

ARVC MICHIGAN



Tracie Fisher, Executive Director
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ARVC MI SCHOLARSHIP APPLICATION TO THE ARVC/OGLEBAY SCHOOL OF RV PARK AND CAMPGROUND MANAGEMENT FEBRUARY 21-25, 2012

Greetings;

We appreciate your interest in applying for the ARVC MI Scholarship to the ARVC/Oglebay School of RV Park and Campground Management. The following questions will need to be answered, as directed, and then returned to the ARVC MI office by December 10, 2011 for consideration by the Scholarship Committee.

A word about the scholarship and the school:

This scholarship may provide all or part of the basic tuition, board and lodging for the school. It does not cover the cost of travel, items not a part of the school regular tuition or any incidental expenses the successful applicant may have that are associated with attending the school. Please take a moment and consider if you are prepared to meet the out-of-pocket expenses.

The scholarship is intended to assist a worthy campground owner operator or campground manager in attending this school. It is not intended for supervisory or seasonal employees, or for absentee owners.

The school's curriculum is management and operator oriented and will be taught by individuals who are from within this industry or who work with the industry.

First year course topics include:

Budgeting/forecasting, Ancillary Revenue, Financial Operations Analysis, Developing a marketing Plan (I), Advertising/Brochures/Media, Public Relations, Surveys & Customer Tracking, Employee Management.

Second year course topics include:

Tax Planning, Legal Issues, Food Service, Effective Recreation Programs, Campground Expansion, Campground Maintenance, Financial Statements, Emergency Planning, Your own Marketing Plan (II), Managing Profitable Stores, Cash management & Audit Controls, Managing Risk, Quality Customer Service.

ARVC MI will accept only one scholarship application from a campground operation. In the case of a husband and wife team, we encourage you to consider carefully who you feel might benefit most from this educational experience.

Applications that are incomplete will not be considered. All applications must be typed. Handwritten applications will not be considered.

The scholarship recipients will be announced by January 7, 2011. The decision of the Scholarship Committee is final.



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ARVC MI SCHOLARSHIP APPLICATION
TO THE
NATIONAL ARVC/OGLEBAY
SCHOOL OF RV PARK & CAMPGROUND MANAGEMENT

Applicants Name: _____

Campground Name: _____

Home Address: _____

E-Mail Address: _____

Telephone: _____

Have you attended the ARVC/Oglebay school of RV Park and Campground Management? _____

Are you currently enrolled in any industry educational programs? _____

If so, which program? _____

Number of years you have been associated with this industry? _____

Your current position is: Owner/Operator _____ Manager _____

Number of years in this position? _____

IN ESSAY FORM PLEASE ANSWER THE FOLLOWING QUESTIONS.

- 1. Provide us with information about the campground at which you work, your role at the campground and the specific duties that you perform?**
- 2. Describe three areas in your professional career that you feel will be enhanced by attending this school?**
- 3. Identify your short range (one year) and long range (five year) professional goals?**
- 4. Describe how you might use the experience of attending this school to assist in improving the quality of campground management in Michigan?**