

# MACO Ups New England Exposure

Woodall's Campground Management  
Wednesday, January 23, 2008

The Massachusetts Association of Campground Owners (MACO) and the Massachusetts Office of Travel and Tourism (MOTT) have stepped up their relationship in promoting the Bay State. The two organizations will share booth space at camping shows in the Northeast this year and have targeted shows starting Feb. 15 in Springfield, Mass., and Feb. 29 in Providence, R.I., as their first cooperative events. "The state assigned a liaison to us who keeps in touch with us on a regular basis, which makes us very happy," Paula Carroll, co-executive director for MACO, told *Woodall's Campground Management*. MACO's new arrangement will help it save some money on expenses and increase its exposure, she noted. This new relationship was one of the topics discussed at the MACO board meeting on Jan. 22 held at the Yogi Berra Jellystone Park in Sturbridge, Mass. In other action, the board:

- Voted to send Jack and Paula Carroll and MACO President Marcia Galvin of Normandy Farms Family Campground, Foxboro, Mass., to the CAMP national issues conference in April.
- Voted to again offer a \$1,000 college scholarship to a Massachusetts resident majoring in a subject such as outdoor recreation, business management or travel and tourism. MACO represents 81 campgrounds in Massachusetts.