

# REACH FOR THE SUMMIT



**NOVEMBER 18-21, 2018  
THE NOTTAWASAGA INN RESORT &  
CONFERENCE CENTRE, ALLISTON**

## **SUNDAY, NOVEMBER 18, 2018**

|              |   |
|--------------|---|
| 8:00 – 8:30  | Registration and coffee   |
| 8:30 – 2:30  | Campground Tour   |
| 11:00 – 3:00 | Supplier Exhibit set up   |
| 3:30 – 7:30  | CampEx Program  |
| 5:00 – 6:00  | New Attendee Reception  |
| 6:30         | Supplier and Campground Networking with Cash Bar and Appetizers |
| 7:30 – 9:0   | Opening Keynote Elia Saikaly                                    |

## **MONDAY, NOVEMBER 19, 2018**

|               |  |
|---------------|--|
| 8:00 – 8:45   | Breakfast  |
| 8:45 – 9:45   | Keynote – Challenging Beliefs and Perspectives   |
| 9:45 – 10:30  | Cracker Barrel   |
| 10:30 – 12:30 | CampEx Continues   |
| 11:00 – 12:00 | Camping In Ontario 101   |
| 9:30 – 12:30  | Workshop 1: Introduction to Quickbooks   |
| 12:30 – 2:00  | Lunch  |
| 1:00 – 2:00   | 10 Investments to Improve Your Campground  |
| 2:00 – 5:00   | Workshop 2: Intermediate Quickbooks  |
| 2:00 – 3:15   | Concurrent Sessions <ul style="list-style-type: none"><li>• <b>How to Set Up Your Revenue Streams and Maximize Profit</b></li><li>• <b>Docks and Boat Launches – Safety, Regulations and Strategies</b></li><li>• <b>Your Sewer System – What You Need to Know and The Roles of All Involved</b></li></ul> |
| 3:15 – 3:20   | Move to next session   |
| 3:20 – 4:20   | Concurrent Sessions <ul style="list-style-type: none"><li>• <b>I Bought a Zoo, Now What?</b></li><li>• <b>Activity Ideas for Different Age Groups</b></li><li>• <b>Setting up an Effective Sales Department</b></li></ul>  |
| 4:20 – 5:40   | Unwind and Connect Activity Stations   |
| 6:30          | Reception  |
| 7:00– 11:00   | Auction Dinner   |

## **TUESDAY, NOVEMBER 20, 2018**

|              |                                     |
|--------------|-------------------------------------|
| 8:00 – 8:45  | Breakfast                           |
| 8:45 – 9:30  | Plenary – Cannabis in the Workplace |
| 9:30 – 12:30 | AGM                                 |

|              |   |
|--------------|---|
| 9:30 – 12:30 | Workshop 3: Leadership Training   |
| 12:30 – 2:00 | Lunch and Cracker Barrel  |
| 1:30 – 4:00  | Workshop 2 cont'd   |
| 2:00 – 3:45  | Concurrent Mini Workshops <ul style="list-style-type: none"> <li>• <b>Employee Hiring/Human Resources 101</b></li> <li>• <b>Reputation Management (hands-on searching on TripAdvisor, Google, Yelp, Facebook etc)</b></li> <li>• <b>Planning an Expansion</b></li> </ul>                        |
| 3:45 – 4:15  | Coffee Break  |
| 4:15 – 5:00  | Concurrent Mini Sessions <ul style="list-style-type: none"> <li>• <b>Online Marketing and How to Effectively Promote Deals</b></li> <li>• <b>Payment Card Industry Compliance</b></li> <li>• <b>Finding and Retaining Good Management Staff and Creating a Healthy Staff Culture</b></li> </ul> |
| 5:00 – 6:00  | Cracker Barrel  |
| 6:30         | Reception   |
| 7:15         | Awards Dinner and Entertainment   |

### **WEDNESDAY, NOVEMBER 21, 2018**

|             |   |
|-------------|---|
| 8:30 – 9:15 | Breakfast   |
| 9:15        | Closing Keynote Speaker – The Journey to 50 Years |
| 10:15       | Conference Prizes and Closing Remarks             |
| 10:30       | Conference Ends                                   |

**GREEN = In Training**

**BLUE = Base Camp**

**RED = Climbing Towards the Summit**

Draft Agenda – subject to change