

# ARVC MICHIGAN

NEWSLETTER OF THE ASSOCIATION OF RV PARKS AND CAMPGROUNDS



# Messenger

ARVC MICHIGAN FALL 2010

## West Branch site of Fall Campground Tour

**T**hat's right – the Fall Campground Tour is right around the corner, Oct. 17-19. We will be at the Quality Inn Forward Conference Center in West Branch.

We will be starting out on Sunday night with the ever-popular Cracker Barrel, where you can bring up any topic you want to talk about, and the rest of the attendees will give you their input on how they handled the situation or where they got that special item.

Then on Monday morning, we will be visiting five campgrounds. We will start out at Beaver Trail Campground in West Branch, and then we will go to River View Campground & Canoe Livery in Sterling. Third, we are off to Brown's Landing RV Park in Tawas City, fourth is Tawas RV Park, also in Tawas City. We will end our tour at

Troll Landing Camp & Canoe Livery in West Branch.

Dinner and our Annual Meeting will take place at the hotel, followed by that all-important social time, which is some of the most important time you will spend at any of our conventions, as that is when you make new friends or catch up with old ones.

Tuesday morning we will start out with educational seminars. The first two will be "How to Develop a Community Garden in a Campground" and "Saving the Family Cottage" (estate planning). These will be followed by "Weather" and "Social Networking" with Dianna Stampfler and Tate Fisher.

Following lunch, it will be time to say good-bye until we meet again in the spring in Frankenmuth, March 29-30, 2011.

### CONVENTION REGISTRATION

You can go to the website [www.michcampgrounds.org](http://www.michcampgrounds.org) and get a registration form, or you can call the ARVC Michigan office at (616) 935-7390 and we will be happy to send you one in the mail.

### HOTEL RESERVATIONS

You need to call the Quality Inn Forward Conference Center at (989) 345-3503 for a reservation. The rate is \$77 (single) or \$83 (double). Make sure you mention that you are with the ARVC Michigan group.

**Please join us Oct. 17-19 for the Fall Campground Tour!**

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616.935.7390 [www.michcampgrounds.com](http://www.michcampgrounds.com)



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# Pure Michigan campaign wins top awards

U.S. travel association honors campaign with record four awards

And the winner is...Pure Michigan, the state of Michigan's official travel and tourism campaign.

The Pure Michigan campaign brought home a record four Mercury Awards: Best State Tourism Television Commercials, Best State Tourism Radio Commercials, Best State Tourism Co-op (Partnership) Program and Best State Tourism Welcome Center Program, from the recent conference of the U.S. Travel Association's Educational Seminar for Tourism Organizations (ESTO).

The Mercury Awards program was created by the National Council of State Tourism Directors to recognize its members for excellence and creative accomplishment in state tourism marketing and promotion, and to inspire the continued development of truly imaginative and exciting destination marketing and promotion programs.

"We are absolutely thrilled and honored to receive four Mercury Awards, in recognition of the Pure Michigan campaign, from our colleagues and competitors



## PURE MICHIGAN

within the tourism industry," said George Zimmermann, Vice President of Travel Michigan, a unit of the Michigan Economic Development Corporation.

The Pure Michigan tourism campaign ran national spots for the second year on cable channels including the Golf Channel, Travel Channel, A&E, Bravo, Style, Fine Living, HGTV, Food Network, TLC, E!, DIY Network, CNN, MSNBC, CNBC and Fox News. Due to reduced funds, adjustments were made to the regional and in-state campaigns.

"There are millions of

Americans who know little or nothing about the vibrancy, heritage, culture, arts and entertainment in our great cities, our sandy beaches and stunning overlooks along America's longest freshwater coastline, or the majesty and recreation in our 19 million acres of magnificent forests," Zimmermann said. "The Pure Michigan campaign is designed to introduce to the nation the attributes that make Michigan such a popular and unique destination."

The inaugural Pure Michigan national advertising campaign in 2009 motivated 680,000 new trips

to Michigan from outside the Great Lakes region and resulted in more than \$250 million being spent at Michigan businesses. For every dollar spent on the Pure Michigan national campaign, new visits to Michigan stimulated by that advertising generated \$2.23 in new state tax collections.

The Birmingham, Mich., office of McCann Erickson developed the components of the Pure Michigan campaign. The campaign is intended to entice out-of-state travelers about one place that still feels magic, mythic, authentic, untamed, unspoiled, uncompromised, timeless and true. See the Pure Michigan campaign at [www.michigan.org/travelads](http://www.michigan.org/travelads).

## Budget cuts prompt Pure Michigan fall advertising to be cancelled

Travel Michigan recently announced that the 2010 Pure Michigan fall advertising campaign has been cancelled. The Pure Michigan 2010 \$17 million promotion budget is down 37 percent from the \$28 million in 2009.

To maintain a second year of

national cable television advertising for spring/summer, regional advertising was dramatically reduced. This includes all fall advertising in markets like Chicago. This is the first time since 2005 that Michigan tourism will not have a presence with fall advertising. Travel Michigan spent \$1.7 million on fall advertising in 2009.

"Canceling the fall campaign was not something we wanted to do, but there was no other choice. It is a major blow to Michigan's tourism-related businesses, and will result in the loss of revenue at tourism businesses as well as reduced state tax collections," said George Zimmermann, Vice President of Travel Michigan, a business unit of the Michigan Economic Development Corporation.

"We had difficult decisions to make because the reduced budget," he added. "We decided maintaining the momentum of

the national campaign was the top priority for 2010."

Travel Michigan's 2009 Pure Michigan advertising campaign delivered a significant return on investment, according to research firm specializing in tourism advertising.

Michigan's tourism industry is a vital component of the economy. Visitors to the state spend \$15.1 billion annually traveling in Michigan, generating \$850 million in state taxes and supporting 142,500 jobs for Michigan residents. For additional information, go to [michigan.org](http://michigan.org).



# This Outdoor Hospitality Expo is VIRTUAL!

On Nov. 1-3, you can attend a hospitality expo – from the comforts of your own home and computer. The entire exhibit will be held online. ARVC Michigan will be one of many outdoor hospitality service providers who are exhibiting at this first-time ever virtual RV Park and Campground trade show.

The cost of attending traditional trade shows is on the rise. In addition, the travel and time away from your park prohibits many of you from attending. This Virtual Outdoor Hospitality Expo is acces-

sible to anyone with a computer and an internet connection.

Just as you'd find at a traditional trade show, you'll be able to browse the expo hall and visit exhibitor booths. You'll have access to presentations, discussion panels and chat sessions.

Exhibitors will be available each day from noon-6 p.m. Eastern Time. You'll have the opportunity to view videos, chat with representatives, download information and have your questions answered regarding products or services. Several



drawings will be held for discounts and prizes.

ARVC Michigan will be there in an effort to reach park owners who have not had the opportunity to attend any of our conventions, trade shows or park tours. We are looking forward to chatting with existing and potential members, and will be available to answer all your questions about our Association benefits.

You are welcome to pre-register for the Virtual Outdoor Hospitality Expo by visiting <http://www.pre-show.outdoorhospitalityexpo.com>.

We are expecting up to 80 exhibitors, multiple presentations on things that impact our industry, and plenty of product and service offerings from those who work so well with RV Parks and Campgrounds.

There is no need to plan time away from home, book flights, pack dress-up clothes or arrange for campground sitters. You can attend from your porch swing or your breakfast table. Join us! It will be a first time for us, too. We'll all be learning this new way together.

## Michigan Blood says 'thanks'

Hats off to the ARVC Member campgrounds that participated in blood drives in conjunction with Michigan Blood. They have hosted a total of 30 drives to date. With some 300 units of blood collected, potentially 900 lives will have been saved. That is outstanding!

These Members have taken the opportunity to make a difference in someone's life – sometimes a loved one of their own.

Says Kona Kenny of Michigan Blood, "Thank you! Thank you! Thank you!"

### Participating campgrounds include:

- Crittenden Park
- East Lake Camping
- Frankenmuth Jellystone
- Gammy Woods Campground
- Grand Rogue Campgrounds
- Hungry Horse Campground
- Lake of Dreams Campground
- Lakeside Camp Park
- Lakeside Resort Campgrounds
- Lincoln Pines Resort
- River Ridge Campground
- River Ridge Resort
- Snow Lake Campground
- Sunnybrook RV Resort
- Timberline Campground
- Timber Ridge Resort & RV Park
- Whispering Waters Campground
- Yogi Bear's Jellystone Park Resort



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**OWNERS OF THE GRAND ROGUE CAMPGROUNDS AND PADDLESPOrts**

# 2011 Brochure Distribution Program is a direct approach!

Effective brochures are one of the best ways to let campers know about your business. They tell your customers the “who, what and where” about your park and help your potential customers learn about your park before actually going there.

The 2011 ARVC Michigan Brochure Distribution Program is the best way to get your brochures into the hands of the campers you want in your park. The Distribution Program schedule includes nine shows in the Great Lakes region, and you can participate for only \$200 – \$25 per show (no brochure distribution in Chicago).

## Why should you participate?

“It’s the direct approach!” Brochure distribution at RV shows is a viable, proven way to let campers know about your business. It gives your potential customers the opportunity to learn about your park when they are planning their trips.

Most parks cannot afford to purchase their own booth, hire personnel to run it, pay food and lodging expenses and then pay the exhibitor fees – costs

that can exceed more than \$600 per show day. For only \$200, ARVC Michigan will distribute your brochures – along with the 2011 ARVC Michigan Campground Directory – at eight venues next year.

ARVC Michigan members who are familiar with the camping industry will staff the booths. Your park’s brochure will be available for show attendees during each show.

To participate, complete the form below. Mail the form, along with your check for \$200, to the ARVC Michigan office.

Bundle brochures in packages of 100 and ship a total of 2,000 brochures to the ARVC Michigan office by Dec.15 2010.

ARVC Michigan UPS shipping address is: 16043 Robrick St., Grand Haven, MI 49417.

Your brochures must be no larger than 4” wide x 9” tall to fit on racks. Brochures may not be more than one page 11” x 17” when fully unfolded. ARVC Michigan will not accept anything for distribution that does not fit in the rack. If you have any questions, call ARVC Michigan at 616-935-7390.

## Sign up to work the 2011 RV shows

With the Fall ARVC Michigan Convention and Campground Tour nearing, here is another good reason to attend: You will among the first to pick the 2011 RV Shows in which to work and hand out your brochures.

A sign-up sheet, along with the final list of shows we plan on attending, will be available at the Fall Convention. This is your opportunity to get your information into the hands of folks who, by that time, will have cabin fever and will be itching to start planning their summer camping adventures.



## 2011 ARVC Michigan Brochure Distribution Shows

### Jan. 14-16

GR Camper, Travel & RV Show  
Devos Place,  
Grand Rapids, MI

### Jan. 20-23

Lansing RV Show  
MSU Pavilion,  
East Lansing, MI

### Feb. 3-6

Fort Wayne RV & Camping  
Allen County  
War Memorial Coliseum,  
Fort Wayne, IN

### Feb. 11-13

Camp & Travel 2011  
Seagate Convention Center,  
Toledo, OH

### Feb. 16-20

Detroit Camper & RV Show  
Novi Expo Center,  
Novi, MI

### Feb. 16-20

Midwest RV, Camping  
& Van Show  
Stephens Convention Center,  
Chicago, IL  
*(no brochure rack  
at this show)*

### Feb. 17-20

Grand Rapids RV Show  
DeltaPlex,  
Grand Rapids, MI

### Feb. 24-27

Outdoorama  
Novi Expo Center,  
Novi, MI

### March 25-27

Northwest Michigan Camper  
& RV Show  
Grand Traverse County  
Civic Center,  
Traverse City, MI

## 2011 ARVC MICHIGAN BROCHURE DISTRIBUTION PROGRAM

Campground name \_\_\_\_\_

E-Mail \_\_\_\_\_

Phone number \_\_\_\_\_

Contact person \_\_\_\_\_

Send this form along with \$200 check and brochures\* to: ARVC, 16043 Robrick St. Grand Haven, MI 49417

**\*Brochures need to be received by Dec. 15**



# Letter *from the* President

I would like to start by saying I hope you all had a profitable season, and I look forward to seeing many of you at the Fall Convention in West Branch. It is a great way to meet, greet, mingle, laugh and steal ideas from your fellow campground owners. As usual, it is always a fun opportunity to continue learning more about your craft.

I want to thank you for all the thoughts, prayers, cards, visitations and messages after the loss of my Dad this summer. It meant so much to my family and me. I know it is an old adage, and it gives comfort to caring people when they tell

grieving family and friends that a loved one is "in a better place now," but it never struck me so pointedly until then. Thank you again.

So that brings me to this ... After many days and hours of conversation, thoughts and prayers, Joan and I have made the decision not to reopen our park in its current manner for the 2011 season. We will be operating, but at a very different level.

We are going to continue licensing the Grand Rogue and stay on as members of ARVC because we believe in it, but are not going to be available on a daily basis. We are figur-



ing on doing our Historical Reenactment, some club and group outings and day camps only here for next summer.

There are many reasons we have decided to stop the operations as we have for more than 35 years, but the most significant one is the fact that we just need a break. Joan has also lost both of her parents in the past two years. This has given us reason to reflect on the paths our lives are moving on as well.

We have children, grandchildren and a growing family that we want to be able to enjoy without having to have them come visit us while we are on the job. Since we both work other jobs during the winter months, our family time has become very limited.

Joan has been back to school since before Labor Day, and this year her hours were increased as co-worker positions were eliminated. Before our passion and enthusiasm wane and we lose the desire to provide the facilities and customer services our guests deserve, we feel it's time. We have other interests, and it's time to pursue some of those, too.

My mother, Donna, is still healthy and well but there is a large amount of estate work that needs to be done, which

she and the family are depending on me to help with. Three of my siblings are now also battling major health issues and we as a family need to support them with all that we can.

As far as plans for the Grand Rogue Campgrounds, we would like to say that we hope some time off will refresh us and give us the strength and desire to return full-time to this business – however, you never know what the future will bring.

As many of you may not know, the park does not belong to us, it belongs to the family estate and we have simply been leasing it from the family. There is no pressure from anyone for us to leave, and our agreement always has been that we could run the campground for as long as we wished. Dad and I talked about this quite a bit in the year before he passed.

I have assumed Briggs Realty and hope to continue specializing in the sale of campgrounds. I will be honored to serve the Association in any way that I can. We have also seen several situations where owners have gotten out of the business, only to return after a short while with new enthusiasm, ideas and excitement. *Que Sera, Sera.*

As many of you, too, have found, the years on this job have provided us with great joy, memories and friendships that we hope are everlasting. Thank You.

*Tom Briggs  
Grand Rogue Campground  
and Paddlesports*



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# CALENDAR

**OCT. 4-6 MACVB Annual Educational Conference**, McCamly Plaza Hotel, Battle Creek, [www.visitmichigan.org](http://www.visitmichigan.org)

**SEPT. 29-OCT. 1 Statewide Ambassadors Conference**, hosted by Lansing Regional Chamber of Commerce, [www.michamberconnect.org](http://www.michamberconnect.org)

**OCT. 22-24 Michigan Snowmobile Association Annual Conference**, Shanty Creek Resort, Bellaire, [www.msasnow.org](http://www.msasnow.org)



**OCT. 15-17 136th Annual State History Conference**, Historical Society of Michigan, Frankenmuth, [www.hsmichigan.org](http://www.hsmichigan.org)

**OCT. 19-20 Michigan Restaurant Show**, Rock Financial Showplace, Novi, [www.michiganrestaurant.org](http://www.michiganrestaurant.org)

**NOV. 4-7 Michigan Festivals & Events Association Annual Convention**, Radisson Plaza Hotel, Kalamazoo, [www.michiganfun.us](http://www.michiganfun.us)



**NOV. 19 Travel Commission Meeting**, location TBA, [www.travelmichigannews.org](http://www.travelmichigannews.org)

**NOV. 30-DEC. 2 Michigan Golf Business Conference**, Amway Grand Plaza Hotel, Grand Rapids, [www.mgcoa.org](http://www.mgcoa.org)

**DEC. 7-9 Great Lakes Expo**, Amway Grand Plaza Hotel, Grand Rapids, [www.glexpo.com](http://www.glexpo.com)

**JAN. 10 Michigan Culinary Tourism Conference**, Kellogg Center, East Lansing, [www.MichiganWines.com](http://www.MichiganWines.com)

**MARCH 20-22 Pure Michigan Governor's Tourism Conference**, Radisson Plaza Hotel, Kalamazoo, [www.MiLodging.org](http://www.MiLodging.org)



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# MAXIMIZE YOUR EXPOSURE

## ADVERTISING INFORMATION CONTACTS:



### ARVC Michigan Campground Directory

Total Market Strategies  
(Kalamazoo Gazette)

Celeste B. Statler  
401 S. Burdick St.,  
Kalamazoo, MI 49007

269-388-8515 Fax: 269-388-8406

E-mail: cstatler@kalamazoogazette.com



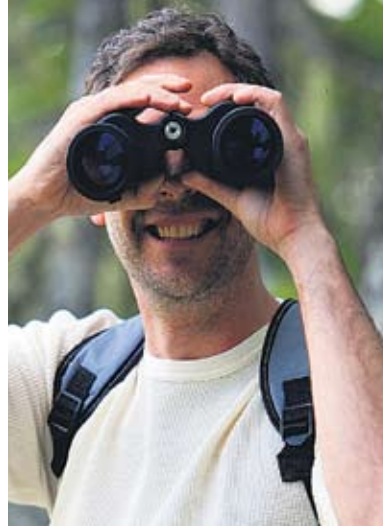
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## Advertise in the Michigan/Ohio Directories

Yes, that's right! You can buy advertising in the 2011 Ohio Camper if you have an ad in the 2011 ARVC Michigan Campground Directory. If you buy an ad in the ARVC Michigan Campground Directory, you can buy an ad of equal or smaller size in the Ohio Camper, but you must be an advertiser in the Michigan book to get into the Ohio book.

## VIRTUAL POOT TOURS

The popular component we have come to know as the POOT tour will once again be a feature of the annual Fall Convention.

Park Owners On Tour is the most effective way of getting hands-on knowledge and up-close inspection of operations of other campgrounds in our Association.

Because it is so hard to physically visit all of our member campgrounds, we are again going to give you the chance to display your facility by giving us a virtual insider's look at all the great features of your park.

Take those pictures you have gathered over the past seasons and participate in a seminar where you can also bring information such as brochures, maps, schedules of events and,

of course, those photos to promote yourselves during a 15- to 30-minute VIRTUAL POOT TOUR at our annual Spring Convention and Trade Show in March 2011.

This was a very popular session last spring at the Bavarian Inn, with Gateway Park, Leisure Time and River Ridge Campground providing us with a lot of entertaining and insightful information.

This winter, spend a few minutes sorting out those photos and gathering your information so you can give us a virtual tour next spring to show off what-cha' got. If you have any questions, see Joan from the Grand Rogue Campgrounds at the Fall Convention, or call her at (616) 361-1053; email grandrogue@yahoo.com. HAVE FUN!

# Board members needed

Have you ever thought about giving some of your time to serve on the ARVC Michigan Board of Directors?

During our Fall Convention in West Branch, annual elections will be held to fill six positions on the Board of Directors. Three of the six positions are term-limited, so we are looking for new candidates interested in serving the Association.

Monthly meetings take place typically September through May. It is a very interesting, enjoyable and important responsibility. Please consider serving. Board members, committees and responsibilities are listed at our member-only website, [www.michcampgrounds.org](http://www.michcampgrounds.org).

If you have an interest or any questions, don't hesitate to contact any current board member, including Tim Wilcox at Gateway Park, VP and chairman of the Nominating Committee, (517) 437-7005 or [gatecamp@modempool.com](mailto:gatecamp@modempool.com). Wayne Purchase at the Association office (616) 935-7390 also has information.

# the board:

## ARVC MICHIGAN

### OFFICERS

#### President

Tom Briggs+  
*Grand Rogue Campground,  
Belmont*

#### Vice President

Tim Wilcox+  
*Gateway Park, Hillsdale*

#### Secretary

Cathy Krueger  
*Yogi Bear Jellystone  
Campground,  
Frankenmuth*

#### Treasurer

Bob Kerns  
*Countryside  
Campground,  
Harrison*

## Immediate Past

### President

Deb Nagel  
*Lincoln Pines  
Campground Resort,  
Gowen*

## NEWLY ELECTED BOARD OF DIRECTORS

### Director

Bill Green  
*Waffle Farms  
Campground,  
Coldwater*

### Director

Greg Miller\*  
*East Lake  
Campground,  
Hopkins*

### Director

Diane Peterson  
*Leisure Time Campground,  
Irons*

### Director

Dave Dietzel ++  
*Wooded Acres Family  
Campground,  
Houghton Lake*

## EXISTING BOARD OF DIRECTORS

### Director

Tom Brennan  
*Applecreek RV Park &  
Campground, Grass Lake*

### Director

Joy Cordray  
*White River RV Park &  
Campground, Montague*

### Director

Janice Golda  
*Troll Landing  
Campground,  
West Branch*

### Director

Joni Holz  
*Holiday Camping,  
New Era*

### Director

Mark Staley  
*River Ridge  
Campground,  
Breckenridge*

\*Incumbent, re-elected  
+Incumbent, re-elected to  
new position on the board  
++Appointed to fill the  
vacancy created by Tim  
Wilcox, newly elected  
vice president

## ARVC Board meeting dates

**OCT. 17:** Fall  
Convention West  
Branch, Quality  
Inn, Forward  
Convention Center

**NOV. 10:** Location  
to be announced.

# Safety Is Our Policy

Keeping campers happy is your business.  
Keeping them safe is ours.



Nichole Poisson  
Account Executive

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