

54th Annual

WACO CONVENTION

March 15th - 19th, 2017



BACK TO THE BASICS

It's all about the **BASE!**

Holiday Inn Hotel & Convention Center
1001 Amber Avenue
Stevens Point, WI 54481
715-344-0200



**THANK YOU FOR
ATTENDING THE
2017 WACO
CONVENTION!**

Things to remember

- Check-in begins Tuesday
- Pick up your Directories
- Earn tickets for chance to win a Golf Cart from Jim's Golf Cars
- Seminars run Wed - Friday
- Trade Show: Friday 1p - 7p & Saturday 9:30a - 4:30p
- Live Auction on Friday
- Annual Meeting Saturday 8a - 9:30a
- Sunday Round Tables 9a - 11a

HOW MAY WE HELP YOU?

WACO Staff

Don't hesitate to call a staff member's cell phone if you have a question.

WACO Executive Director

Lori Severson 608-792-5915

Vendor Set-up and Direction

Rick Severson 608-498-3760

Becky Johnson 608-484-2588

Speaker Connection

Carrie Geary 651-356-5404

Registration

Linda Halverson

Karen Radomski

Kids Kamp Coordinators

Danielle Halverson 608-386-0752

Becky Black 608-317-9237

General Convention Questions

Lisa Black 608-317-9238

Carla Brown 608-790-1756

Don Merlin

General Questions 608-525-2327



LORI SEVERSON
Executive Director



RICK SEVERSON



RUTH JASZEWSKI



LISA BLACK



CARRIE GEARY



BECKY JOHNSON



KAREN RADOMSKI



LINDA HALVERSON



CARLA BROWN



DANIELLE HALVERSON



BECKY BLACK

COMING SOON!

DON MERLIN

Please let us know how we can make this a wonderful experience for you. If you have ideas or suggestions let us know and we will do our best to make it work!

Auction Goodies: Please bring your auction items to registration! We appreciate your support for your WACO convention!

WACO BOARD OF DIRECTORS

WELCOME TO CONVENTION



Scott Kollock – President

Vista Royale Campground
skollock@uniontel.net
715-335-6860



Judy Buchta – Past President

Duck Creek Campground
duckcrg@frontier.com
608-429-2425



Joyce Stenklyft

Stoney Creek RV Resort
joyce@stoneycreekrvresort.com
(715) 597-2102



Bert Davis – ARVC Representative

Badgerland Campground
bert@badgerlandcampground.com
1-608-695-9775



Jim Button

Evergreen Campsites and Resort
evergreencampsites@gmail.com
920-622-3498



Julie Michaels

Scenic Ridge Campground
scenicridgecamp@gmail.com
608-883-2920



Adam Malsack

Lake Arrowhead Campground
adam@lakearrowheadcampground.com
920-295-3000



Pat Rehwinkel

Merry Mac's Campground
camp@merrymacscampground.com
608-493-2367



Leland Nelson

Keyes Lake Campground
klcamp@borderlandnet.net
715-528-4907



Robert Weiss

Wilderness Campgrounds
info@wildernesscampground.com
608-297-2002



Becky Gussel

Sherwood Forest Campground
becky@sherwoodforestcamping.com
608-254-7080



Randy Sondalle

Pineland Camping Park
connie@pinelandcamping.com
608-564-7878



Bud Styer

Smokey Hollow Campground
mrbud@budstyerassociates.com
608-592-2128



Mike Dricken

Lake Lenwood Beach and Campground
mmdricken@gmail.com
262-334-1335



Lori Severson – Executive Director

P.O. Box 228, Ettrick, WI 54630
lori@seversonandassociates.com
Phone: 800-843-1821
Fax: 608-525-2327



Mark Hazelbaker - Attorney

3555 University Avenue, Madison, WI
53705
mhazel@tds.net
Phone: 608-663-9770
Fax: 608-204-9631

Our goal is to make this conference easy for you to attend and enjoy. Please don't hesitate to tell a staff member immediately if you need assistance.

Our members mean the world to us and we are happy to help in any way we can.

If you have an experience that is not world class please let a member of the WACO Board or your executive director know immediately. Your experience here is important to us.

If you are new to the convention – just look for a STAFF member or a Board Member. There are no silly questions – we are happy to help!

MONEY MADE SIMPLE

- Charge Card set up at WACO Registration on Tuesday Night. Your charge card will be included with your badge. Please be sure you receive a receipt with all of your purchases. Simply show your card with your auction number on it and sign for the charge.
- Your auction number can be used to bid on silent auction items, live auction items, buy raffle tickets, etc.
- PAC items are the only exception (they must be paid by personal check or cash).
- You may check your balance at any time during the convention.
- You can pay your balance by check, credit card, cash, WACO bucks or a combination!
- Plan to have your account balance settled no later than 9:00am on Sunday.
- Not from Wisconsin? No problem! We take all "out of state" currency!

Scooter Rentals

The Scooter Store
3071 Progress Way, Green Bay
1.800.391.7237

Want the Whole Family Educated?

Pets are allowed at the
Holiday Inn Express for
just \$25 per night!



SILENT AUCTION RULES

- To place a silent auction bid, write your bidding number in the starting bid space or on the line following the highest current bid.
- Indicate your bid in the appropriate space on your bidding row.
- In order to be valid, all new bids must be higher than the previous bid by at least the minimum raise indicated at the top of the bid sheet. \$5.00 is the usual amount but please check each auction item.
- A bid is construed as an agreement to purchase the listed item(s) at the amount indicated.
- All bidders must be 18 years of age or above.
- All winning bids must be settled before 9:00am on Sunday by cash, check or credit card.
- In order to protect the integrity of all bidders, please do not scratch out bids. Simply contact one of our volunteers for assistance if you wish to withdraw your bid.
- Bids may only be voided by an auction volunteer or staff member.
- The auction will close at the announced time at which time the highest bid on each bid sheet will be declared the winner. If multiple people are still interested in bidding at the end – a final bid off will be allowed where each participant puts in a final sealed bid on a piece of paper. The highest final bid will be awarded the item.
- Don't leave the convention without written documentation of what you have purchased and won.

THINGS TO KNOW

ALL ABOUT CONVENTION

Basket Social

The donated basket that brings in the most money will earn 20 additional tickets to win the Golf Cart donated by Jim's Golf Carts, Inc.!

Valet Directory Pickup

Pick up your Wisconsin Association of Campground Owners directories from the trailer! Simply ask any trade show associate for help loading them to your vehicle. It can be done any time throughout the tradeshow. (Note: only throughout daytime hours please.) Distribute them to your community while getting our directories in the hands of your guests. **Earn 10 Golf Cart tickets by picking up your directories!**

Can't Attend a Seminar?

All seminars and information (if provided by the speaker) are available for our members. If you were unable to attend a session, please feel free to pick up the materials near the WACO desk. This information is available on a first come, first serve basis and if seminar information is provided prior to convention. Information from seminars will also be available on the WACO Website in the "Members" tab the Tuesday after convention week.

Tuesday Evening Check-in & Registration

Tuesday evening early registration will be open for the WACO Convention from 5:00pm - 8:00pm. Our registration area is open 7:00am on Wednesday, Thursday, Friday, and Saturday for your convenience. Registration is set up at the Holiday Inn Convention Center, directly outside of the Trade Show area. The hotel has the schedule of convention activities at the front desk if you have a question. The auction items and baskets should be taken to the Auction Center Table in the Banquet Room or to the registration table where they will be logged in.

Vendor Set up Schedule

Thursday, 2:00pm - 7:00pm & Friday, 7:00am - 10:30am. Vendors who cannot meet this requirement should contact Rick at 608.498.3760.

Tradeshow Deal!

Earn an additional \$500 Friday & Saturday



Visit the WACO
Website! Scan me!

PARTICIPATE TO WIN MORE

CHANCES TO WIN A GOLF CART FROM JIM'S GOLF CARS

Earn your tickets...

- Earn 20 tickets for every auction item you bring.
- Earn 20 tickets for bringing a basket for use on the auctions.
- Earn 10 tickets for being a sponsor....one ticket for every \$100 sponsorship.
- Earn 10 tickets for donating to Kids Kamp.
- Earn 2 tickets for every vendor in the hall or hotel area you talk to.
- Earn 5 tickets for each bottle of liquor brought for the auction...any kind will do!
- Earn 1 ticket for each educational course you attend.
- Earn 1 ticket for each course evaluation turned in.
- Earn 1 ticket for any PAC fund donation you make.
- Earn 10 tickets for every \$100 you spend at the auction or on raffles.
- Earn 5 tickets for every vendor you purchase from. Bring your slips to registration.
- Earn 10 tickets by picking up your directories.
- Earn 2 tickets for attending the round tables on Sunday
- Earn 2 tickets for turning in Convention critique on Sunday.
- Earn 20 tickets for becoming a GBF 93 member
- Earn 10 tickets for signing up to attend the Campground Code Training
- Earn 10 tickets for holding a fundraiser for GBF this summer.
- Earn 10 tickets for selling raffle tickets for GBF this summer.



Participants are responsible for collecting their tickets. Sunday morning simply rip your tickets in half. You keep one half and the other half goes in the bucket for the drawing. Good luck!

Must be present on Sunday at 11:00am to win!

TECHNOLOGY TIME

DON'T WANT A PAPER PROGRAM? NO WORRIES!

COMING SOON!

Wednesday Thursday Friday Saturday Sunday Kids Kamp

QR Codes

- Some times having everything on your phone or tablet can be convenient. We understand that. You are now able to download each convention day's schedule onto your mobile device to ensure you are in the loop for that days activities..
- Using a QR Code Reader App, scan the codes above and watch as each day appears!

HAVE YOU JOINED OUR TEXT CLUB YET?

Receive updates and urgent messages
concerning WACO on your phone!

Simple Text "WACO" to 25827




Information from seminars (if available from presenter in digital form) will be available on the WACO Website in the "Members" tab the Tuesday after convention week.

SCHEDULE

Wednesday , March 15

Please note that there will be two different daylong classes available. *Must preregister**

- 8:30am – 4:00pm ServSafe – Katie Dempsey – Harvest Room
- 8:30am – 4:00pm CPO Pool School – Cyndi Roberston – Stonefield Room

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
9:00am – 12:00pm	ServSafe Katie Dempsey (8:30am–4:00pm)	Activities & Ideas Hannah Piper & Jim Button	CPO – Pool School Cyndi Robertson <i>Carrico Aquatics</i> (8:30am-4:00pm)	Technology for Campgrounds Pete Hagen	Outdoor Weather Safety Jeff Last (10:00am-11:00am)
12:00pm - 1:30pm	Lunch on your own today! Nearby options: Amber Grill, Mexican Buffet, Arby's, & McDonalds				
2:00pm - 3:00pm	ServSafe Katie Dempsey (8:30am–4:00pm)	Making Your Smart Phone Smarter! Jessica Malsack & Emily Truell	CPO – Pool School Cyndi Robertson <i>Carrico Aquatics</i> (8:30am-4:00pm)	Training Your Seasonals to be Social Carrie Geary	Craft Ideas Workshop Diane Stanek <i>*Bring your examples!</i>
3:15pm - 4:15pm		The Good Wife Giggles & Stress Relievers only...50 shades of Purple Lori Severson		Social Media Ann Illig	
4:00pm	Cash Bar Opens				
5:00pm	Bus Trip to Bull Heads \$25 Per Person				
	<ul style="list-style-type: none"> • True or False - Campground Owner Trivia with Bud Styer <ul style="list-style-type: none"> • Best Ideas with Adam Malsack • Special Guest: Nick Fosberg 				
	 <p>Nick Fosberg is the author of the new #1 selling book <i>Bar & Restaurant Success: How To Attract New Customers, Turn Them Into Raving Fans, & Become Unbeatable In Any Market</i>. He owns 2 bars in the Chicagoland area. He's the president of Bar Restaurant Success and he's responsible for some of the highest grossing promotions in the industry with zero marketing dollars being used.</p>				
	<i>Bus will be back by 8:00 pm latest – More information on the next page!</i>				
8:00pm	Meet in the Little Bar for some socializing and “Get-to-know-you” activities! Prizes!				

BUS TRIP TO BULLHEADS

Wednesday , March 15 5:00pm – 8:00pm

\$25/ Person Please Pre-register!

Your \$25 Ticket includes:

- Dinner at Bullheads, transportation on the bus, and a personal drinking glass
- Materials geared for running a successful bar, grill or snack bar!
- Dinner: Chicken, coleslaw, mashed potatoes, dinner roll & coffee.

*Sign up early!
Limited to two
buses only!*

Schedule:

5:00pm (sharp) Depart Holiday Inn

5:30pm Introduction of Nick Fosberg

- Author of “Bar & Restaurant Success: How To Attract New Customers, Turn Them Into Raving Fans, & Become Unbeatable In Any Market”

5:45pm – 6:00pm True or False –Campground Owner Trivia with Bud Styer

6:00pm Chicken Dinner

6:30pm- 7:00pm Best Ideas with Adam Malsack

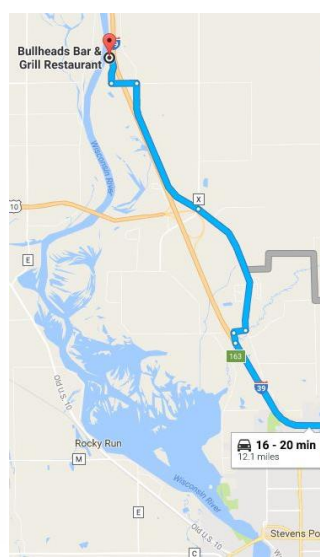
- Everyone who brings a list of 20 best ideas will be awarded
- 20 Golf Cart tickets! All ideas will be combined on the WACO website.
- Group will vote on the best idea presented – best idea wins 50 Golf Cart tickets.

BULLHEADS

3368 Campsite Drive, Stevens Point, WI 54482

715-344-5990

River's Edge Campground has a bar adjacent to the campground... **Bullheads Bar & Grill** will be our host for this event & will provide the meal that is included in your ticket. Jerry's 30+ years experience with bars will make this educational.



Holiday Inn Stevens Point - Convention Ctr

1001 Amber Ave, Stevens Point, WI 54482

↑ Head south on Amber Ave toward Woodland St

48 s (0.2 mi)

> Take I-39 N/US-51 N to Casimir Rd in Hull. Take exit 163 from I-39 N/US-51 N

7 min (6.2 mi)

> Take N 2nd Dr and N Sunset Dr to Campsite Dr N in Dewey

9 min (5.7 mi)

Bullheads Bar & Grill Restaurant

3368 Campsite Dr, Stevens Point, WI 54482

SCHEDULE

Thursday, March 16

Please note that there will be two different daylong classes available. *Must preregister**

- 8:30am – 4:00pm CPO Pool School – Cyndi Roberston - Stonefield Room

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:00am - 9:30am	How to Double Your Loyal Customers & Make More Money Nick Fosberg	Customer Service Larry Brownfield KOA	CPO – Pool School Cyndi Robertson <i>Carrico Aquatics</i> (8:30am-4:00pm)	Panel: Lessons Learned Alice Ward, Leland Nelson, & Jim Button	Low and No cost Marketing Promotions Jeff Slutsky
9:45am - 10:45am	Making the Most out of Organizational Systems Nick Forsberg	Successful Bar Promotions Pete Madland <i>Tavern League</i>		Banker + Accountant = Sale Bud Styer	Low and No cost Marketing Promotions Jeff Slutsky
11:00am - 12:00pm	Panel: Social Media Jill Brenner, Amie Winters, & Ann Illig	Panel: Best Bar Ideas, Biggest Bar Blunders Pete Madland, Lori Severson, Kim Krayecki, & John Jaszewski		Navigating State Regulations & Issues Nancy Mistele, Joe Knilans, & Jason Culotta	Campground Frequently Asked Questions and Answers Mary Ellen Bruesch MS, RS, RHSP & Jim Kaplanek
12:00pm - 1:45pm	Lunch served in the Banquet Room Jeff Slutsky - Street Fighter Marketing: Out-thinking, Not Out-Spending the Competition Singing of the National Anthem Faith Klick - Color Guard Presentation Lunch with WACO Members				
2:00pm - 3:00pm	Mock Sales Tax Audits: Part 1 Janet Abrams, Holly Hoffman, & Dave Steines	Cash Management and Q & A Larry Brownfield KOA	CPO – Pool School Cyndi Robertson <i>Carrico Aquatics</i> (8:30am-4:00pm)	Meeting the Requirements as an Employer: The Paperwork You Must Have If You Have Employees & Why Mark Hazelbaker	Bed Bugs Samantha Fiscus
3:15pm - 4:15pm	Mock Sales Tax Audits: Part 2 Janet Abrams, Holly Hoffman, & Dave Steines	Panel: Activities Renee Kollock, Tia Anderson, Tiffany Pargman & Hannah Piper		Standing Up For Yourself: Handling Employees, Guests and Public Officers Mark Hazelbaker	

SCHEDULE



Thursday, March 16

4:15pm	Cash Bar Opens <i>Bigger Better Menu!</i>
5:00pm	Serving Line Starts - Banquet Room <i>*Sponsored by Reinhart Foods & Brakebush - Campground Cookout!</i> Included with your registration. Served to you by the WACO Board of Directors Beer Tasting & Root beer, Chicken –Brats-Hamburgers -Hotdogs- Baked Beans- Salads-Chips-Pickles
5:30pm - 6:30pm	Legislative / Awards! Lori Severson & Mark Hazelbaker Jeff Weigand - Assistant Deputy Secretary of the Department of Safety and Professional Services. Jeff Weigand was appointed Assistant Deputy Secretary of the Department of Safety and Professional Services in January 2016. Jeff has worked at DSPS in numerous capacities since 2012. Prior to joining DSPS, he worked for three years at the State Capitol as a Legislative Aide to Senator Glenn Grothman and Senator Joe Leibham. Jason Culotta - WMC Adam Malsack - WACO Bud Styer - WACO Jim Kaplanek - Education award for all the new code training
6:30pm - 7:00pm	Paul Bambei - ARVC News & Benefits
7:00pm - 8:30pm	PAC Auction with the Weiss Family - Jason Culotta Introduction DOLLAR AUCTION! All the money goes to the PAC Fund for WACO Buy as many paddles as you like – bid for each item for only a dollar! <ul style="list-style-type: none">· Packer Merchandise· Wellness Weekend Package· Liquor Basket· Two Packer Tickets· Wine Package· Purse Package

INDOOR PACKER TICKETS!

SCHEDULE

Friday, March 17

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:00am - 9:30am	Organizing Your Activities Tia Anderson	DNR Round Table	Panel: Man Cave Wade Elliott (Utility Supply Group) Facilitator, Jim Button, Scott Kollock, Adam Malsack, Bert Davis	Personality Styles Lori Severson	Leadership Larry Brownfield KOA
9:45am - 10:45am	Organizing Your Business: Straighten-up Organizing Nancy Rothwell	Handling Accidents and Injuries Mark Hazelbaker	Current Electrical Code Update Wade Elliott	Panel: Putting on Special Events Wade Asher Lori Severson <i>Country Fest & Rock Fest</i>	Booking.com Why Booking.com is your option!
11:00am - 12:00pm	Preparing to Sell: Developing your 3 year plan, Preparing your margins, books & money! John Jaszewski	National Federation of Independent Business Bill Smith	Add Ons & Upsells Bud Styer		Organizing Your Important Financial Information <i>**Leave with an organizer!</i> Becky Nommensen
12:00pm - 1:45pm	Lunch served in the Banquet Room Mad Dog & Merrill Branding Grilling Seminar  				
1:00pm - 7:00pm	Trade Show Open				

Beer Sponsors:
Coverra Insurance
Jim's Golf Cars



TRADE SHOW

1:00PM - 7:00PM

Keep your registration costs low by shopping with these vendors!

Appearance by the

Wisconsin Badgers Marching Band

to kick off the Trade Show at 1pm!



Packed with New Booths!



Win a total of \$3000
\$500 per day
Just by visiting our Hallway Booths!

Win \$1000 A DAY

IF you have purchased from that booth you will be in the drawing for \$1000.00 EACH DAY to purchase items at the trade show.

Wine, Cheese & Beer

starts at 5:00pm

Located at stations in the EXPO AREA!

Shop & enjoy your favorite beverage.
Check for station locations!

The Hotel Registration area will have a great station set up for your easy access!
A great way to see those fantastic booths in the Front Hall.

Sponsored by



Convention Center

Friday Night Dinner Buffet



Dinner Buffet at 7pm: \$1000.00 Vendor Drawing
\$500 Campground purchaser drawing! Get \$500 to spend at the trade show on Saturday just for shopping Friday!

Special thank you to all our suppliers! Without them we could not have a show of this magnitude! Remember to support those who support us! Thank them in the best possible way.....buy your goods and services from them!



Dinner presentation:

Gilbert Brown – Bud Styer

Gilbert Brown Foundation

Partnering with schools: Getting the Anti-bullying to schools. Fundraising \$1 at time – How to do it!

Where we've come.....Where we need to go

How WACO can help!

Live Auction items..... Just a preview!

- Packer Tickets Autographed items!
- Outdoor KY Rocking Chair



WACO SHARK TANK

Kids Kamp will present their ideas to the Shark Panel!

Bud Styer

Wade Elliott



SCHEDULE

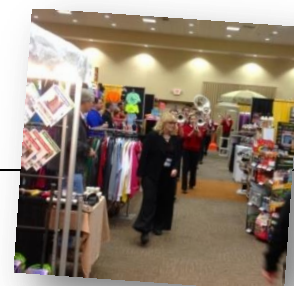
Saturday, March 18

8:00am -
9:30am

ANNUAL MEETING

Scott Kollock– Call to order
Secretary’s Report - Approvals
Treasurer’s Approvals
Nominations from the floor
Nominations
Elections
PAC Report
ARVC update
Any other new business
Adjourn

Celebration & WACO Updates
Board Member Recognition



9:30am –
4:30pm

Saturday Trade Show

9:30am – 4:30pm

Greatest Show on Earth!

Just visiting with vendors gives you an opportunity to win fabulous prizes!
Remember placing orders at this show keeps your convention costs down!
Please support our suppliers who support you! Please thank your sponsors!

11:00pm -
1:30pm

Grab-and-Go Lunch served in the Banquet Room

3:00PM DRAWING

\$1000 VENDOR PLUS \$500 Hallway Booth Drawing!

\$1500 given away to buy at the show!

MUST Be present by any booth to win! Purchase must be made at this show!

SCHEDULE

Saturday, March 18

WACO AUCTION 5:00pm – 7:00pm

Items include:

- Verlo Mattress
- Large Fiberglass Bear
- Futon
- Mini 1 Drawer End Table with Shelf
- 3 Drawer chest
- Kentucky Log Bed
- Signature Square Indoor Dining Table 36x36 with Low Ladderback Dining Chair
- 2018 Good Sam Advertising (Print and Online)
- MORE COMING SOON!



JEFF MICHAELS HYPNOSIS 8:00pm



Meet Jeff Michaels. He is quickly becoming one of the most popular and amazingly talented hypnotists in the country. Jeff will have you, along with the rest of his audience, mesmerized by his abilities to sway human behavior through subconscious suggestions. Jeff's shows are fast paced and full of spectacular demonstrations of his hypnotizing power. Jeff selects volunteers from his audience to come on stage and become a willing participant during the show. The Hypnotized volunteers are taken through an amazing journey of imagination while they become the true stars of the Jeff Michael's hypnosis show. Jeff's shows are filled with a creativity that is appropriate for all types of audiences and done in a family friendly, good taste style you will enjoy. His shows are really intriguing and entertaining, and guaranteed to keep you laughing and completely amazed. Jeff is a certified hypnotist and has been trained in Las Vegas by some of the most well known hypnotists in the country.

www.jeffmichaelshypnosis.com

SUNDAY ROUND TABLES

9:00AM - 11:00AM

Stay seated your table – speakers come to you!

Join a table and speakers will come to you with their topics! Smaller groups at each table so you will have time to ask any questions you like! The speakers come to you so you will hear every topic!

- Ask me anything if it's Legal! Mark Hazelbaker
- Accounting Q & A Christine Metcalf
- Stump Bud Bud Styer

GOLF CART DRAWING



KIDS KAMP GRADUATION

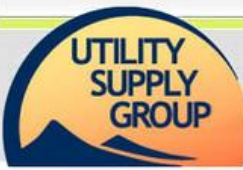


**Pick up hand outs that are still available - Drop off your badges
Say our good lucks & farewells**

End of Conference Drawings

THANK YOU TO OUR SPONSORS!

PRESENTING SPONSORS



FAST Corporation

GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS

