Sun Retreats Rock River
3333 290th St. N., Hillsdale, IL 61257
On-Site Location: Indoor Event Center

SCHEDULE OF EVENTS

MONDAY, OCTOBER 26, 2026

9:00 AM to 5:00 PM - **Registration Desk Open**

9:00 AM to 2:30 PM - West Hall
Vendor Load In

1:00 PM to 1:15 PM - East Hall
Open & Welcome from ICA

1:15 PM to 1:45 PM - East Hall
Welcome to Illinois/Quad Cities
Learn more about the Quad Cities area.
Joan Kranovich, CMP, CTA, VP of Business Growth, Visit Quad Cities & Executive Director, Sports QC

1:45 PM to 2:30 PM - East Hall
Opening Keynote: Why Do We Do What We Do?
We're kicking off on a heartfelt and inspiring note as we re-discover our core purposes and authenticity, and reconnect - as business operators and team members - with our underlying motivations.
Don Bennett, Jr., Principle Owner, Merchantry Tourism, LLC and Executive Director, Illinois Campground Association.

2:30 PM to 4:30 PM - West Hall
Marketplace Exchange
Trade Show Time!

4:30 PM to 4:45 PM - **Break**

4:45 PM to 5:45 PM - East Hall
"Shark Tank" Cracker Barrel Session
We ask vendors to be our "sharks" while attendees present their ideas and/or ask questions about all things campgrounds and RV parks.

6:00 PM - East Hall
Dinner and Corn Hole or Mini Golf

TUESDAY, OCTOBER 27, 2026

8:00 AM to 5:00 PM - **Registration Desk Open**
8a-10a - Coffee, tea & baked goods on hand

8:30 AM to 9:30 AM - East Hall
State of the Industry
Don Bennett, Jr., Principle Owner, Merchantry Tourism, LLC and Executive Director, Illinois Campground Association

9:30 AM to 12:00 PM - West Hall
Marketplace Exchange
Trade Show Time!

12:00 PM - West Hall
Vendor breakdown can begin

12:00 PM to 1:00 PM - East Hall
Lunch and Conversations

1:00 PM to 1:45 PM – East Hall
Lab #1: Discussing Ground Monitor Interrupters
Discuss the latest developments in Ground Monitor Interrupters.
Tristan Ciceri, Vice President, Electric Works
Heidi Doyle, Director of Business Development, Electrical Works

1:45 PM to 2:00 PM - **Break**

2:00 PM to 2:45 PM - East Hall
Print Marketing: The Anderson's "3-Second Scan" Rack Test
An interactive evaluation utilizing an official Anderson Brochure Distribution display rack. Attendees walk by the rack to audit brochure graphics and see which designs visually break through clutter in 3 seconds, paired with a tutorial on tracking print
Don Bennett, Jr., Principle Owner, Merchantry Tourism, LLC

2:45 PM to 3:00 PM - **Break**

3:00 PM to 3:45 PM
Take a guided tour of Sun Retreats Rock River

3:45 PM to 4:30 PM - East Hall and Resort Facilities
Lab #2: The Million Dollar Corporate Audit
ICA President Jamie Rogers will be joined by guest

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vendors who will conduct a walking operational audit of retail and registration flow spaces, exposing hidden layout bottlenecks and showing how to convert dead space into high-margin amenities.

4:30 PM to 4:45 PM - **Break**

4:45 PM to 5:30 PM - East Hall
Potluck
ICA Past President BJ Davis will moderate an interactive session between attendees and guest vendors on topics ranging from dynamic pricing to insurance and banking.

5:30 PM - East Hall
Dinner and mini golf or cornhole

WEDNESDAY, OCTOBER 28, 2026

8:00 AM to 10:00 AM
Registration Desk Open
8a-10a - Coffee, tea & baked goods on hand

9:00 AM to 9:45 AM - East Hall
Presentation on AI
Matt Mitchell works with business owners across many industries, including the outdoor hospitality industry, to help them successfully integrate digital tools into their day-to-day operations. Catch up on AI with Matt.
Matt Mitchell, President, Corporate Communications

9:45 AM to 10:00 AM - **Break**

10:00 AM to 10:45 AM - East Hall
Getting Your Campground In the News: PR & Media Relations Training
A hands-on media relations class for park owners and managers. We'll identify news hooks, structure essential leads, write headlines and media pitches, and do some live drills.
Suzanne Hopkins, VP, Client Services & Marketing for Merchantry Tourism, LLC.

10:45 AM to 11:00 AM - **Break**

11:00 AM to 11:45 AM - East Hall
ICA Annual Business Meeting and Closing Remarks

All events and times subject to change.

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Campground Association

www.Illinoisgocamping.com

Facility:

www.sunoutdoors.com/illinois/sun-retreats-rock-river

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