




# The RV Entrepreneur Roundtable

September 7-11, 2022 | Montrose, Colorado

**Wednesday 9/7    Thursday 9/8    Friday 9/9    Saturday 9/10    Sunday 9/11**

9:00 AM  
 9:15 AM  
 9:30 AM  
 9:45 AM  
 10:00 AM  
 10:15 AM  
 10:30 AM  
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 11:00 AM  
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 1:45 PM  
 2:00 PM  
 2:15 PM  
 2:30 PM  
 2:45 PM

		Late Registration			
	Arrival & Campsite Setup	Welcome & Introductions	Nikki Kirk <small>Build a Community Around Your Passion &amp; Create a Business While Doing It</small>	Heidi Dusek <small>Building Community Through Your Platform</small>	Departure
		BREAK	BREAK	BREAK	
		Alyssa Padgett <small>Successful Self-Publishing: How to Make Money as an Independent Author</small>	Kimberly Crossland <small>Retention Strategies for Membership Growth</small>	Jason Epperson <small>Press Relations for the Modern Digital Business</small>	
		BREAK	BREAK	BREAK	
		Demian Ross <small>Starting an ANALOG business in a DIGITAL world</small>	Todd & Sheila Konitzer <small>Beyond The Digital World</small>	Andy Robinowitz <small>Content Creation ROI</small>	
		LUNCH BREAK 12-2:00pm			
		Paid Communities, Memberships & Merchandise 2-3pm	RV Tour of Homes 2-3pm	Blogs, Books & Written Word 2-3pm	
	The Campers Hub 18265 Highway 550 Montrose, CO 81403  Phone: 720-708-9313 (text preferred)				

3:00 PM		BREAK	BREAK	BREAK
3:15 PM		Podcast & Audio 3:15-4:15pm	Video Content & YouTube 3:15-4:15pm	Business Best Practices 3:15-4:15pm
3:30 PM				
3:45 PM				
4:00 PM				
4:15 PM		BREAK	BREAK	BREAK
4:30 PM	REGISTRATION (4:30-5:30pm)	Attendee Led Meetups (Choose 1) 4:30-5:15pm Nomadic Fitness & Nutrition – Austin Galloway	Attendee Led Meetups (Choose 1) 4:30-5:15pm Rental Properties for Today's Nomad – Andy Webb Business to Business Marketing on the Road – Rachael Lyons	Attendee Led Meetups (Choose 1) 4:30-5:15pm Caravanning & Traveling with Others – Jim & Sarah Sylvester Griffith Utilizing Your Lifestyle to Market Your Business – Jackie Cote
4:45 PM				
5:00 PM				
5:15 PM	Welcome Party Presented by Champion Power Equipment  Cornhole Tournament & Taco Truck  5:30 PM  	Dinner Break	Dinner Break	BREAK
5:30 PM				
5:45 PM				
6:00 PM		Travel to Ouray	The Border Hookups (Country, pop, reggae, rock) Presented By RV LIFE 7:00 PM	Closing Party Presented By RV LIFE BBQ Dinner 6:15 PM
6:15 PM				
6:30 PM				
6:45 PM				
7:00 PM				
7:15 PM				
7:30 PM				
7:45 PM				
8:00 PM				
8:15 PM				
8:30 PM				
8:45 PM				

\* Additional Entrance Fee Required

## Thursday 9/8/22

9:15-10:00 am

**Welcome & Introductions**

10:15-11:00 am

**Successful Self-Publishing: How to Make Money as an Independent Author**  
*Alyssa Padgett, Author & Blogger at HeathandAlyssa.com*

Alyssa started blogging knowing that she wanted to write books one day. Only problem: Most self-published books sell 250 copies in their lifetime! In this workshop, we'll dive into why her first book sold 5,000 copies in its first month, how to market your book so it sells for years to come, and tips on finding success as a self-published author.

11:15-12:00 pm

**Starting an ANALOG Business in a DIGITAL World**  
*Demian Ross, RV Today Magazine*

Over the last decade people have got so excited about the next digital trend and have dropped everything to run to the next shiny object. While doing that they have forgotten how important the "analog" aspects of business are... even in 2022, and even as a digital nomad.



## Friday 9/9/22

9:15-10:00 am

**Build a Community Around Your Passion & Create a Business While Doing It**  
*Nikki Kirk, Your Selling Guide*

Learn how you can build a community around your passion or hobby and how you can monetize your new community to create an online business.

10:15-11:00 am

**Retention Strategies for Membership Growth**  
*Kimberly Crossland, Roadpreneur & Cruisin'+Campfires*

Discover specific strategies and tactics to increase retention and build loyalty through your membership. This talk will give you the copywriting formulas and gamification concepts to take your new members from curious to committed, empowering you to grow your business exponentially over the long run.

11:15-12:00 pm

**Beyond the Digital World**  
*Todd & Sheila Konitzer, Switch It Up*

In this session we will talk about why building a community beyond the screen is important. You will leave with practical tips & tools on how to build a community through workshops, meetups, and events. Moving a person from their first interaction through to a loyal fan - it's all about the community you create!

## Saturday 9/10/22

9:15-10:00 am

**Building Community Through Your Platform**  
*Heidi Dusek, Ordinary Sherpa*

The power of community can propel your business and build confidence. But how do you find your people and build a community? Heidi Dusek is the founder and host of Ordinary Sherpa podcast and author of *Beyond Normal* a field guide to embrace adventure, explore the wilderness, and design an extraordinary life. We'll discuss first and next steps in using community-building in your brand and adventure lifestyle.

10:15-11:00 am

**Press Relations for the Modern Digital Business**  
*Jason Epperson, RV Miles*

Why should modern businesses care about traditional press relations? Should your business bother with press releases? How do you find and contact a press writer for a story? Let's talk all about modern press relations for today's digital world!

11:15-12:00 pm

**Content Creation ROI**  
*Andy Robinowitz, RV LIFE*

Content: podcasts, videos, blogs, etc - how can they be monetized? How much work does it take? Are you focusing on what gives you the biggest return on your investment? Join in the discussion as we walk through these questions from a content creation perspective.

**Attendee Led Meetups 4:30-5:15 pm**

Thursday 9/8/22

Schoolhouse:

**Nomadic Fitness & Nutrition**

*Austin Galloway*

Friday 9/9/22

Schoolhouse:

**Rental Properties for Today's Nomad**

*Andy Webb*

Picnic Tables:

**Business to Business Marketing on the Road**

*Rachael Lyons*

Saturday 9/9/22

Schoolhouse:

**Caravanning & Traveling with Others**

*Jim & Sarah Sylvester Griffith*

Picnic Tables:

**Utilizing Your Lifestyle to Market Your Business**

*Jackie Cote*



*Heath & Alyssa*



**BEECH LANE**



Above. Beyond. Always.

