

SPECIAL EDITION DECEMBER 2009



Passing of the Mantle in TNARVC

Crossville, TN- After serving as Executive Director of 10 associations over a period of 40 years, John Westenberger is retiring and *passing the mantle* on December 31, 2009 as Executive Director of the Tennessee Association of RV Parks & Campgrounds. He will be 70 years old in May.

A Certified Association Executive, John served as Vice Chairman and Board member of the American Society of Association Executives (ASAE). He was named State Executive of the Year by the National Association of RV Parks and Campgrounds (ARVC) and was honored by ARVC as Association Executive of the Year for the state associations of Georgia and Tennessee, the only person in the history of the organization to be tapped by two states. He also received the "Thousand Points of Light" Award from 41st President, George Bush, for organizing and managing the first free health care clinic for the homeless in the country.

After 14 years with TNARVC John will certainly be missed, but the Board is excited

and enthused about his replacement, Suzanne Mark. A former college

professor and a 20 year veteran in the industry, Suzanne first specialized in the camping industry as the Corporate Coordinator of Recreation and Recruitment for Outdoor World where she was known as 'the Queen of Fun'. Outdoor World is a chain of 15 membership parks then owned by the Rank Organisation and now part of the Equity Lifestyles/Thousand Trails family.

Many in the industry would recognize her as the former Education Director for National ARVC. Leaving ARVC she became Vice President for Education, Training and Professional Development for the International Association of Amusement Parks and Attractions (IAAPA), returning to the RV and camping industry a few years later to resume her consulting and training business, MARK of Excellence.

Suzanne is a contributor to Woodall's Campground Management as well as several of 'The Trades' publications



and a frequent presenter at state, national and international conventions and forums. She is particularly looking forward to working with the Tennessee parks as, “their state conventions are some of the most fun in the industry”. She also is thrilled to be in the state where one of her all-time favorite recreation programs takes place, ‘March of the Peabody Ducks’. The Queen of Fun says, ‘it is an outstanding example of taking a very simple activity and making it a world famous and free attraction. Recreation should be a BANQUET, not fast food!’”

The Passing of the Mantle was not only a symbolic gesture at their recent meeting, but John fittingly presented Suzanne with an ‘official TNARVC tee shirt’. The TNARVC Board of Directors will be honoring John and welcoming Suzanne at a dinner to be held in Crossville, TN on Thursday, January 7, 2010. Best of luck to John in his retirement and well wishes to Suzanne in her new position.

***You are cordially invited to
attend a dinner on the
retirement of John
Westenberger as Executive
Director of TNARVC.
Thursday, January 7, 2010
5 PM***

DO YOU DO HALLOWEEN?

Here are some great resources:

Selling Halloween magazine (free) and website- www.sellinghalloween.com. It has a great directory of products and services.

Halloween Costume & Party Show

February 26- March 1, 2010

Rosemont (Chicago), ILL

800.323.5462

www.hcpshow.com

Halloween & Party Expo

January 23-26, 2010

Houston, TX

877.875.5173

www.halloweenpartyexpo.com



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Greetings for a
a peace-filled,
prosperous New
Year**

**from the
TNARVC Board
of Directors**

