



National School of RV Park and Campground Management

www.campgroundschool.org



Tracie Fisher, CPO

Executive Director
ARVC Michigan

Professional Designations:

- Certified Park Operator

Education:

- A.S., Accounting, North Central Michigan College
- B.A., Humanities, (May 2012©), Northern Arizona University

Highlights:

- Two daughters, one granddaughter
- Camping
- Road Trips

Hello to all. I'd rather find out about you but, until I can, here's a little background about me. I began my career in the RV park and campground industry in 2004 as the office manager of a large campground in Michigan. It was during my time at the campground that I became the secretary of ARVC Michigan and attended the National School of RV Park & Campground Management.

My real adventures began when I quit my job and moved to New Mexico, starting my own business in internet marketing. I fell so in love with the Southwest! During that time, I remained involved in much of ARVC Michigan's online marketing properties. Then I got very lucky and began teaching at the National School of RV Park & Campground Management – how cool is that? Helping park managers with their online exposure was still a favorite activity of mine, so I started my own little free tips and tricks venue - Campground Manager Today. In 2011, just as I had moved to Arizona, I returned to Michigan to begin work as their Executive Director. (Should have purchased stock in U-Haul by then...) They have remained my home association so returning felt good. I'm leaving one foot in Arizona though and plan to be able to have the best of both worlds, from Michigan's Copper Country to Arizona's Grand Canyon.

The summer of 2012 will find me visiting member and potential member campgrounds in Michigan. I will be learning about their needs and teaching them about using social media in their park marketing. You can follow my adventures through Facebook, Twitter, Foursquare, Gowalla, and YouTube.

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