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Speakers/Topics Scheduled

(last updated 11/13/2026)

The Revenue You Already Own: Five AI Moves for Campground Owners to Grow Without Adding Staff

Ron Szpatura, Founder, Our Future Proof Team



Ron Szpatura helps leaders develop the vision to recognize change early, adapt with confidence, and use AI as a powerful tool to lead their organizations onto the right side of change. He is the founder of Landmarks Marketing, Inc., a seasoned marketer, and keynote speaker with over 55 years of experience helping businesses grow, adapt, and lead through change.

Ron has led high-performing sales teams, launched innovative multi-channel strategies, and built platforms that impacted over 50,000 hospitality locations and drove 26,000+ direct-to-consumer transactions.

Today, he speaks to professionals and entrepreneurs about how to pivot, adapt, and grow—especially in uncertain or rapidly changing times. Ron's talks are packed with real-world experience and actionable advice, grounded in decades of leadership, marketing, and vision-driven business building.

The Spirit of Authentic Leadership

Scott Doggett, Founder & Chief Servant Leader, National Academy of Leadership Development



Leading with humanity in a world being reshaped by technology, pressure, and change.

This signature keynote explores what leaders can learn from the past, what today's workplace demands, and what the future will require as technology continues to transform how we work.

Scott challenges leaders to remain deeply human while navigating change, building trust, strengthening accountability, and creating cultures where people can flourish.

Scott Doggett is the Founder and Chief Servant Leader of the National Academy of Leadership Development, a movement committed to developing leaders and cultures shaped by service, dignity, and the belief that every person is priceless, helping organizations rehumanize work from the inside out. With more than 30 years of experience in leadership, learning, and organizational development, he has equipped teams across hotel & resorts, corporate, nonprofit, and faith-based sectors to build cultures where people feel valued, supported, and inspired. Scott previously served as Vice President of Learning & Development at Holiday Inn Club Vacations, where he founded their Academy of Learning and Development and National Learning & Development Month (October) in 2016, and later led Christian Leadership Development at World Vision USA. As the author of Priceless! See People Differently. Lead People Better, and creator of the Priceless! Leadership Movement, he blends courage, compassion, and clarity to help leaders lead with heart and purpose. Scott believes deeply that when leaders serve first, organizations thrive next.

Emerging Trends in Traveler Behavior

Kyle Stichtenoth, Senior Director of Digital Sales and Strategy, Advance Travel & Tourism.



The company is a nationwide team of travel specialists in destination marketing, attraction, museum, and casino marketing. It is a division of Advance Publications, one of the largest media companies in the country and a leader in the digital marketing space.

When Your Employees Live at Work: Emergency Preparedness for Workampers and Seasonal Campground Staff

Karisa Hargrove-Nino, Office Manager, Wine Country Jellystone™.



Karisa is a hospitality and live events professional with a strong focus on event operations, guest experience, accessibility, and safe and inclusive environments. She currently serves as Office Manager at Wine Country Jellystone, where she oversees front-office operations, guest services, staff coordination, and the day-to-day needs of a busy family-focused RV resort and campground. With approximately seven years of experience in hospitality and live events, Karisa has developed extensive expertise in festival operations, merchandising, VIP experiences, crowd

management, brand activations, harm reduction, and ADA accessibility services.

Pay Yourself First: Build a Profitable Campground and Lasting Family Wealth

Mike Walker, MBA , Owner, MW Business Consulting, LLC



A decision-focused session on making owner compensation part of the business model—not an afterthought. Pay Yourself First helps business owners think deliberately about personal financial needs, business cash flow, and sustainable compensation. Participants examine the relationship between pricing, profitability, cash reserves, reinvestment, and owner pay, then develop a more intentional approach to compensating themselves. Designed for entrepreneurs and small-business owners who want a healthier relationship between business performance and personal compensation.

Mike's career has placed him on several sides of business decisions: as a business owner, financial analyst, federal contracting officer, workshop facilitator, and curriculum developer. That experience taught him that information alone rarely changes a business. People need a clear way to interpret what matters and decide what to do next.

He founded M.W. Business Consulting to build that bridge. Mike's work combines disciplined financial thinking, practical operating context, and structured learning design. He stays personally involved from the first conversation through development and delivery.

Mike is also the creator of FinanceEDGE™, a four-stage educational methodology designed to help participants Evaluate financial health, Diagnose meaningful issues, Generate possible solutions, and Execute a focused plan.

LEADERSHIP. GROWTH. IMPACT. Driving Success. Defining the Future.

Roland E. Kidwell, Ph.D., Management and Entrepreneurship Program Director, College of Business, Florida Atlantic University

