

# WACO

Wisconsin Association of Campground Owners

April 2017

## It's All About The Base

Well, that's a wrap! The 2017 Wisconsin Association of Campground Owners' Convention is complete. After a successful week full of classes, learning seminars, trade show, and fun in Stevens Point, the 2017 Convention has come to an end.

A huge thank you to everyone that attended Convention this year! It was great to see all the campground attendees including several new campgrounds! We had a sold out trade show this year filled with returning and new trade members.

Our very own Adam Malsack, of Lake Arrowhead Campground, and Leland Nelson, formally of Keyes Lake Campground, received the President's Award for their dedication and hard work with WACO. Along with that, this year's Hall of Fame recipient was Evergreen Campsites & RV Resort!

If you didn't stick around for Jeff Michaels Hypnosis on Saturday night, you missed quite the show! WACO Members and their families were brought on stage for a hilarious evening featuring dancing, searching for lost dogs, and shouts of "YAHOO".

If you missed a seminar and/or would like to review a course you attended, visit the WACO website's "Member" section for the available presentations. Presentations will be listed by day and by class.

While the 2017 Convention is complete, the planning for the 2018 Convention has already begun! Ideas for next year's seminars or trade members? Send your thoughts to the WACO office!

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# Camping in Record Numbers!

FoxNews.com released an article this week titled “Americans are camping in record numbers, but they still want Wi-Fi”. The article references multiple studies claiming that Americans are not necessarily looking for the luxurious trips anymore. Instead, they want the great outdoors and bonding over a bonfire. Below is the article in full.

*“Think people are all about super luxurious getaways these days? A new study says toasting marshmallows and sleeping under the stars are more popular than ever before.*

*According to a report released by Kampgrounds of America (KOA), a group of privately held campgrounds, more and more Americans are now spending their leisure time camping.*

*KOA data found that 61 percent of survey respondents said they had gone camping in 2014. That's a jump from 58 percent in 2013.*

*In 2016, KOA estimated that around 37 million households in the country went camping at least once during the year. And almost a third of campers reported going into the woods three or more times in one year.*

*It's that second group of campers, the group said, that's helping increase interest in camping overall.*

*Since 2014, the percentage of campers of who say that they take three or more camping trips a year has increased by more than 36 percent. Infrequent campers (those who go just once a year) have simultaneously dropped by 10 percent. In 2017 half of all campers surveyed said that they're planning to spend even more time camping this year.*

*More than half of millennials surveyed (51 percent) said that they planned to go camping more often in 2017. Millennials also mark the age range to most enjoy the activity in large groups--10 or more travelers.*

*But neither millennials – nor campers in general – are completely cutting the cord. According to the study, 95 percent of people who go camping bring some sort of technology with them while 37 percent of campers said that some sort of tech was actually required for their trip in order to spend more time outdoors. About half of survey respondents indicated that least free Wi-Fi was a big factor when deciding where to stay.”*

*And when it comes to sleeping, conventional tents were the most popular, according to the study. But the number of campers electing to use RVs or cabins is also increasing.*



## MileIQ

During the Sunday Round Tables at Convention, Christine Metcalf, WACO’s accountant, discussed the topic of tracking your mileage. Christine introduced the app, MileIQ, to help track mileage traveled for personal, business, or custom use. This automatic tracking is helping businesses and people track their mileage with ease! Thanks to John Prudential for sending this our way!

Want to give it a try? Enjoy getting deals? Save 20% on unlimited drives by using promo code: **CMET967A**  
Try Mile IQ for 40 drives per month. Download MileIQ by searching for “MileIQ” in the App Store or Google Play.

*To upgrade to unlimited drives at the discounted rate:*

*Step 1: Visit [dashboard.mileiq.com](https://dashboard.mileiq.com)*

*Step 2: Sign in to your MileIQ account with the same username and password that you use in the app*

*Step 3: Click “Get Unlimited Drives”*

*Step 4: Use promo code at checkout to take 20% off an annual plan.*

## Talk Social with Carrie: Facebook



Facebook recently introduced a new tool for businesses to use. Businesses that have a Facebook Page are now able to create “Job Posts” on their specific page. This new tool lets page admins for Facebook businesses reach prospective employees in a whole new way!

SocialMediaWeek.org highlights an article written by Tyler Becker explaining the how-to’s and tricks of job posting on Facebook:

*“According to Facebook, 40% of small businesses in the United States say filling jobs is more difficult than they expected.*

*To help businesses find talent, manage applications, and ultimately hire people faster (possibly straight from their direct audience), Facebook is introducing a new type of post: Job Openings.*

*This new type of post is for actual job listings, and individuals can even apply for the opportunity all within Facebook. The feature is initially available to Pages in the United States and Canada, and Pages will have a dedicated “Jobs” bookmark alongside others on their Page (i.e. Photos, Videos, About, Events, Offers, etc.)*

*This new experience, says Facebook, will help businesses find qualified people where they’re already spending their time - on Facebook and on mobile.*

### **Creating Job Posts, Managing Applications, and Finding Jobs**

*If you’re a Page Admin, you can create a job post and manage applications within Facebook. You’ll be able to contact them directly on Messenger too. Job posts can also be promoted to reach more people, so Facebook can make some money off this new post type too.*

*For applicants applying is very easy since your information is pre-populated and only requires a few clicks to submit your details.*

*There’s even a new “Jobs” section with Facebook if you go to [www.facebook.com/jobs](http://www.facebook.com/jobs). Once there, you can search by location, industry, and job type. Currently, the industries include: Real Estate, Local Business, Beauty, Restaurant/Café, Company, Non-Profit Organization, Professional Service, Education, Consulting Agency, and Shopping/Retail.*

### **Facebook vs. LinkedIn Jobs**

*LinkedIn is one of the leaders for job-seekers to find and apply for open positions, and for hiring managers and recruiters to discover talent. LinkedIn primarily attracts medium and high skilled roles and individuals, whereas Facebook might be targeting a different type of job-seeker, such as lower-skilled individuals or part-time workers (see above list of industries that are searchable on Facebook’s new Jobs section).*

*LinkedIn has a massive head start on this job offering, which allows users to see relevant information such as the profile of the recruiter, salary info, company profiles, recent news, and much more. Facebook is just getting started with their Jobs efforts, so it will be interesting to see if this is something that will become more important over time, or another failed experiment with all the right intentions (i.e. Facebook Marketplace).”*

## WACO Members Facebook

WACO is introducing a Campground Member Facebook group for members to stay current with important information, receive updates on deadlines, and network easily with our members. To join this group visit <https://www.facebook.com/groups/wacomembers/>

## CampersApp Special

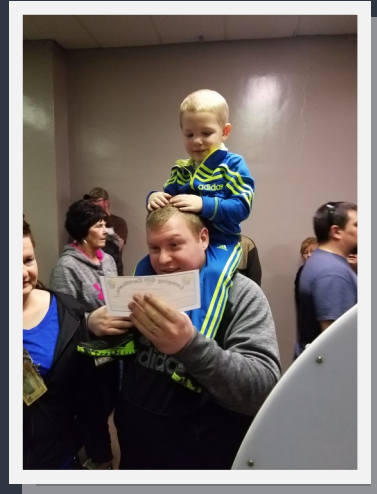
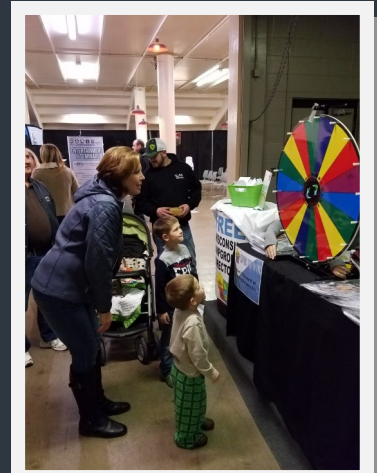
WACO has struck a deal with one of our trade members, CampersApp! If we get 50 campgrounds signed up for CampersApp’s program, each campground will receive the “Full Hookups” program for the price of the “S’mores” program. That is a 40% off deal! It will be \$60 a month for a 1 year special. If you are interested, contact Lori.

# RV Shows! Oh The Memories!

What a year for WACO at RV shows throughout the Midwest! The WACO office encountered many kids of all ages, from 1 - 100, that are excited to camp! There were smiles with spin-to-wins, excitement over receiving a bag to hold, and fun with trivia questions.

WACO, along with our campground members, had an extremely successful time at the RV Shows they attended. To see how the Literature Distribution program that WACO offers if working for your campground, take a look at the numbers below.

- Milwaukee SuperShow: 5,500 distribution – 4,544 bags
- Chicago NEW SuperShow: 4,000 directories – 3,212 bags
- WBAY Green Bay Show: 8,000 directories distributed – 7,521 bags
- Madison RV Show: 4,000 directories distributed 3,204 bags
- Minneapolis RV Show: 4,000 distribution – 3,255 bags
- Rochester, MN RV Show: 1,000 bags - Ran out at 2PM on Saturday. Added an additional 1,000
- Milwaukee RV Show: 3,000 bags - Ran out and gave out 300 directories
- La Crosse RV Show: 800 bags (\*Bonus - not in distribution program)
- Eau Claire RV Show: 300 bags (\*Bonus - not in distribution program)
- Rockford RV Show: 1,010 bags
- Wausau RV Show: 500 bags (\*Bonus - not in distribution program)
- Canoeacopia: (\*Bonus - not in distribution program)



## WACO Bean Bag Tournament

The final rules for the Bean Bag Tournaments have been added to the WACO website and will be sent out to all members. If you have further questions please let the WACO office know. On June 10th, Indian Trails Campground in Pardeeville will be the host of the final Bean Bag Tournament.

The following campgrounds are participating in the WACO Bean Bag Tournament:

- Champions Riverside Resort
- Duck Creek Campground
- Evergreen Campsites & Resort Inc.
- Great River Harbor
- Green Acres Family Campground
- Indian Trails Campground
- Merry Mac's Campground
- O'Neil Creek Campground
- Pineland Camping Park
- Scenic Ridge Campground
- Smokey Hollow Campground, LLC
- Stoney Creek RV Resort
- Vista Royale Campground
- Wilderness Campground

If you would like your campground added to the Bean Bag Tournament participating campgrounds, email Carrie at [Carrie@seversonandassociates.com](mailto:Carrie@seversonandassociates.com).

## GBF & WACO Cruise 2018

The Gilbert Brown Foundation is excited to officially announce the 2018 GBF & WACO Cruise!

The Gilbert Brown Foundation and the Wisconsin Association of Campground Owners have teamed up for the 2018 Cruise on the Norwegian Pearl! The cruise will be embarking from New Orleans, Louisiana on Sunday, January 14th, 2018 and returning on Sunday, January 21st, 2018.

During this time, the Norwegian Pearl will travel to:

- Cozumel, Mexico
- Roatan Bay Islands, Honduras
- Harvest Caye, Belize
- Costa Maya, Mexico

This cruise will feature a wonderful deal on rooms and drinks including picking one of the following specials such as Ultimate Beverage package open bar (valued at \$650.00 per person), Pre-Paid Service Charges (valued at \$94.50 per person), 4 Specialty restaurants (valued at \$135.00 per person), and more! \$75 of every room goes to The Gilbert Brown Foundation!

There currently is a great deal of a non-refundable down payment for only \$50 due at booking! Final payment is due on October 16, 2017.

To view the full itinerary, registration form and pricing, view online at [gilbertbrownfoundation.org](http://gilbertbrownfoundation.org) or at the end of this newsletter.

## Business Day at Madison



Business Day in Madison was on March 1st at the Monona Terrace Community and Convention Center. Eight WACO campground members attended and learned valuable business information.

The 2017 Keynote Speaker was Hugh Hewitt, “lawyer, law professor and broadcast journalist whose nationally syndicated radio show is heard in more than 120 cities across the United States.

Our very own Bud Styer, met with Jason Culotta (Wisconsin Manufacturers & Commerce, WMC) to discuss upcoming legislative issues affecting campgrounds and their businesses.

## Update Your Pictures

Want to get updated information on your WACO Listing? Send up to 4 photos to Carrie. Pictures can include your logo, map, activities, and more. Have specific questions? Let Carrie know.



## Armed Forces Weekend



The 2017 camping season’s Armed Forces Weekend is on May 19 & 20. If your campground is honoring this weekend and including discount or deals for some awesome

campers, please let Carrie know. Carrie can be reached at [carrie@seversonandassociates.com](mailto:carrie@seversonandassociates.com) and will include your campground information under promotions and events.

# WACO 2017 Advertising

## WEBSITE AD SIZES

Banner Ad: 1200 x 120

Side Ad: 200 x 200

## PLEASE NOTE!

All Photoshop work should be actual size with a resolution of at least 300 and saved as a layered .tiff in CMYK. It can also be saved as a PDF.

## WACO Member Login

**Username: member**

**Password: born2camp**



## CONTACT INFORMATION

**Lori Severson,**

Executive Director

PO Box 228

N22676 US Hwy 53

Ettrick, WI 54627

WACO Phone (608) 525-2327

**Severson & Associates**

Phone (608) 525-2323

Fax (608) 525-2328

lori@seversonandassociates.com

## BOARD OF DIRECTORS

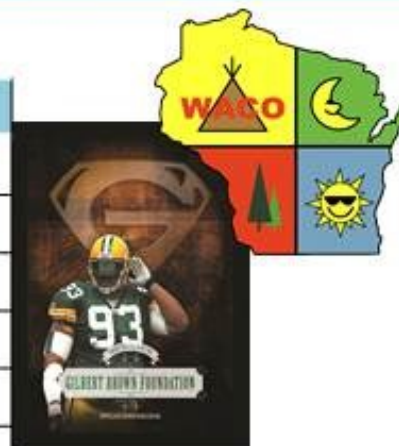
SCOTT KOLLACK Vista Royale Campground	President (715) 335-6631
JUDY BUCHTA Duck Creek Campground	Secretary (608) 429-2425
LORI SEVERSON	Executive Director (608) 525-2327
MARK HAZELBAKER	Lawyer (608) 663-9770
JIM BUTTON Evergreen Campsites, LLC	Director (920) 622-3498
BERT DAVIS Badgerland Campground	ARVC Representative (608) 873-5800
JULIE MICHAELS Scenic Ridge Campground	Director (608) 883-2920
PAT REHWINKEL Mary Mac's Campground	Director (608) 493-2367
ROBERT WEISS Wilderness Campgrounds	Director (608) 297-2002
Becky Gussel Sherwood Forrest Camping	Director (608) 254-7080
RANDY SONDALE Pineland Camping	Director (608) 564-7818
BUD STYER Smokey Hollow Campground	Director (608) 592-2128
JOYCE STENKLYFT Stoney Creek RV Resort	Director (715) 597-2102
MIKE DRICKEN Lake Lenwood Beach and Campground	Director (262) 334-1335



**Sunday, January 14 – Sunday, January 21, 2018**

**Itinerary**

Day	Cruise Ports	Arrive	Depart
Sunday, 14th	New Orleans, Louisiana (EMBARK)	-	3:00pm
Monday, 15th	At Sea	-	-
Tuesday, 16th	Cozumel, Mexico	10:00am	6:00pm
Wednesday, 17th	Roatan Bay Islands, Honduras	8:00am	6:00pm
Thursday, 18th	Harvest Caye, Belize	8:00am	4:00pm
Friday, 19th	Costa Maya, Mexico	8:00am	12:00pm
Saturday, 20th	At Sea	-	-
Sunday, 21st	New Orleans, Louisiana (DISEMBARK)	8:00am	-



*Networking & classes available!*

**Pricing**

Inside cabin total including tax	\$797.14
Ocean view porthole	\$927.14
Ocean picture window	\$977.14
Value Balcony	\$1327.14
Mid Ship Balcony	\$1407.14

**\$75 of every room goes to GBF!**



Pick one of these add ons:

- Ultimate Beverage package open bar (valued at \$650.00 per person)
- Pre-Paid Service Charges (valued at \$94.50 per person)
- 4 Specialty restaurants (valued at \$135.00 per person)

Non-Refundable down payment of \$50 due at booking.  
Final payment due 10/16/2017  
Prices do not include airfare.

## COZUMEL, MEXICO

The island of Cozumel off the tip of the Yucatan Peninsula continues to be known for its fantastic fishing, snorkeling and diving opportunities. And despite the growth of tourism in recent years, the island and its only town, San Miguel, retain much of their original warmth and charm.



## ROATAN, HONDURAS

Beautiful and unspoiled, Roatan is a peaceful, eco-tourist's dream, just 30 miles off the coast of Honduras. Teeming with marine life and home to some of the best pillar coral in the Caribbean, the pristine Belizean Reef is a diver's paradise. The beauty of Tabyana Beach is a sight to see.



## HARVEST CAYE, BELIZE

Belize is ideal for eco-tourism. With diverse ecology consisting of jungles, rainforests, swamps, coral reefs and so on, you will find solace and adventure in Harvest Caye's stunning landscape.



## COSTA MAYA, MEXICO

This coastal paradise in the Yucatan features stunning beaches with soft sand and blue skies. Travel to see ancient Mayan ruins in this region rich with archaeological sites.

# Extend your stay!

## New Orleans, LA

Experience New Orleans!  
Come early or stay after the  
cruise! Explore Bourbon Street!



The Gilbert Brown Foundation  
PO Box 228, Ettrick, WI 54627  
[www.gilbertbrownfoundation.org](http://www.gilbertbrownfoundation.org)

Phone: (608) 525-2326  
Fax: (608) 525-2328  
[lori@seversonandassociates.com](mailto:lori@seversonandassociates.com)



# WACO & GBF CRUISE!

**Sunday, January 14 – Sunday, January 21, 2018**

- Embarking in New Orleans, Louisiana
- Cozumel, Mexico
- Roatan Bay Islands, Honduras
- Harvest Caye, Belize
- Costa Maya, Mexico
- Disembarking at New Orleans, Louisiana

**1. # of Passengers:** \_\_\_\_\_ guests

**2. Select room type:**

- Inside cabin total including tax (\$797.14)
- Ocean view porthole (\$927.14)
- Ocean picture window (\$977.14)
- Value Balcony (\$1327.14)
- Mid Ship Balcony (\$1407.14)

**3. Pick one of these add ons:**

- Ultimate Beverage package open bar (valued at \$650.00 per person)
- Pre-Paid Service Charges (valued at \$94.50 per person)
- 4 Specialty restaurants (valued at \$135.00 per person)

**4. Passenger Info**

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Gender: \_\_\_\_\_ Date of Birth: \_\_\_\_\_

Country of Citizenship: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address Line 1: \_\_\_\_\_

Address Line 2: \_\_\_\_\_

City: \_\_\_\_\_ Country of Residence: \_\_\_\_\_

State/Province: \_\_\_\_\_ Zip Code: \_\_\_\_\_

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

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Address Line 2: \_\_\_\_\_  
City: \_\_\_\_\_ Country of Residence: \_\_\_\_\_  
State/Province: \_\_\_\_\_ Zip Code: \_\_\_\_\_

### 5. Payment

Credit Card:  Visa  MasterCard  
Credit Card Number: \_\_\_\_\_ Exp: \_\_\_\_ / \_\_\_\_  
Name on Card: \_\_\_\_\_ CVV: \_\_\_\_  
Zip Code: \_\_\_\_\_ Amount to be charged today: \$ \_\_\_\_\_  
Check #: \_\_\_\_\_

\*\* Non-Refundable down payment of \$50 due at booking. Final payment due 10/16/2017. Prices do not include airfare.

**Please send registration information to The Gilbert Brown Foundation Office at PO Box 228, Ettrick, WI 54627, fax to (608) 525-2328, or email [lori@seversonandassociates.com](mailto:lori@seversonandassociates.com). Questions? Contact the Foundation at 608-525-2326.**