 1,600 communities across the U.S., Canada and the U.K. and provides books to almost 700,000 children each month. AGS supports this charity with in-kind advertising.  
[www.imaginationlibrary.com](http://www.imaginationlibrary.com)

AGS has added two new charities to their expanded program for 2015 –

**Samaritan's Purse:** Samaritan's Purse is a nondenominational evangelical Christian organization providing spiritual and physical aid to hurting people around the world. Since 1970, Samaritan's Purse has helped meet needs of people who are victims of war, poverty, natural disasters, disease, and famine with the purpose of sharing God's love through His Son, Jesus Christ.  
[www.samaritanspurse.org](http://www.samaritanspurse.org)

**Dogs For The Deaf:** Dogs for the Deaf, Inc.'s mission is to rescue and professionally train dogs to help people and enhance lives, maintaining a lifelong

commitment to all dogs we rescue and all people we serve. Dogs for the Deaf strives to be known throughout North America for rescuing and training dogs to assist people with hearing loss, autism, and other challenges. The number of dogs placed each year matches the resources available to Dogs for the Deaf.  
[www.dogsforthedeaf.org](http://www.dogsforthedeaf.org)

“Aside from the new charities, we will make a real push through creative giving to help KOA Care Camps achieve their goal of \$1.5 million dollars this year,” Schaeffer said, adding, “Since launching our program in February of 2012, we have provided cash and in-kind advertising in excess of \$150,000. Our goal this year is to surpass a quarter of a million dollars in both cash and in-kind contributions.”

Source:  
Press Release

# Pelland Advertising Completes Media Work for MAC

Haydenville, MA, January 12, 2015: Pelland Advertising recently launched a new fully responsive website for the Maryland Association of Campgrounds (MAC), replacing the previous website that the company had built for the association back in 2006.

Among its many new features, it includes the 2015 version of the printed directory that Pelland also produced, showcasing Pelland Advertising's Inter-Flip responsive format (Flash for computers

and HTML5 for mobile devices). The new site also introduces enhanced mapping capabilities, expanded click tracking through Google Analytics, and a new Cabins & Cottages section that showcases participating MAC members with cabins, cottages, park trailers, and other types of rentals, with the intention of reaching out to new markets of non-campers. A companion rack card to promote the rentals will be introduced at the Maryland Recreational Vehicles Association Show in mid-February.

According to Executive Director Deborah Carter, "Our association is small by most standards and entirely volunteer. We have no paid staff, a limited budget and one very important secret weapon: Pelland Advertising. When we first started working with Peter



Pelland, we had no Internet presence at all. That's right ... no website."

The 2015 printed directory represents the sixth consecutive year in which Pelland Advertising has been producing MAC's four-color guide to camping, cabins and RV'ing in Maryland. During this time, the directory has repeatedly won National ARVC's award for the best statewide campground directory in the Small State Association category.

Most recently, the 2014 directory won that award at the 2014 Outdoor Hospitality Conference and Expo in Las Vegas, Nevada. According to Pelland

Advertising CEO Peter Pelland, "Both the Web and print projects were completed on budget and in record time (in this case about one month for each), while some other state associations wait and wait and wait ... and are still waiting for comparable projects to be completed."

MAC's Deborah Carter adds, "We've come a long way, and working with Pelland Advertising has made all the difference. We are truly partners in the promotion of camping in Maryland. A partnership that just comes naturally."

Source:  
Press Release



# Good Year Reported For Tourism

The year 2014 was a good one for tourism in the Parker area. That's what Josh Savino, the coordinator of the Parker Tourism Committee told the Pioneer Dec. 31.

While he didn't have the complete figures for the year, Savino said many people visited the area's RV resorts, motels and campgrounds. He said the numbers he'd seen all look good. "Everyone I've spoken

to has been satisfied," he said. While most of the tourism in Parker is in the winter and spring, Savino said the summer months were good. He noted the annual Parker Tube Float, which was held June 7, was bigger than ever.

Approximately 8,000 people were on the Colorado River, and 4,568 paid the \$10 registration fee. The event is an annual fundraiser for the Parker Area Chamber

of Commerce. Savino said the Thanksgiving weekend was also a good one, with the resorts, motels and campgrounds being full.

The importance of tourism to the local economy was seen in a presentation Savino made July 21 to the La Paz County Board of Supervisors. He said tourism brought \$19.8 billion to Arizona each year, and \$144 million into the economy of La Paz County. Tourism

provided for 1,440 jobs in the county. "How do we get more tourism dollars to La Paz County?" Savino asked at the July 21 meeting. "We have to ask for them." Savino described for the Supervisors how he and the Parker Area Chamber of Commerce had been using low cost social media, like Facebook and Twitter, to get the word out on what a great place Parker is.

Full Article:  
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# Campground granted extension in tax abatement

Weld, Maine-  
Selectmen voted  
Monday to grant an  
extension to Dummer  
Camps Inc. on an  
appeal President  
Carolina Gail Shreve  
filed with the Franklin  
County commissioners  
on a personal property  
tax abatement,  
according to Board of  
Selectmen Chairman  
Tom Skolfield.

The Weld board  
denied Shreve's  
abatement request in  
October 2014. The  
personal property tax

abatement of \$1.07  
million in valuation  
amounted to \$6,754.70  
in taxes, according to  
the appeal packet.

According to Skolfield,  
the owners of the  
campground were  
asked to file  
information several  
times, but it was not  
filed.

County commissioners  
had scheduled an  
appeal hearing for Feb.  
3, but Shreve said she  
asked for a  
postponement to the

first meeting in March  
because of a  
scheduling conflict.  
Shreve lives out of  
state and works full  
time and needs to  
make arrangements to  
come to Maine.

In order to consider  
rescheduling the  
appeal hearing, Weld  
selectmen first had to  
grant an extension  
involving the  
abatement appeal  
process, county Clerk  
Julie Magoon said  
Friday. Commissioners  
will consider

rescheduling Tuesday.  
Shreve previously said  
she did not dispute the  
amount of the tax.

The dispute is that the  
bill is not theirs because  
the recreational campers  
and associated buildings  
that are left at the  
campground during off-  
season belong to  
camper owners and they  
are insured by those  
owners.

Source:  
[www.sunjournal.com](http://www.sunjournal.com)



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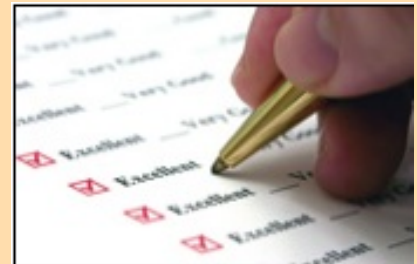


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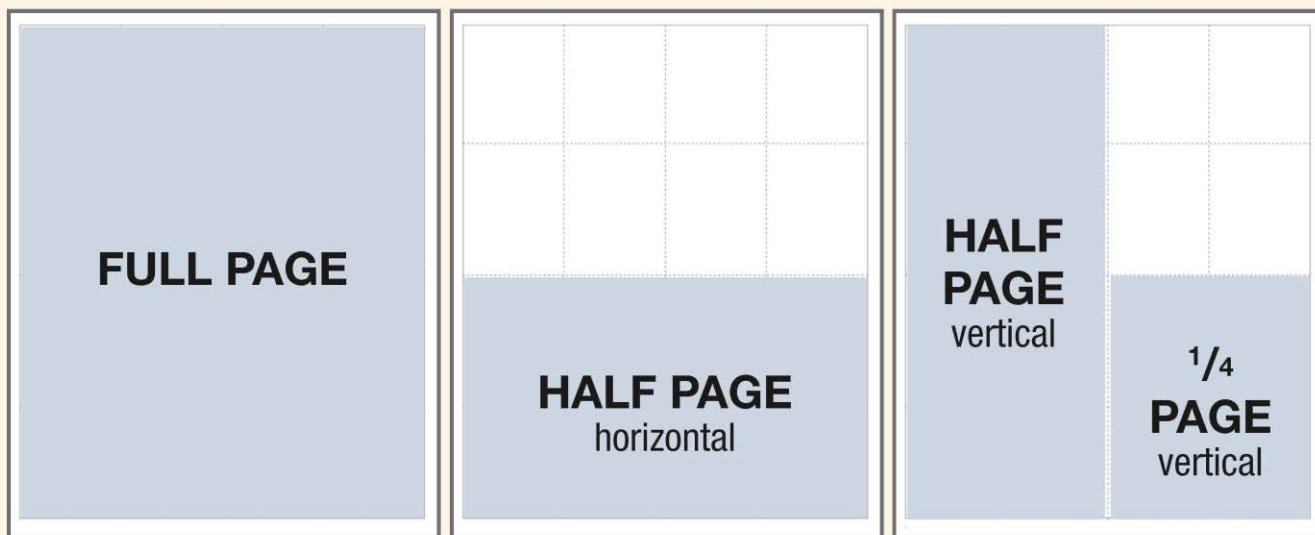




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Half page video ad • 7.7" W x 4.7" H

**PAGE 1 top right:** \$88

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### DEADLINES:

**Booking:** Monday 10am prior to publication date.

**Artwork:** Monday 12noon. To be supplied in jpg or PDF format to our specifications with no crop marks or bleed.

### TERMS:

New clients invoiced on booking.

Existing clients 14 days.