

55<sup>th</sup> ANNUAL  
**WACO CONVENTION**

MARCH 14<sup>th</sup> – 18<sup>th</sup>, 2018



*55 Years: We are at the  
speed limit, but not  
slowing down!*

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



# WACO BOARD OF DIRECTORS



**Scott Kollock – President**

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



**Joyce Stenklyft**

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**Bert Davis – ARVC Representative**

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**Jim Button**

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**Julie Michaels**

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**Pat Rehwinkel**

Merry Mac's Campground  
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**Robert Weiss**

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info@wildernesscampground.com  
608-297-2002

PAC Representative



**Becky Gussel**

Sherwood Forest Campground  
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608-254-7080



**Bud Styer**

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



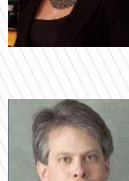
**Mike Dricken**

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



**Lori Severson – Executive Director**

P.O. Box 228, Ettrick, WI 54627  
lori@seversonandassociates.com  
Phone: 608-525-2327  
Fax: 608-525-2328



**Mark Hazelbaker - Attorney**

mhazel@tds.net  
559 D'Onofrio Drive suite 222,  
Madison WI 53719,  
Phone: 608 220 7271  
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!**

# HOW MAY WE HELP YOU?

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

## **WACO Staff**

### **WACO Executive Director**

Lori Severson 608-792-5915



Lori Severson  
Executive Director



Rick Severson

### **WACO Staff**

Carla Brown 608-790-1756

Lisa Black 608-317-9238

Carrie Geary 651-356-5404

Jessica Tufts



Lisa Black



Carrie Geary

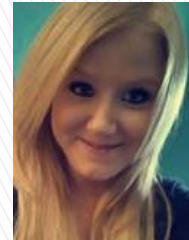
### **Registration**

Linda Halverson

Karen Radomski 608-317-5536



Karen Radomski



Becky Black

### **Kids Kamp Coordinator**

Becky Black 608-317-9237

### **Vendor Set-up And Direction**

Rick Severson 608-498-3760

Becky Johnson 608-525-0011



Carla Brown



Becky Johnson

### **General Convention Questions**

608-525-2327



Linda Halverson



Jessica Tufts

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!

**Need Lori? Text 608-792-5915**



# **NEW THIS YEAR**

## **TEENS & TWEENS – Redemption Program!**

### **Earn Big By Participating In Classes, Trade Show And Convention!**

- Check in with Lisa and register for a chance to be one of Bud Styer's WACO Wonders for Friday Night Price is Right Game!
- Any Tween that wants to be a part of the Friday Night entertainment, The Price Is Right, with Bud Styer, bring appropriate attire to be on stage!
- You will get extra coupons for the redemption program.

## **Text An Expert! Make A Private Appointment!**

### **Make A Private Consultation With:**

Carrie Geary

- Update your Campground Listing on the MAJOR WEBSITES right at convention!
- Bring a flash drive & 4 or 5 pictures and we will do it right at convention for you!
- Listings and pictures on sites like TravelWisconsin.com, WisconsinCampgrounds.com, GoCampingAmerica.com, and WisconsinCampingRentals.com
- NO charge NO hassle!
- Set-up your appointment by texting Carrie at 651-356-5404!

Mark Hazelbaker

- Review any confidential materials about your park
- Ask about employment issues, agreement concerns or general legal questions.
- Contact by texting Mark at 608-220-7271

John Jaszewski

- Bring your P&L to convention.
- John's team will show you exactly what your park is worth now and will show you quick and easy ways to increase the value of your park.
- Knowledge is Power.
- Confidential consultation whether you are thinking of selling or need more leverage for refinancing or expanding the park.
- John can show you exactly what the Banker and Appraiser will be looking for.
- Schedule an appointment at convention by texting 507-450-5626

**Need Lori Text 608-792-5915**

# THINGS TO KNOW

## Money Made Simple

- Set up your Charge Card 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!

## 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!

## 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.
- 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.**
- **Bids may only be voided by an auction volunteer or staff member.**



**Visit the WACO Website!  
Scan me!**

# THINGS TO KNOW

## **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.

## **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.!

## **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!**

Win a total of \$2000! 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. Purchase must be made at this show! Earn extra Golf Cart tickets by visiting Hallway or Hotel Booths!

## **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.



### **Want the Whole Family Educated?**

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



# PARTICIPATE TO EARN MORE

## **How To Earn Tickets to Win a Golf Cart!**

- 25 tickets for calling any prospect and inviting them!
- 25 tickets for every auction item you bring.
- 25 tickets for every trade member you sign up!
- 1 ticket for every GBF calendar you take to sell.
- 25 tickets by bringing a basket.
- 20 tickets for purchasing raffles from Linda.
- 20 tickets for being a sponsor.
- 10 tickets for donating to Kids Kamp.
- 20 tickets by picking up your directories.
- 10 tickets for talking to vendors in the hall or hotel
- 20 tickets for each bottle of liquor you donate
- 20 tickets for bringing a bottle of wine !
- 1 ticket for each educational course you attend.
- 1 ticket for each course evaluation turned in.
- 1 ticket for any PAC fund donation you make.
- 10 tickets for every \$100 you spend at the auction
- 10 tickets for each raffle item you purchase.
- 10 tickets for attending the round tables on Sunday
- 5 tickets for turning in Convention critique on Sunday.
- 20 tickets for becoming a GBF 93 member
- 20 tickets for holding a fundraiser for GBF this summer.
- 20 tickets for selling raffle tickets for GBF this summer.
- 5 Tickets for participating in Little Bar Basket Raffle
- 5 Tickets for attending the Bus Ride!
- 20 tickets for bringing an idea for Wed.
- 5 Tickets for completing the WACO survey!
- 5 Tickets for participating in the PAC auction!
- 5 Tickets if you registered in advance!
- 5 Tickets for introducing a new member!
- 5 tickets for every vendor you purchase from.

**Bring your slips to registration.**

**Sponsored by:**



**Don't miss the networking fun!**

New? Check out the people begging to sit with you!

Nightly fun!  
Basket auctions end nightly!

Be our eyes and ears – help us make this better!  
Don't like something tell Lori or a Board member!  
Like something PLEASE tell us☺ This is your convention!

**New Benefit!**

**Mark Hazelbaker**  
Private Legal Consultations  
*Talk about your personal legal issues!*

*Offered in the Board Room*  
Sign up at Registration  
Ask about Agreements Review  
Mobile homes Licenses , park regulations

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

## 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!

**Wednesday**



**Thursday**



**Friday**



**Saturday**



**Sunday**



**Kids Kamp**



## HAVE YOU JOINED OUR TEXT CLUB YET?

Receive updates and urgent messages concerning WACO on your phone!

**Simple Text "WACO" to 25827**



#CampWithWACO

## Feelin' Social? Tag Us!



/wicampgrounds



@wicampgrounds



@wicampgrounds



/wicampgrounds



WACO – Wisconsin Association of Campground Owners

wiconsincampgrounds.com

wiconsincampingrentals.com

### New Benefit!

**Mark Hazelbaker**

Private Legal Consultations – *Board Room*

Sign up at Registration

Agreements, Review, Mobile homes Licenses, park regulations

Text 608-220-7271 for an appointment!



# SCHEDULE

WEDNESDAY, MARCH 14<sup>TH</sup>

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

- 8:30am – 4:00pm ServSafe – Harvest Room
- 8:30am – 4:00pm CPO Pool School – Cyndi Robertson – Stonefield Room
- 8:30 am -4:00 pm NFPA 1194 – Barb Youmans – Banquet Room

\*Pre-register Free without certification, \$300 with certification

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:30 am – 9:30 am	<b>ServSafe</b> <i>(8:30am–4:15pm)</i> <b>**NEW Programing</b> Kama Teske  <i>Participants should bring their own devices with internet access capability.</i>	<b>Adult Crafts</b> Julie Michaels <i>Hands on activity</i>	<b>CPO – Pool School</b> Cyndi Robertson <i>(8:30am-4:15pm)</i>  <i>**Please note that lunch will be from 12:00pm – 12:30pm if you registered for this course.</i>	<b>NFPA 1194</b> <i>(8:30am–4:15pm)</i> Barb Youmans  <i>Learn the standard for Recreational Vehicle Parks &amp; Campgrounds</i>  <i>Ask about insurance benefits of going through this course</i>	<b>Paid Facebook Ads or Organic Growth - How to Get A Return on Your Social Media</b> Renee Sommer
9:45 am – 10:45am					<b>Work-Life Balance - How to Rock Your Business AND Still Have a Life</b> Renee Sommer
11:00am – 12:00pm					<b>Outdoor Weather Safety for Campgrounds</b> Tim Kleckbushch
12:00pm - 1:30pm	<b>Lunch &amp; Learn - Banquet Room Charity Begins At Home</b> Learn how to raise money, raise awareness, gain community & seasonal support. We will discuss various ways to maximize your charity event to help grow your business & your charitable donations. Understand how raffles work and what you need to comply. Understand how to use the press for maximum exposure & how to make it FUN! Comments from campgrounds who have done this program successfully. Leave with a step by step outline. Lunch Sponsored by: Gilbert Brown – Pizza Donated by: Brew Pub Lotzza Motzza Pizza –Firehouse Pizza Presentation by Lori Severson				
2:00pm - 3:00pm	<b>ServSafe</b> <i>(8:30am–4:15pm)</i> Kama Teske	<b>Software Cracker Barrel</b> Resnexus	<b>CPO – Pool School</b> Cyndi Robertson <i>(8:30am-4:15pm)</i>  <i>**Please note that lunch will be from 12:00pm – 12:30pm if you registered for this course.</i>	<b>NFPA 1194</b> <i>(8:30am–4:15pm)</i> Barb Youmans	<b>A Deal for YOU: Drugs &amp; Campgrounds</b> Mike Lucas
3:15pm - 4:15pm		<b>Activity Scheduling &amp; Staffing</b> Tia Anderson & Marley Behnke			<b>Security &amp; Safety</b> Mike Lucas
4:00pm	<b>Cash Bar Opens - Fill your mug for the trip</b>				
5:00pm	<b>Bus Trip to Bull Heads \$25 Per Person</b> <b>Bus Bull – contest for the Best Bus Idea!</b> <i>Bus will be back by 8:00pm latest – More information on the next page!</i>				
8:00pm	<b>Meet in the Little Bar for some socializing and “Get-to-know-you” New Owners</b> <b>WELCOME &amp; Cracker Barrel! Networking Bingo</b> <b>Meet and Greet – Match up new owners with experienced owners!</b>				

**For information on seminars and speakers, please look in the back.**

# BUS TRIP TO BULLHEADS

WEDNESDAY, MARCH 14<sup>TH</sup> 5:00PM – 8:00PM

**\$25/ Person Please Pre-register!**

**Earn 20 Golf Cart tickets  
by attending this event!**

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

**Socialize and idea exchange with your favorite WACO family!**

**Raffles**

**Your \$25 Ticket includes:**

- Dinner at Bullheads, transportation on the bus, and a personal drinking glass  
Dinner: Chicken, coleslaw, mashed potatoes, dinner roll & coffee.

**Schedule:**

5:00pm (*sharp*) Depart Holiday Inn  
5:45pm – 6:00pm Introductions and Mentoring assignments  
6:00pm Chicken Dinner  
6:30pm– 7:00pm

**WACO  
Fundraiser &  
Educational  
Event!**

- Best Ideas with Adam Malsack
- Best Bus Idea presentation
- WACO – DID YOU KNOW Bud Styer – game to win Golf cart tickets
- Benefits – Trivia for Golf Cart Tickets

**Live Auction**

- ▶ 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 15<sup>TH</sup>

**Mark Hazelbaker**

Private Legal Consultations  
Board Room  
Sign up at Registration  
Agreements Review Mobile homes  
Licenses , park regulations

Please note that there will be one daylong class available. *Must preregister\**

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

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:00am - 9:30am	<b>Social Media Panel</b> Tia Anderson, Ann Illig,  <i>Get ready with your questions!</i>	<b>Trends and Consumer Insights</b> Larry Brownfield	<b>CPO – Pool School</b> Cyndi Robertson (8:00am-4:00pm)	<b>Time Management Multi-tasking</b> Kristen Valk	<b>Tricks of the Trade that lead to Effective Engagement with Government</b> Nancy Mistel
9:45am - 10:45am	<b>Would the Mouse Stay With You?</b> Bud Styer	<b>Understanding Your Unique Sales Proposition (USP)</b> Larry Brownfield		<b>Guest Experience</b> Kristen Valk	<b>The “Family “ Matters</b> David Schalow Ph.D., CLU, ChFC, CFA, CFP
11:00am - 12:00pm	<b>IRS Mock Audit</b> Jesse VenRooy  <i>Books &amp; Records Auditor Income Reconstruction Unit</i>	<b>Campgrounds Highlights and updates from DATCP</b> Mary Ellen Bruesch  <i>Ask Mary Ellen questions individually at her booth – here in and out today!</i>		<b>Teaching Managers to Manage</b> Kristen Valk	<b>Maintenance Issues and Answers</b> Jim Button CPO, OHE <i>Evergreen Campsites &amp; Resort Owner</i>
12:00pm - 1:45pm	<b>Lunch served in the Banquet Room</b> Color Guard Presentation- Nancy Mistele Award <b>Playing With Your P &amp; L</b> with John Jaszewski Lunch with WACO Members				
2:00pm - 3:00pm	<b>Get Out!</b> Mark Hazelbaker  <i>Proper Ways To Remove Problem Campers</i>	<b>Restaurant &amp; snack Shack Q&amp;A</b> Kara Paul  <i>Biggest Whoops &amp; Fixes</i>	<b>CPO – Pool School</b> Cyndi Robertson (8:00am-4:00pm)	<b>Research and Resources for Themed Weekends</b> Kristen Valk	<b>Organizational Structure</b> Nikolaus Butz Ph.D
3:15pm - 4:15pm	<b>Hiring Your Employees Policies &amp; Sexual Harassment</b> Mark Hazelbaker	<b>Alcohol Beverage Laws &amp; Licensing</b> Tyler Quam  <i>Excise Tax Agent Supervisor</i>		<b>Communication Skills That Work</b> Kristen Valk	<b>Reporting Structure</b> Nikolaus Butz Ph.D

**For information on seminars and speakers, please look in the back.**



# SCHEDULE

THURSDAY, MARCH 15<sup>TH</sup>

4:15pm	<b>Cash Bar Opens – Beer Tasting &amp; Root Beer Tasting by Point Brewery</b>
5:00pm	<b>New Fun Format – Serving STATIONS -Merrill &amp; Mad Dog – Reinhardt Foods - Brakebush - Grillin Five-0.</b>  Announcing ! <b>STEAK FRY!</b> Along with your favorites! <b>Serving stations – vote for your favorite station!</b> <i>*Sponsored by Reinhart Foods &amp; Brakebush – Badger Popcorn Popcorn Bar – Hey Popcorn Guy (Included with your registration) Served to you by the WACO Board of Directors!</i> Beer, Chicken, Brats, Hamburgers, Hotdogs, Baked Beans, Salads, Chips, Pickles <b>Brought to you by Your WACO Board of Directors</b> <b>Root beer floats by Taylor &amp; Point Brewery</b>
6:00pm - 6:30pm	<b>President Awards!</b> Lori Severson & Scott Kollock, WACO President
6:30pm - 7:00pm	<b>ARVC News &amp; Benefits</b> - Paul Bambei ARVC CEO State of the Industry ARVC Benefit Trivia ...Play for Tickets to win golf cart or Teen Redemption!
7:00pm - 8:30pm	<b>PAC Auction with the Weiss Family</b>  <b>DOLLAR AUCTION!</b> All the money goes to the PAC Fund for WACO! Buy as many paddles as you like \$20 per paddle – bid for each item for only a dollar!  <b>PRIZES:</b> <ul style="list-style-type: none"><li>• <b>\$500.00 VISA Card to be used at the WACO Show!</b></li><li>• <b>Indoor Packer Tickets</b></li><li>• <b>Wellness weekend tickets for 4 people – 2 rooms</b></li><li>• <b>Aaron Rodgers autographed print</b></li><li>• <b>Brett Favre autographed print</b></li><li>• <b>Tavern Tour Tickets</b></li><li>• <b>Booze Basket</b></li><li>• <b>4 Tickets to Night of the Fight</b></li><li>• <b>50 Inch TV</b></li></ul>

WACO Members who helped with a presentation get 50 golf cart tickets per session – Please get them at Registration! Thanks so much for helping us all be a great industry!

# SCHEDULE

FRIDAY, MARCH 16<sup>th</sup>

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room	Little Bar
8:00am - 9:30am	<b>What's Your Campground Worth?</b> John Jaszewski  <i>Developing your 3 year plan, Preparing your margins, books &amp; money!</i>	<b>Septic Systems Q&amp;A</b> HighCliff Consulting Emery Palmer  <i>Well issues such as low pressure or volumes will also be covered. Along with basic septic issues.</i>	<b>Astra by Campground Manager</b> Peter Kearns	<b>Building a Cabin</b> Jerry Anderson  <i>Building Inspector for State of WI.</i>	<b>Navigating North: The Path to Effective Leadership</b> Larry Brownfield	<b>Themed Weekend Ideas Panel:</b> Lori Severson, Judy Butcha, Tia Anderson, Hannah Piper & Dawn Rehwinkel
9:45am - 10:45am	<b>Bed Bugs</b> Ted Tuchalski	<b>Running Your Kids Program</b> Krystal Pracki	<b>Abandonment of Property To A Landlord</b> Kristina Boardman	<b>Cyber Risk: Covering Your Assets</b> Rex Dachenbach	<b>When to Build a Board</b> Amy Wirtz, C.E.P.A., J.D.	<b>Store Merchandising</b> Kari Buffalo
11:00am - 12:00pm	<b>Zoning</b> Robert Welch	<b>Getting the Shot! Photography Tips and Tricks</b> Carla Brown Bonnie Wood	<b>Current Electrical Code Update</b> Wade Elliott	No Seminar  Meal preparation	<b>RV Industry Perspectives</b> Amy Bliss	

**12:00pm - 1:00pm** **Lunch served in the Banquet Room**

**Stephanie Klett Secretary of Tourism**  
**Sarah Klavas Deputy Secretary**  
**David Ross Secretary of Transportation**

Holiday Inn  
 Steven's Point Convention and Visitors Bureau  
 Jennifer Hess UWL Stevens Point

**Awards & Words**





**Trade Show Open**

*More information on the next page!*

**BEER SPONSORS**

**COVERRA INSURANCE**

**JIM'S GOLF CARS**

**YOUR ELECTRICAL SOLUTIONS YES**

**For information on seminars and speakers, please look in the back.**



# TRADE SHOW

FRIDAY, MARCH 16<sup>th</sup> 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!

**Win a total of \$2000 to spend at the Expo just for purchasing at the TRADE SHOW.  
We pick until a campground matches a vendor!**



**Earn 5 extra Golf Cart tickets by visiting booths in the hallway! Packed with New 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.!**

**Beer starts at 5:00pm**

*Located at stations in the EXPO AREA*

**Shop & enjoy your favorite beverage at**

- *Coverra Insurance*
- *Jim's Golf Cars*
- *Your Electrical Solutions YES*

**LIVE AUCTION AT 7:30PM**

Live Auction Items... *Just a preview!*

- Autographed items
- Vacation Packages
- Booze Basket
- Aaron Rodgers Print



**\*\*Basket Raffle closes after Live Auction – check signs**

**DINNER BUFFET AT 7PM:**

**\$1000.00 Vendor/Campground Drawing**

**Vendors join for Dinner – Free Booth Drawing**

**Must be present to win!**

Get \$1000 to spend at the trade show on Saturday just for shopping Friday!

BUY.... BUY... BUY....WHY...WHY...WHY?

Our suppliers need to take orders back to their offices to make the business piece work! They are the reason we have a great show with amazing opportunities. Please help our show be the best we can be by asking any supplier you work with to show you their WACO TRADE MEMBER Card – Please thank our suppliers by buying at the show!





# SCHEDULE

Check out the trade show for a competitive advance!

FRIDAY, MARCH 16<sup>th</sup>  
(Following the Auction)

## Friday Night Entertainment

Also Starring The WACO Wonders from Kids Kamp!

### The Price is Right Starring Mr. Bud Barker



Dress Crazy to get a chance to get on stage!

Tickets just \$5 each or 20 for \$50! Get your chance to be on the Price is right! Check out the vendors at the trade show before tonight so you are ready with who has what and the prices! Win valuable prizes and get your chance to be in the showcase! How it works:

### Contestants Row

Contests will be chosen by picking a ticket out of the bucket. 3 Contestants are chosen out of the bucket to auction their way in! One crazy dresser will be also be chosen! The six contestants guess the retail price of a chosen item. Whoever is closest to the actual retail price without going over wins the item and the right to go on stage.

**Play games that lead you to the showcase!**

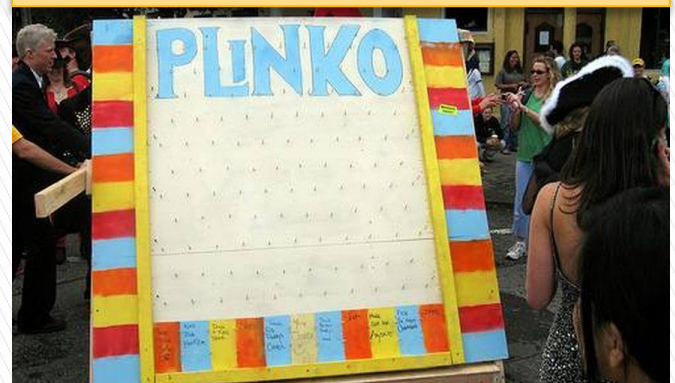
**Win your way into the showcase valued at over \$1500.00**

### SPIN THE WHEEL



Get in the Showcase!

Prizes valued at over \$1,000!  
Some....not so much!



Check out the silent auctions! Some tables closing tonight!

# **SCHEDULE**

SATURDAY, MARCH 17<sup>th</sup>

**Bloody Mary Bar – In Coverra Insurance Booth** starts at 9:30am

<p>8:00am - 9:30am</p>	<p style="text-align: center;"><b>ANNUAL MEETING</b></p> <p>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</p> <p style="text-align: right;">See Running for Board section in the back for nominees.</p> <p style="text-align: center;"><b>Learn where the organization has been &amp; where we are going!</b></p> <p>Celebration &amp; WACO Updates</p> <p>Board Member Recognition</p>
<p>9:30am – 4:30pm</p>	<p style="text-align: center;"><b>Saturday Trade Show</b> <b>9:30am – 4:30pm</b> <i>Greatest Show on Earth!</i></p> <p>Just visit hallway and hotel vendors for extra Golf Cart tickets. Remember placing orders at this show keeps your convention costs down! Please support our suppliers who support you! Please thank your sponsors!</p>
<p>11:00pm - 1:30pm</p>	<p style="text-align: center;"><b>Grab-and-Go Lunch served in the Banquet Room</b></p> <p style="text-align: center;"><b>Vendors Welcome!</b></p>

## **3:00PM DRAWING**

**\$1000 VENDOR Drawing – If you bought from the vendor called you win \$1000 to be spent at the Trade show. Must be in the trade show area to win!**



# SCHEDULE

SATURDAY, MARCH 17<sup>th</sup>

Everyone who attends get 20 golf cart tickets!

## WACO AUCTION 5:30PM – 7PM

- Golf Cart from Harris Golf Carts
- Aaron Rodgers autographed print

Buy your bottle of wine for \$10 – you could be a big winner!

### Bouncing Angels



### Good Sam



### EZ Inflatables, Inc.



### LYNKRIS Patio Furniture



### Fleming Sales

**SIDEKICK GRILL™**

**Outdoors Unlimited, Inc.**

**RVAD650**  
 11,000 btu output  
 214 sq. in. cooking surface  
 66 sq. in. warming rack  
 Size 16.5" x 13"  
 Weight 25lbs.

**Included**  
 1 lb bottle adapter with regulator  
 Mounting rail

**Fleming Sales**

Another Quality Product From Fleming Sales Company, Inc.  
 1181 Highway 280, Waco, TX 76787  
 Check out our website for other RV Grill Accessories  
[www.FlemingSales.com](http://www.FlemingSales.com)

RVAD650  
 Net weight: 25lbs

Sidekick Grill™  
 Set up and put away your cooking grill in seconds with this innovative and unique RV product.

### Ray's Firewood



100 bags of firewood delivered to your campground

### Small Town Products



Helping Hand Dock Rail

### Pacific Lights, Inc



14' Natural LED Lighted Palm Tree

Free Beer, Wine & Cheese  
 While it lasts starting at  
 5:15 !

## DINNER PROGRAM AT 7PM

## Starring Kids Kamp BE HAPPY

- Memory Slide show
- Hall of Fame Inductee – Smokey Hollow Campground
- Hall of Fame Volunteer Inductee
- Board Member Introduction
- Drawings – Silent Auction closes at 7:30PM





# SUNDAY ROUND TABLES

SUNDAY, MARCH 18<sup>th</sup> 9:00AM – 11:00AM

## **Stay seated at your table – Speakers come to you!**

Join a table and speakers will come to you with their topics! Less tables 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
- Stump Bud Bud Styer
- Arvc Benefits & Information Bert Davis
- Getting Value for Your Membership Lori Severson/Christine/Carrie

*Get the Campground Owner Bible at NO Charge at this session! Everything you need to run your campground in one binder. Add tabs as new information becomes available!*

## **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**

# SEMINAR INFO

## SEMINARS / WEDNESDAY

### **ServSafe**, 8:30am – 4:15pm, **Presenter:** Kama Teske, **Harvest Room**

Learn about food borne illness, how to prevent it and how to train employees in food sanitation. Earn nationally accredited food safety certification from the National Restaurant Association

### **Adult Crafts**, 8:30am – 12:00pm, **Presenter:** Julie Michaels, **Woodland Room**

Make an actual craft. Leave with directions and ideas! Run your own Adult Craft program. Learn more about this growing segment of the activities world.

### **CPO – Pool School**, 8:00am – 4:00pm, **Presenter:** Cyndi Robertson, **Stonefield Room**

The NSPF® Certified Pool/Spa Operator® Certification is recognized by local and state authorities as the most widely-accepted, verifiable pool and spa training credential. The program includes a two day course (14-16 hours) of instruction in pool and spa chemistry, testing, treatment, filtration, maintenance, automatic feeding equipment, government requirements and the NSPF® Pool & Spa Operator™ Handbook – a globally-recognized resource manual. The CPO® Certification is valid for five years. Must pre-register! This course runs Wednesday & Thursday. Save \$\$\$ by getting your NSPF® Certified Pool/Spa Operator® Certification with WACO!

*\*Please note this course will break for lunch from 12:00pm – 12:30pm*

### **NFPA 1194**, 8:30am – 4:15pm, **Presenter:** Barb Youmans, **Banquet Room**

This course will provide an introduction to the National Fire Protection Association's Standards and its impact on regulations for the RV Park and Campground industry. Topics include recommended practices on utilizing standards and strategies for working with authorities.

#### **Learning Outcomes:**

Upon completion, learners will be able to...

1. Describe the role and function of NFPA Standards.
2. Discuss the revision and adoption process for NFPA Standards.
3. Explain the importance of the NFPA 1194.
4. Discuss how to use the NFPA 1194 when working or communicating with local Authority Having Jurisdiction (AHJ).
5. Describe the purpose of the NFPA 1194 Annex.

NO charge to take the course if you need the certificate and to take the test its \$300.00

### **Paid Facebook Ads or Organic Growth – How to Get A Return on Your Social Media**, 8:30am – 9:30am, **Presenter:** Renee Sommer, **Trillium Room**

Social media has the potential to get your business in front of millions of people – or it can be a huge waste of time. In this session we'll learn about ways to organically grow the eyeballs on your content (that turn into paying customers) and ways to speed things up with paid ads. Plus we'll cover a few tips and tricks to make certain you're not spending anymore time on social media than you have to so that you can focus on what you love – YOUR BUSINESS!

### **Work-Life Balance – How to Rock Your Business AND Still Have a Life**, 9:45am – 10:45am, **Presenter:** Renee Sommer, **Trillium Room**

Somewhere along the line we learned if we want to be successful, we have to struggle, suffer, and sacrifice. While all of those may be true at times, it's not the way we're meant to live. In this session we'll cover ways to laser focus your business life so you can increase returns, bolster your productivity, and even take your business to the next level (if you wish) while also creating the space for family, friends, relaxation, and FUN.

### **Outdoor Weather Safety for Campgrounds**, 11:00am – 12:00pm, **Presenter:** Tim Kleckbushch, **Trillum Room**

Severe weather occurs each year in Wisconsin. The presentation will highlight the hazards associated with thunderstorms, the climatology of severe weather in Wisconsin, and how campground owners can stay ahead of the storm so that camp visitors are safe. Learn how to prepare your campers for weather related issues with an emphasis on severe thunderstorms and severe weather shelters.

### **Lunch & Learn – Charity Begins at Home**, 12:00 pm – 1:30pm **Presenter:** Lori Severson, **Banquet Room**

Learn how to raise money, raise awareness, gain community & seasonal support. We will discuss various ways to maximize your charity event to help grow your business & your charitable donations. Understand how raffles work and what you need to comply. Understand how to use the press for maximum exposure & how to make it FUN! Comments from campgrounds who have done this program successfully.

Lunch Sponsored by: Gilbert Brown – Presentation by Lori Severson



# SEMINAR INFO

## SEMINARS / WEDNESDAY

### **Software Provider Roundtable**, 2:00pm – 3:00pm, **Woodland Room**

Discover the different software providers. Ask questions find solutions.

### **A Deal for you! Drugs & Campgrounds**, 2:00 pm – 3:00pm, **Presenter: Sheriff Mike Lukas, Trillium Room**

Campgrounds are becoming a safe haven for criminals. Understand what to look for and how to ensure your campground is safe for your customers and determine what to do when you have a problem. Learn to identify drug smells and report problems.

### **Activity Scheduling & Staffing**, 3:15pm – 4:15pm, **Presenters: Tia Anderson & Marley Behnke, Woodland Room**

Join us as we break down our themed activity schedules from planning to creating and staffing. We will also take a look at our themed weeks/weekends and coordinating activities.

### **Security & Safety**, 3:15pm – 4:15pm, **Presenter: Sheriff Mike Lukas, Trillium Room**

Campgrounds are becoming a safe haven for criminals. Understand what to look for and how to ensure your campground is safe for your customers and determine what to do when you have a problem. Learn to identify drug smells and report problems.

## SEMINARS / THURSDAY

### **Social Media Panel**, 8:00am – 9:30am, **Presenters: Tia Anderson & Ann Illig, Harvest Room**

Get ready with your questions!

### **Trends and Consumer Insights**, 8:00am – 9:30am, **Presenter: Larry Brownfield, Woodland Room**

In this session will discuss current trends and guest expectations related to outdoor hospitality.

### **CPO – Pool School**, 8:00am – 4:00pm, **Presenter: Cyndi Robertson, Stonefield Room**

The NSPF® Certified Pool/Spa Operator® Certification is recognized by local and state authorities as the most widely-accepted, verifiable pool and spa training credential. The program includes a two day course (14-16 hours) of instruction in pool and spa chemistry, testing, treatment, filtration, maintenance, automatic feeding equipment, government requirements and the NSPF® Pool & Spa Operator™ Handbook – a globally-recognized resource manual. The CPO® Certification is valid for five years. Must pre-register! This course runs Wednesday & Thursday. Save \$\$\$ by getting your NSPF® Certified Pool/Spa Operator® Certification with WACO!

### **Time Management Multi-tasking**, 8:00am – 9:30am, **Presenter: Kristen Valk, Banquet Room**

Eat that Frog! (Brian Tracy) Time and Management two words that don't seem to go hand in hand! Identify 21 great ways to stop procrastinating and get more done in less time!

### **Tricks of the Trade that lead to Effective Engagement with Government**, 8:00am – 9:30am, **Presenter: Nancy Mistel, Trillium Room**

How do you spell R-E-L-I-E-F from government rules & regulations? Attend this event to find out! It's no secret that interactions with government regulators often lead to frustration and our presenter, Nancy Mistele, has experience on both sides of that coin. Most of her career has been in private sector (regulated) business and for the last 6 years she has been a Director in the Office of Business Development for the State of Wisconsin. Her presentation is a combination of sharing real life experiences of those that have sought her help and tips to level the playing field (and produce better results) when you encounter government agents. If you've ever needed help solving problems, getting answers or reducing red tape encounters with government then this program is for you! Attend and learn why this office is a must addition to your contacts list.

### **Would the Mouse Stay With You?**, 9:45am – 10:45am, **Presenter: Bud Styer, Harvest Room**

Using the Mouse Model we will walk through how the customer sees you. Learn how to focus on things that are important to the customer.



# SEMINAR INFO

## SEMINARS / THURSDAY

### **Understanding Your Unique Sales Proposition (USP)**, 9:45am – 10:45am, **Presenter:** Larry Brownfield, **Woodland Room**

This session will outline steps helping you discover what sets you apart from other campgrounds. Along with these steps will be suggestions for USP practical applications within the total scope of your business.

### **Guest Experience**, 9:45am – 10:45am, **Presenter:** Kristen Valk, **Banquet Room**

Learn to manage the Guest Experience by understanding the trust process, discovering moments of truth, attitude and the new loyalty concept.

### **The “Family” Matter**, 9:45am – 10:45am, **Presenter:** David Schalow, *Ph.D., CLU, ChFC, CFA, CFP*, **Trillium Room**

Most people who have a family business think their problems are unique. This breakout session will show you that your problems are shared by many, and the solutions are easy to implement. Your biggest issue is, the role conflicts between home and work. This session will show you how to address these concerns between family members, as well as non-family employees. Finally, some of the tax opportunities of the family business will be addressed.

### **IRS Mock Audit**, 11:00am – 12:00pm, **Presenter:** Jesse VenRooy, **Harvest Room**

Learn what records to keep, how to report use tax, Learn about back up information, and what income reconstruction is!

### **Campgrounds Highlights and Updates from DATCP**, 11:00am – 12:00pm, **Presenter:** Mary Ellen Bruesch, **Woodland Room**

Ask Mary Ellen questions individually at her booth – here in and out today!

### **Teaching Managers to Manage**, 11:00am – 12:00am, **Presenter:** Kristen Valk, **Banquet Room**

Learn 10 quick steps to become a better manager. We'll provide you some important fundamentals and tools to help you plan, gain knowledge, and experience in becoming a better manager. We'll discuss topics like understanding the role, how to choose employees, how to build a great team; leave a legacy and much more.

### **Maintenance Issues and Answers**, 11:00am – 12:00pm, **Presenter:** Jim Button CPO, OHE , **Trillium Room**

Maintaining your park, having maintenance daily/monthly/ task/list for staff, up keeping buildings, and general maintenance tips.

### **Get Out**, 2:00pm – 3:00pm, **Presenter:** Mark Hazelbaker, *WACO Attorney*, **Harvest Room**

Mark will take you on a journey of how to legally removed campers from your park. He will give actual examples, while learning the proper way to remove those problem campers.

### **Restaurant & Snack Shack Q&A**, 2:00pm – 3:00pm, **Presenter:** Kara Paul, **Woodland Room**

We will discuss the basics of restaurant and retail licensing and what an inspector is looking for during an inspection.

### **Research and Resources for Themed Weekends**, 2:00pm – 3:00pm, **Presenter:** Kristen Valk, **Banquet Room**

Having trouble planning some fun weekends at your campground? Come and get some ideas, share what you have done, and steal some new ones!

### **Organizational Structure**, 2:00pm – 3:00pm, **Presenter:** Nikolaus Butz, *Ph.D*, **Trillium Room**

From well-established businesses to new entrepreneurial ventures, organizational structure influences a firm's ability to innovate and change. A more complete understanding of organizational structure helps managers facilitate and control work processes and behaviors. To this end, a wide varieties of organizational structures and cultures can be used. The key is designing an organization to be agile within its environment.

### **Hiring your Employees Policies & Sexual Harassment**, 3:15pm – 4:15pm, **Presenter:** Mark Hazelbaker, *WACO Attorney*, **Harvest Room**

Determine the legal questions to ask and decide how to get real answers. Ask about work camper programs etc.

# SEMINAR INFO

## SEMINARS / THURSDAY

**Alcohol Beverage Laws & Licensing**, 3:15pm – 4:15pm, **Presenter:** Tyler Quam, **Woodland Room**

Learn what is required to have alcohol on premise. Learn about permits and legalities.

**Communication Skills That Work**, 3:15pm – 4:15pm, **Presenter:** Kristen Valk , **Banquet Room**

As Owners/Managers or Leaders, communication is the one skill many of us fall flat on. Not because you don't communicate (well maybe) but because we all communicate and understand differently. Communication is a necessary skill that is needed in order to run a successful business, have meaningful relationships, and a future. When communicating to employees it is vital as we do converse in a way that makes communication meaningful for them and gets them connected to the team & business/campground. These skills are key in becoming a good communicator as well as a good owner/manager.

**Reporting Structure**, 3:15pm – 4:15pm, **Presenter:** Nikolaus Butz, Ph.D , **Trillium Room**

From well-established businesses to new entrepreneurial ventures, organizational structure influences a firm's ability to innovate and change. A more complete understanding of organizational structure helps managers facilitate and control work processes and behaviors. To this end, a wide varieties of organizational structures and cultures can be used. The key is designing an organization to be agile within its environment.

## SEMINARS / FRIDAY

**What's Your Campground Worth?**, 8:00am – 9:30am, **Presenter:** John Jaszewski, **Harvest Room**

Developing your 3 year plan, Preparing your margins, books & money!

**Septic Systems Q&A**, 9:45am – 10:45am, **Presenter:** HighCliff Consulting Emery Palmer, **Woodland Room**

Well issues such as low pressure or volumes will be covered. Along with basic septic issues/

**Astra by Campground Manager**, 8:00am – 9:30am, **Presenter:** Peter Kearns, **Stonefield Room**

Astra Software User Group meeting- come and get some free training on our new Astra product and see all the new features we have planned for future release in BookYourSite™ and RVParky.com

**Building a Cabin**, 11:00am – 12:00pm, **Presenter:** Jerry Anderson, **Banquet Room**

**Navigating North: The Path to Effective Leadership**, 8:00am – 9:30am, **Presenter:** Larry Brownfield, **Trillium Room**

There is no one way to lead, just as there are no two leaders who do things the same way. In this session, you'll learn about which type of leadership style works best for you and how you can run your business and your team to success using proven leadership methods.

**Themed Weekend Ideas Panel**, 8:00am – 9:30am, **Presenters:** Lori Severson, Judy Butcha, Tia Anderson, Hannah Piper & Dawn Rehwinkel, **Little Bar Room**

Learn what has worked throughout the years and different WACO campgrounds and the activities involved!

**Bed Bugs**, 9:45am – 10:45am, **Presenter:** Ted Tuchalski, **Harvest Room**

This seminar will discuss bed bugs and how to detect them. ATCP 72 (hotel/tourist rooming house) requirements will also be covered.

**Running Your Kids Program**, 9:45am – 10:45am, **Presenter:** Krystal Pracki, **Woodland Room**

Attendees will make a closed circuit flashlight and leave with the directions and materials list. You will also have access to all the activities Krystal Pracki has run and additional information to complete the activities at your campgrounds.

**Abandonment of Property to a Landlord**, 9:45am – 10:45am, **Presenters:** Kristina Boardman & Shaun Peterson, **Stonefield Room**

Learn about the steps to take after property is abandoned: Who to contact, what to expect, timeline, etc.

# SEMINAR INFO

## SEMINARS / FRIDAY

### **Cyber Risk: Covering Your Assets**, 9:45am – 10:45am, **Presenter:** Rex Dachenbach, **Banquet Room**

A review of the risks of operating online. Getting hacked can be an expensive problem: not being able to use your computers, losing important information and accidentally releasing private information in a data breach. Insurance products are catching up to the digital world. Explore your options with an insurance professional of 40 years' experience.

### **When to Build a Board**, 9:45am – 10:45am, **Presenter:** Amy Wirtz C.E.P.A., J.D., **Trillium Room**

When you run your own business who do you go to challenge your ideas and to hold you accountable for your strategic plan? Does the person staring at you in the mirror really challenge you or make excuses for delays and failed visions? How do you assemble the right people to support the gaps in your knowledge and experience of your management team? What changes in your business are you preparing for? Come and learn when you need a board of advisors, how they work and how to assemble the correct team for your business.

### **Store Merchandising**, 9:45am – 10:45am, **Presenter:** Kari Buffalo, **Little Bar Room**

Creative Ideas for Campground Stores

### **Zoning**, 11:00am – 12:00pm, **Presenter:** Robert Welch, **Harvest Room**

Learn what zoning committees are looking for. Determine how to present your case. Ask Questions.

### **Getting The Shot! Photography Tips**, 11:00am – 12:00pm, **Presenters:** Carla Brown & Bonnie Wood, **Little Bar**

Get the perfect shot for your campground photos! Learn the tips and tricks to taking an awesome photo!

### **Current Electrical Code Update**, 11:00am – 12:00am, **Presenter:** Wade Elliot, **Stonefield Room**

The 2020 NEC code cycle is in process. A number of issues are up for discussion concerning RV Parks. One of which could cause both the 30 and 50 amp circuits to require GFCI protection. This seminar will look at all the issues in the discussion for the 2020 code and review the new issues in the 2017 code.

### **RV Industry Perspectives**, 11:00am – 12:00pm, **Presenter:** Amy Bliss, **Trillium Room**

Where is the RV industry headed. How do manufactured homes fit in? What could changes in definitions within HUD mean to all industries and how might this affect campgrounds?

## THANK YOU TO OUR COFFEE SPONSORS!

VISTA ROYALLE CAMPGROUND  
LAKE LENWOOD BEACH AND CAMPGROUND  
LAKE ARROWHEAD CAMPGROUND  
EVERGREEN CAMPSITES & RESORT  
CHAMPIONS RIVERSIDE RESORT



# PRESENTER INFORMATION



## **Adam Malsack**, *Lake Arrowhead Campground*

Adam has been in the camping industry all his life, starting with weekend garbage collection at the age of 9 and advancing to full time Manager at 17. In 2009 he became co-owner of the Lake Arrowhead and Lakeside Campgrounds in Montello, marking the third generation of family ownership.

Adam has undergraduate degrees from Ripon College in Computer Science and Mathematics, and received a Master of Science in Electrical engineering from the University of Wisconsin in Madison. In his free time Adam enjoys being involved in theatre, photography and most of all, he loves to camp.



## **Amy Bliss**, *WI Housing Alliance / WI Recreational Vehicle Dealers Alliance*

Amy Bliss has been working in association management with the manufactured and modular housing industry for 27 years. Two years ago, a group of RV dealers in Wisconsin decided they needed their own association and they chose Amy as their first Executive Director. Amy has a bachelor's degree in business management and communications from Concordia University and has been a licensed lobbyist for the past 10 years.



## **Amy Wirtz**, *Family and Business Success*

Certified Exit Planning Advisor, collaborative lawyer, mediator, arbitrator, lecturer and teacher, Amy Wirtz brings over 25 years' experience, creativity and her distinctive approach to her consulting business.

Ms. Wirtz has a passion for business and enjoys working with entrepreneurs. Ms. Wirtz has been an owner in a law firm for the majority of her legal career. Many of her clients own closely held businesses, and she is well versed in the complexities of running a business. Additionally, she serves on the Advisory Board for NewComer Farms located in Bryan, Ohio.

Ms. Wirtz has been a member of the North East Ohio Exit Planning Institute since its formation. She is an instructor for the Exit Planning Institute in Chicago, Illinois. She received her Certified Exit Planning Advisor status after completing the week-long program and passing the exam in May of 2014.

Ms. Wirtz has been a certified collaborative lawyer for over thirteen years and a mediator for an eight-year period. Both of these certifications require extensive training in interest-based negotiations, listening skills, reframing and alternate dispute resolutions. She attended Cleveland State Marshall College of Law and the University of Toledo for her undergraduate schooling where she received a bachelor in secondary education.

Presentations and Honors:

Ms. Wirtz was a presenter on the subject of business succession at multiple events. She will present at the 2018 CARVC Convention, the 2018 OCA conference, and the WACO 2018 expo. She has presented previously at the Executive Women in Agriculture in November of 2017 & 2016, Outdoor Hospitality Conference & Expo, the 2017 CARVC Convention, and the 2016 National Association of RV Parks and Campgrounds National Convention, and the Ohio State University Extension Woman in Agriculture Conference in March 2015.



## **Ann Illig**, *Social Caterpillar*

Ann Illig is the owner of Social Caterpillar, a digital marketing company. She works with small business owners who don't have the time or knowledge to promote their companies using today's social media channels. In addition to managing her clients' social media needs, she has launched and overseen websites as well as designed and edited numerous e-newsletters, blogs, and magazines.

With her unique blend of business, technical and communications expertise, Ann is a natural mentor and coach who loves sharing her knowledge with others. Ann holds a bachelor's degree in English and education from Illinois State University and a Master of Business Administration (MBA) degree from University of Illinois at Chicago.

When she's not posting or tweeting, Ann and her husband spend time at their farm near Baraboo, Wisconsin.



## **Barb Youmans**, *Senior Director of Education for National Association RV Parks & Campgrounds*

Barb Youmans is the Senior Director of Education for the National Association of RV Parks and Campgrounds (ARVC) and the Executive Director for the ARVC Foundation. Prior to joining ARVC and the ARVC Foundation in 2010, Barb's experience ranged from teaching elementary school children to managing corporate training for a Fortune 500 company. Her education includes a Bachelor of Science in Education and Masters in both Instructional Design and Business Administration. Barb spent time over the past eight years working at RV parks across the U.S. and learning the industry from owners and operators. Using that newfound knowledge, Barb worked with the ARVC Foundation Education Committee to revamp its education program and, as a result, in 2016 the Foundation became the only Outdoor Hospitality organization to earn the status of Accredited Provider by the International Association of Continuing Education and Training (IACET).



## **Brian Patten**, *Rustic Timbers Camping Resort*

My name is Brian Patten, I lived and operated my company in Arkdale Wisconsin until 2013. I hold a Master Plumber restricted, Well Driller, Pump Installer, and Master Operator/ Septic pumper license's. I owned and operated a Septic, Well and Pumping business until, my wife Sherrie, of 23 years and I purchased Rustic Timbers Campground, in Egg Harbor, in the spring of 2014. I Still enjoy installing as many Septic systems as I possible in Door County, when the campground allows.

# PRESENTER INFORMATION



## **Bud Styer, *Bud Styer & Associates***

In addition to over 30 years experience in the industry, Bud Styer is an owner and operations consultant for nine campgrounds in Wisconsin and a National Consultant in the industry. He is a board member for the Wisconsin Association of Campground Owners (WACO) and Association of RV Parks and Campgrounds (ARVC). Bud, a member of both State and National professional associations, not only attends national and state conventions, but has spoken numerous times for the National Association of RV Parks and Campgrounds (ARVC), Wisconsin Association of Campground Owners (WACO), University of Illinois, Lewis University, IL, St. Mary's College, MN, and numerous state wide training courses. Bud is a committee member for the State of Wisconsin DNR, Governor's Small Business Committee, NFIB's Small Business Committee and Wisconsin's Business Voice Small Business Committee. At the local level, he actively participates in the Chamber of Commerce in five different communities in towns/cities near the Madison area.



## **Carla Brown, *C MAC Productions***

Born and raised in Detroit, Michigan to Leroy and Ann Brown. Carla is the fourth of five siblings. Leroy, Gilbert, Carlos and Joann. She studied at West Virginia University majoring in Sports Management, and minoring in Recreation. She also ran her own small business in photography called C Mac Productions and editing out of Michigan.



## **Cyndi Robertson, *Carrico Aquatics***

Cyndi Robertson has over 25 years of experience operating commercial swimming pools and has been teaching Certification Classes for Pool Operators for more than 20 years. For the past 11 years she has been employed by Carrico Aquatic Resources and specializes in educating Commercial Swimming Pool Operators in all aspects of pool operations.



## **David Schalow, Ph.D., CLU, ChFC, CFA, CFP, GRI, *Professor of Business at UW-Stevens Point***

Professor of Business at UW-Stevens Point. In addition to teaching, I have always had some sort of side business. Real Estate Investing, Real Estate Brokerage, Mortgage Broker, Consulting/Seminars, Online Marketing and Sales. For many of those years I worked with my spouse, adult children (their spouses) and my niece. The "family" business has both pro's and con's which will be the topic of our breakout session.



## **Jerry Anderson, *Building Inspector for State of WI.***

I've been a life long resident in southeast WI. I am a Building Inspector fully credentialed for the past 12 years and have been employed by a local community for the past 8 years. I've been in construction for over 36 years. I served for 6 years in the U.S. Air Force and 2 years as Alderman in my hometown. Construction and home improvements have been my passion for most of my life. I've built conventional stick framed homes, log homes and some commercial building. I'm married with two awesome daughters.

## **Jesse VenRooy, *State of Wisconsin - Department of Revenue***

I am an auditor in the Income Reconstruction unit in the Audit Bureau with the State of WI - Department of Revenue. I graduated with an Associate Degree from UW-Marathon County and a Bachelor's Degree from UW-Eau Claire. My wife and I live in Altoona and we do not have any children. We did host a foreign exchange student from Germany in the past. I love all sports, but prefer team sports over individual activities. My wife and I are currently working on visiting all of Wisconsin's great state parks.



## **Jim Button, CPO, OHE, *Evergreen Campsites & Resort Owner***

Jim Button has fulfilled his childhood dream of operating and owning Evergreen Campsites & Resort. Jim has been in the industry for 40+ years and has owned Evergreen Campsites & Resort for 22 years. Jim is very passionate about the industry and is an advocate for his state association (WACO) where he currently serves on the BOD. He attends and teaches at conferences, and participates in fall tours and workshops. Jim is also an advocate for his national association (ARVC) where he has participated in advocacy day on the hill, attends and teaches at national conferences, graduate from the OHEP program, OHE certifications, 2017-2018 Arvc Large/Mega Park of the Year, and 2017-2018 Arvc Campground Partner Award. He is also active on the National Group 20 #4 for the past 10 years. This group is devised of campgrounds throughout the USA striving to be the best they can be. Jim does not do this alone he is married to Dawn Button and has four children: Emily, Joey, Ricky, and Rebecca who have started to join the family business. Jim also is an active volunteer firefighter for Saxeville.



## **John Jaszewski, *Realtor/Broker/Owner Properties Plus***

20 years in corporate management focused on Information Technology and Manufacturing automation. For the past 8 years opened a real estate company and sold over \$64 million dollars in real estate. Focused on real estate investments for customers and built a portfolio program for all investors. Currently has just under 250 tenants and owns or manages over \$10 millions of rental property.

# PRESENTER INFORMATION



## **Julie Michaels, *Scenic Ridge Campground***

Julie Michaels currently owns and operates Scenic Ridge Campground in Whitewater, WI with her siblings, husband and two children. In addition to the campground, she oversees the overall operations of their three other family businesses, one small fishing resort and two manufactured housing communities. Growing up in a large family and running a business with her siblings, as she would put it, has been quite an adventure but extremely rewarding. Family is very important to her so being able to pass along the rewards of providing other families a safe and enjoyable place to create many memorable moments is what she believes makes her job and this industry so special.

When Julie isn't glued to her computer or running around tending to her camping guests, she enjoys crafting, painting and interior decorating. In her free time, she uses these talents to create a visual atmosphere throughout the campground. Julie is no stranger to the campground industry as she has been operating Scenic Ridge for over 21 years. She has been a member of the Wisconsin Association of Campground Owners since the purchase of her campground in 1996 and was elected to the board in March of 2014. Julie is a firm believer in this organization. She feels that the knowledge and support she has received from WACO has most certainly aided her in the growth of her own business and is honored to be able to pay forward what she has learned over the years.

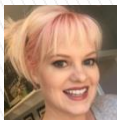


## **Kama Teske, *ServSafe Instructor***

Kama has been teaching Serv Safe for initial and re-certification for 4 years. She also teaches Family & Consumer Science and Health Science at Arcadia High School in Arcadia, WI.

## **Kara Paul, *Department of Agriculture***

Kara Paul, MPA, RS is a Retail Technical Specialist with the Department of Agriculture, Trade and Consumer Protection. In this position one of her tasks is to train inspectors to complete a standardized risk-based retail food inspection. Kara began her career 21 years ago in the Environmental Health Program at UW Madison, then she moved to the Wisconsin Department of Health Services as a field inspector, completing licensing and inspections at facilities such as restaurants, campgrounds, swimming pools, lodging and body art establishments in Western Wisconsin. Kara's variety of experience offers insight on what inspectors are trained to look at during inspections as well as some of the common operator concerns, code interpretation and the public health reasons behind code requirements. Kara may be contacted at [kara.paul@wisconsin.gov](mailto:kara.paul@wisconsin.gov) or 715-491-4405.



## **Kari Buffalo, *Product Design and Development Professional***

Kari Buffalo is a Product Design and Development professional with over 20 years' experience creating fashion lines for Men, Women and Children while working in New York, Paris, Milan and Minnesota. She currently works as a Product Development Consultant and Educator helping hundreds of entrepreneurs bring their product ideas to life. She has helped to create products ranging from functional athletic wear to technology integrated medical garments and has even created her own line of Rock 'n Roll inspired protective salon wear. In addition, Kari is a freelance health and *(continued)* beauty consultant who is passionate about helping others live with a sense of adventure & creativity while pursuing a healthy, balanced and joyful life! She is always in search of a good glass of wine! Kari lives with her husband Wally and two sons in Saint Paul, MN. Contact Kari at [karibuffalo@gmail.com](mailto:karibuffalo@gmail.com)



## **Kristina Boardman, *Wisconsin Department of Transportation Division of Motor Vehicles***

Kristina Boardman is the DMV Administrator, and has worked in state government for more than 20 years. Kristina spent 10 years as a legislative aide for the Wisconsin State Assembly before transitioning to the Wisconsin Department of Transportation in 2005.

Prior to becoming DMV Administrator, Kristina worked as DMV Deputy Administrator and the Director of DMV Field Services. You can reach Kristina at (608) 266-1113 or [kristina.boardman@dot.wi.gov](mailto:kristina.boardman@dot.wi.gov).



## **Kristine Valk**

Kristine has spent the past 21 years in education. She has mainly worked in the financial area, but loves coming to WACO She is a graduate from St. Mary's University of Winona, MN with a Bachelor of Science degree in Secondary Social Science Education, and is finishing up her Master in Human Development. She is nationally certified for Real Colors Training, Inside Out Coaching, and Business Sales and Development Training. She has facilitated classes for the following businesses/groups: Goodson Manufacturing, The Ribble Group, SHRM (Society of Human Resource Managers), Center for Financial Education Upper Midwest, Southeast Minn. Banking Association, La Crosse County Child Support Agency, The following Community Chamber Organizations: Cottage Grove, Cannon Falls, Winona, Houston County, Caledonia, Spring Grove, Red Wing, and Rochester MN, The Gilbert Brown Foundation, Cotter School District, PACO, Saint Mary's University and for the Wisconsin Association of Campground Owners (W.A.C.O). Kristine and her husband Barry live in Onalaska, Wisconsin with 2 of their 5 children - their daughter Celess now lives and works in Charleston, SC, and their oldest son lives in Milwaukee, and the middle son is in school in Madison, WI. With two boys still at home they enjoy basketball, football, and spending the summertime fishing and camping, and in the fall hunting.



# PRESENTER INFORMATION



## **Krystal Pracki**, *Roses's Enchanted Forest Campground*

Hi, my name is Krystal Pracki, I am the daughter of Kim and Richard Rose of Rose's Enchanted Forest Campground in Wild Rose Wisconsin. I have been running a kids program since my parents took ownership in year 2014. I run a kids program every Memorial Day weekend, Fourth of July weekend and Labor Day weekend. We have a range of kids from age 2 to about 12 attend the programs.

I graduated from college in 2010 from the University Wisconsin Oshkosh with a degree in education and special education and I currently teach in Waukesha, Wisconsin as a special education teacher I have been teaching in Waukesha for the last 5 years. Prior to that I taught in Menominee Falls and Milwaukee as a special education teacher and a kindergarten teacher.



## **Larry Brownfield**, *CPO, OHE Director of Franchise Development Kampground of America, Inc. (KOA)*

After a career with positions related to organizational management and leadership, Larry and Carla Brownfield became full-time RVers and Workampers in April, 2005. Larry started his work with KOA in 2006, employed by the Branson, MO KOA. After a 3 year stint in parks around the U.S. from Bethel, Maine to Anaheim, California, Larry decided to pursue a more permanent position within the campground/outdoor hospitality industry. In January of 2008, Larry joined the Business Development Team of KOA as a Business Development Consultant in Franchisee Services where he had responsibilities for the Northeast and then the Southwest Regions. In this position he assisted the franchisees with all matters of general campground operations management; marketing strategy, rate and revenue analysis as well as providing training on a wide variety of issues. Currently he is the Director of Franchise Development, responsible for property acquisition, working with independent campgrounds in the KOA conversion process, and franchise sales.

Larry has been a recurring presenter at ARVC's Outdoor Hospitality Conference & Expo and is invited regularly to speak at State and Regional Owners Associations around the country.

Larry and Carla are still full time RVers. They have two grown children. Their son Matt, his wife Lauren and three granddaughters, Flannery, Molly and Matelda live in Austin, TX, where Matt is a partner in a political consulting company. Their daughter Erin lives in Orlando, FL, and works in the entertainment division for Walt Disney World.



## **Lori Severson**, *Severson & Associates*

Lori has owned Severson & Associates for 20 plus years, a training, consulting and marketing company. Her energetic presentations are filled with forward thinking ideas you can immediately put to use in your business. Her interactive training style allows you to gather ideas from your peers as well. Her passion for success and management excellence will inspire, challenge and encourage you to take action toward continuous improvement in yourself and your organization.

Lori has presented to companies like Walt Disney World, Camp Snoopy, Six Flags, IBM, Global Access, TRW, WinCraft, Behrens, Crenlo, GKN, Artsway, Wells Fargo, Merchants Bank, Farmers Bank, Ho-Chunk Nation, ARVC, Jellystone Parks, McDonalds, St. Mary's University, TACO, CONY, KOA, PCOA, Iowa Campground Association, along with a wide variety of other companies that help her bring a strong knowledge of today's business to you. She owns Champions Riverside Resort along with her husband Rick. She is the Executive Director for WACO, the Wisconsin Association of Campground Owners, and volunteers for the Gilbert Brown Foundation.



## **Mark Hazelbaker**, *Kasieta Legal Group*

Mark Hazelbaker focuses on delivering high-quality legal services equal to the standards that big law firms follow without the costs of a flashy law office, making us the more affordable attorneys without sacrificing what is important.



## **Marley Behnke**, *Jellystone Park in Caledonia*

Marley Behnke began working in the campground industry in 1999, in Warrens, Wisconsin. In 2008, she received her bachelors degree in hospitality, restaurant & tourism with an emphasis in resort development and property management from University of Wisconsin-Stout. At that point she became a manager at Jellystone Park in Caledonia, which her family owns. When she is not at work, she enjoys spending time with her husband Ryan and three kids, Brycen, Kaleb & Rowan.

## **Mary Ellen Bruesch**, *WI Department of Agriculture, Trade and Consumer Protection*

Mary Ellen Bruesch has a bachelor's degree in biology and a master's in microbiology and is a Registered Environmental Health Specialist. She also is a WI-DNR Certified Water Operator. Her background includes managing beach and watershed monitoring projects at the City of Milwaukee Health Department for over 12 years, and also 8 years with the State's food safety and recreational licensing activities (at DHS and DATCP). In 2016 she accepted the position of Recreational Technical Specialist-Recreational and Educational Camps and Campgrounds. She enjoys hiking, cross-country skiing and bicycling and just spending time outdoors.

# PRESENTER INFORMATION



## **Mike Lukas, Portage County Sheriff's Office**

Sheriff Lukas is in his first term at the Portage County Sheriff's Office. He has been a member of the sheriff's office since 1994 and has worked his way up the organization from patrol to detective sergeant, to court services supervisor and now to sheriff. Sheriff Lukas is a very active member of the community along with his wife and two children. Sheriff Lukas has visited numerous campgrounds throughout the state with his family and safety is a priority in his position. The Sheriff's Office offers not only campgrounds in Portage County but residents the opportunity for deputies to come out and walk through the buildings and properties to give safety tips to help the community.



## **Nancy Mistele, Office of Business Development**

Nancy Mistele has seen both sides of government rules and regulations. She has more than 30 years as a private sector entrepreneur and 15 months within a regulatory agency for the State of Wisconsin. Working for a pro-business, pro-growth Governor, Nancy sees tremendous opportunity for business owners to reduce the impact of government on their everyday lives. Nancy meets with business owners, economic development and trade associations to gather firsthand knowledge of what they see as needed changes. She then takes this information back to the legislature, state agencies and the Governor's office to help improve the business climate in Wisconsin.



## **Nikolaus Butz, Ph.D, Assistant Professor in the School of Business & Economics at UW Stevens Point**

Nikolaus T. Butz is an Assistant Professor in the School of Business and Economics at the University of Wisconsin - Stevens Point. He holds a BS in business education from Dickinson State University and an MBA and PhD from the University of North Dakota. His research areas include strategic management, organizational theory, and technological innovation. In particular, his work has focused on how technology can be used to improve interpersonal relationships in a variety of organizational contexts, including academic and business settings.



## **Peter Kearns, Astra by Campground Manager**

Peter Kearns is one of the managing principals of Mission Management Information Systems Inc.. Mission was started in 1993 as a vehicle to produce, sell and support Campground Manager Software®/ BookYourSite™. After graduating from the McMaster University School of Business in Hamilton Ontario in 1983,, Peter joined Jim Amadio in 1993 to start Mission Management. Currently Mission has grown to over 1000 campgrounds and rv parks using their system, 18 full time employees and process over 22 million dollars annually in flow through online reservations for our customers. They develop everything in-house at their office in Niagara Falls. Recently Mission has successfully released their new generation of their campground property management system called Astra and a new integrated BookYourSite™ online piece. After beta testing it our own 289 site park for 2 years, we are thrilled with the market response. Peter and his family currently resides in the small ski town of Kimberley BC.



## **Renee Sommer, Best Life Coaching and The Marketing VA**

Renee Sommer is the owner of Best Life Coaching and The Marketing VA. She considers herself a reformed social media marketer and a recovered Negative Nelly. Renee understands the power of a positive mindset, what it takes to launch and manage an online business, and how to jump-start the creative juices that are locked deep inside someone's heart. A master at starting over, starting fresh, and living her best life, Renee is uniquely equipped to help get you exactly where you want to be and to help you unlock the you-est YOU possible.



## **Rex N. Dachenbach, CPCU, Coverra Insurance**

Rex is a Wisconsin native who enjoys beer, cheese, and P & C insurance; sometimes in that order. He has worked in Business Insurance for 38 years, has taught insurance classes for over 25 years including teaching online courses in Commercial Property, and has presented hundreds of hours of insurance knowledge to producers.

## **Robert Welch, The Welch Group**

Robert Welch began his professional career as a Land Surveyor, starting a business with his wife, Jeanne, in 1982 at the age of 23. They grew their firm to 7 employees and expanded into real estate development. In 1984, Welch began a 10 year stint in the State Assembly where he served as both the Republican Caucus Chair and the Assistant Minority Leader. In 1994, Welch was the Republican nominee in the US Senate race against Herb Kohl. In 1995, Welch was elected to the State Senate. During his 9 years there he served on nearly every major committee including Chair of the Joint Committee for Review of Administrative Rules and Vice-Chair of the powerful Joint Finance Committee. He was elected by his peers to serve as Senate President Pro Tempore. In 2004, Welch resigned from the State Senate and he and Jeanne formed The Welch Group, a full service public affairs firm providing lobbying, issue management, marketing, and business development services. Welch is a graduate of Ripon College and Madison Area Technical College. He serves on the Ripon College Board of Trustees. He is married and has 3 grown children and 6 grandchildren. His parents briefly ran a campground when he was a boy.

# PRESENTER INFORMATION



## **Shaun Peterson, *Division of Motor Vehicles (DMV)***

Shaun is the Supervisor of the Special Plates Unit with DMV. Shaun and his team are responsible for the review and issuance of personalized, specialty and disabled license plates and title processing. In addition, he is an expert working with involuntary lien transfers.

Shaun has worked in a management position with DMV for over five years and. He enjoys coaching his sons' youth hockey teams. Shaun and his family are lifelong residents of Wisconsin.

You can reach Shaun at (608) 261-2575 or [shaun.peterson@dot.wi.gov](mailto:shaun.peterson@dot.wi.gov)



## **Ted Tuchalski, *Department of Agriculture, Trade, and Consumer Protection***

Ted Tuchalski, R.S. is an Environmental Health Technical Specialist with the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP). His primary focus at DATCP is lodging, which includes: hotels, motels, tourist rooming houses, and bed & breakfast establishments. Ted's environmental health career began as a food inspector in Salt Lake City, Utah and has spanned multiple program areas at the city, county, and state levels here in Wisconsin.



## **Tia Anderson, *Stoney Creek RV Resort***

Tia Anderson is the Operations Manager at Stoney Creek RV Resort in Osseo, Wi. Tia was raised in the campground industry and has over 10 years experience working in campgrounds. At Stoney Creek, she manages the front desk/reservations and recreation; she also handles all of the online marketing, social media, web design/maintenance and promotional material..

## **Tim Kiecklausch, *National Weather Service***

Tim Kieckbusch is a senior forecaster at the National Weather Service office in Green Bay, Wisconsin. He has worked for the NWS for over 28 years, and has been forecasting northeast Wisconsin weather for the past 23 years.



## **Tyler Quam, *Wisconsin Dept. of Revenue***

Tyler Quam is the Special Agent in Charge of the Alcohol & Tobacco Enforcement Unit at the Wisconsin Department of Revenue. Tyler has been with the Department for about 14 years, approximately 7 of which with the Alcohol & Tobacco Enforcement Unit. Originally from Cottage Grove, Wisconsin, Tyler now resides in Wisconsin Rapids with his wife and 3 children. In his free time, Tyler enjoys many outdoor activities including fishing, hunting, and camping with his family.



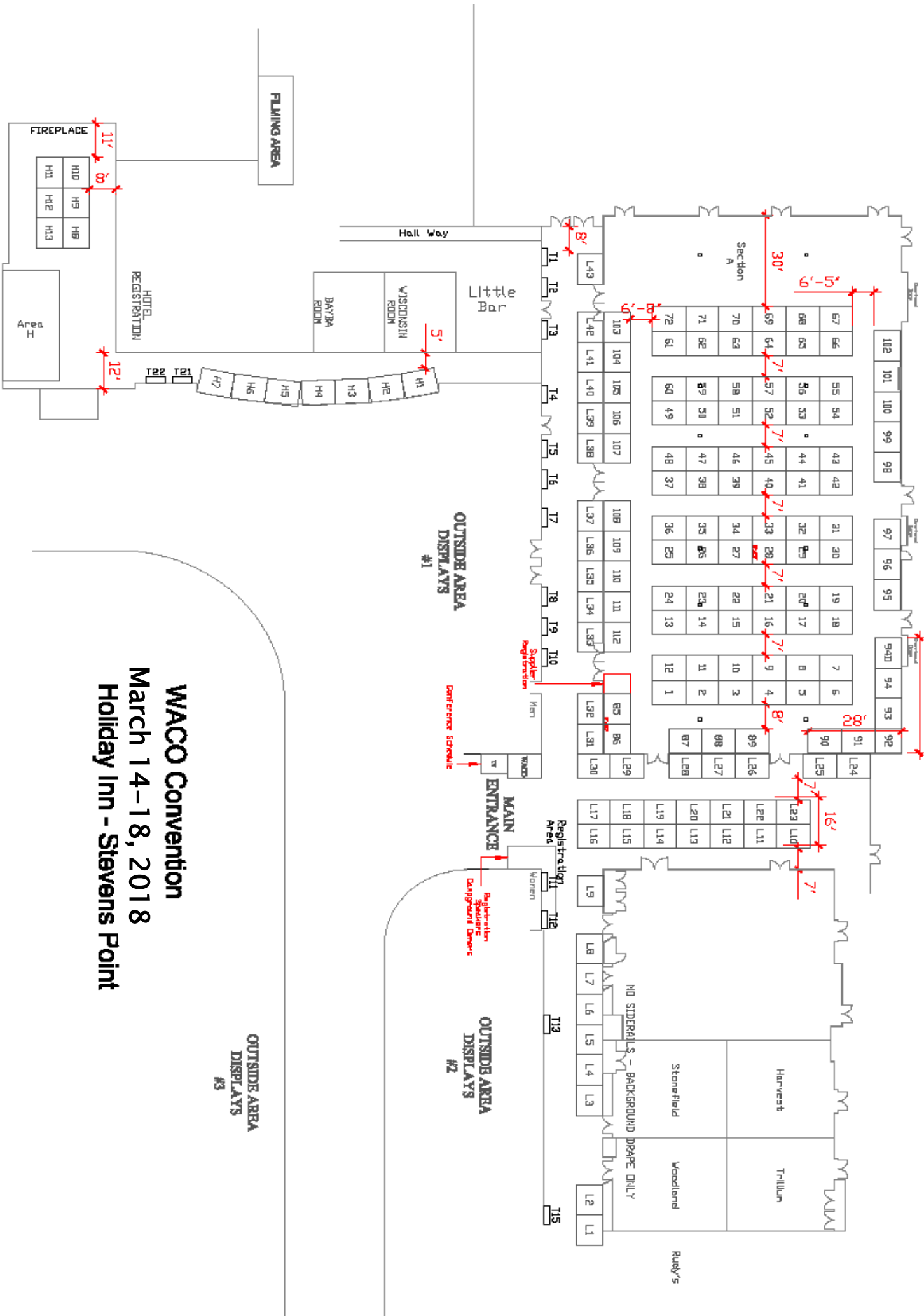
## **Wade Elliot, *Utility Supply Group***

Wade is the founder and owner of Utility Supply Group headquartered in the Seattle suburb of Preston, WA. Utility Supply Group was founded in 2001 as a nationwide distributor of electrical, gas and water utility supplies to RV and Manufactured Housing communities. Wade and the staff of Utility Supply Group collectively have over 50 years of experience designing electrical layouts in RV parks to meet the needs of the park and follow National Electric Code. Wade has a B.S. from the University of Nebraska and an MBA from the University of Nebraska. Wade is a former member of the Arizona Travel Park Association Board of Directors and currently sits on the National Association of RV Parks and Campgrounds board. He sits on this board as a representative of the ARVC Business Forum where he serves as its Chairman. Wade is a member of the Underwriters Laboratory Standards Technology Panel 231, Power Outlets. Additionally, Wade is an alternate member of the National Fire Protection Association's National Electric Code CMP(Code Making Panel) 19. Wade sits on this panel as a representative of the National Association of RV Parks and Campgrounds. (ARVC)

## SEMINAR TOPICS FOR 2019

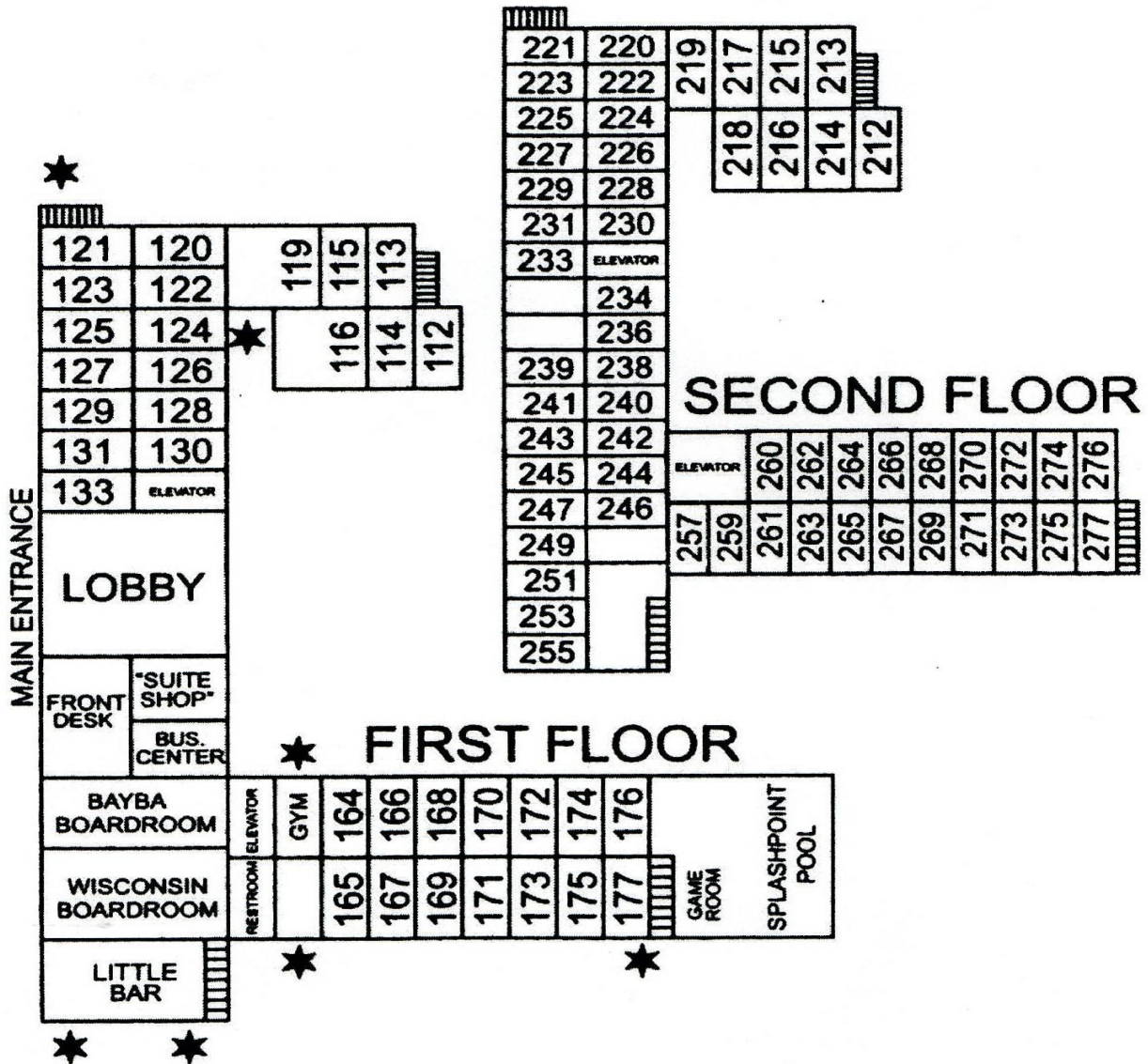
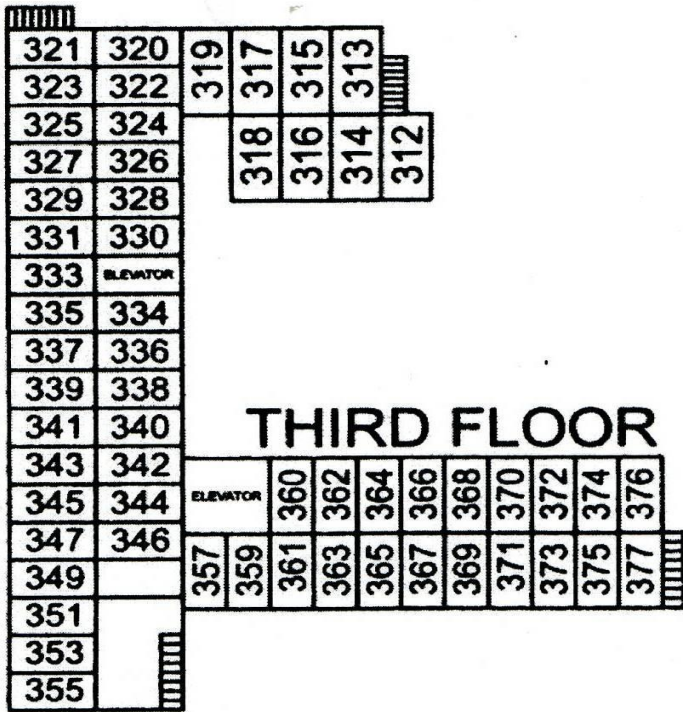
Have an idea for next year you want to share with WACO? Let a WACO Board Member or WACO Staff know





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