

Potter Now Leads Canadian Campground Network

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Beth Potter

Beth Potter, executive director of Camping in Ontario, has been elected president of Campgrounds-Campings Canada, the organization that represents the private campground industry in Canada.

Potter was elected to a one-year term at the recent Canadian RV and Campground Convention held in Victoria, British Columbia. She succeeded David Paskevitz.

The Recreation Vehicle Dealers Association of Canada (RVDA of Canada) and the British Columbia Lodging and Campgrounds Association (BCLCA) sponsored the biennial event.

Campgrounds-Campings Canada counts among its active members the provincial campground associations from Alberta, British Columbia, Manitoba, New Brunswick, Ontario and Quebec.

The distance to travel to this year's convention may have held down the attendance from the nation's eastern provinces, Potter said, in noting that the attendance was just half of the total who attended the last convention, held two years ago in Ontario.

Still, she said, "It was a very good event as far as the quality of speakers and the networking that was involved," she said. "The comments I heard from delegates was that they were very pleased."

Keynote speakers this year included:

- Jim Carroll, international futurist, trends and innovation expert and author of *Ready, Set, Done: How to Innovate When Faster is the New Fast* and *What I Learned From Frogs in Texas: Saving Your Skin with Forward Thinking Innovation*.

- Michael Campbell, British Columbia's most respected business analyst. He is best known as the host of Canada's top rated business show – Money Talks – heard across the country on the Corus Radio Network.
- Peter C. Yesawich, chairman and CEO of Ypartnership, America's leading marketing, advertising and public relations agency serving travel, leisure, hospitality and entertainment clients.
- Michael Vickers, popular speaker, entrepreneur, educator and author.
- Rick Antonson, president & CEO of Tourism Vancouver, British Columbia, which was very instrumental in procuring the winning bid for the 2010 winter Olympics in Vancouver.

Potter, who is in her sixth year as executive director of the 500-member Markham, Ontario-based organization, said the private campground industry has cause to look forward to the 2010 season.

“From the Ontario perspective, owners are in a fairly good mood,” she told *Woodall's Campground Management*. “We had a very wet season but people still went camping. We're starting to see some turnaround in the economy. We're feeling very good about the coming year, that's for sure.”

“Listening to our friends on the dealer side, they're starting to see sales pick up too. On a national perspective, camping is still a very affordable vacation, it is a very viable option,” Potter said.

“In other parts of Canada, like on the West Coast, it was warmer than usual and they had a great summer,” she added.

Also elected at the convention were Adam Ledwon, Spring Lake Resort, Alberta, vice president, and Joss Penny, executive director of the British Columbia Lodging and Campgrounds Association, secretary-treasurer.

In a related note, Potter's Ontario association will hold its annual meeting Nov. 22-25 at Blue Mountain Resort in Collingwood, Ontario. Potter expects more than 100 campgrounds to be represented at that event.