



August 2014 Newsletter

WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS



Published by the
Wisconsin Association of
Campground Owners

EXECUTIVE DIRECTOR

LORI SEVERSON

P.O. Box 228

N22676 US Hwy. 53

Ettrick, WI 54627

WACO Phone #:

608-525-2327

Severson & Associates

Phone #: 608-525-2323

Fax #: 608-525-2328

email:

lori@seversonandassociates.com



Menards and Kwik Trip Scrip Cards

Save money on your dues by using a Menards or Kwik
Trip Scrip Card! Examples below:

Kwik Trip Scrip Card Order Form - WACO

Menards Scrip Card Order Form - WACO

Campground: _____

Address: _____

City, State, Zip: _____

Phone: _____

E-mail: _____

Denominations	Quantity	Total
\$5		
\$10		
\$15		
\$20		
\$25		
\$50		
\$75		
\$100		
\$200		
\$500		

Denominations	Quantity	Total
\$10		
\$25		
\$50		
\$100		
Other Amount		

Credit Card Information

CC # _____

Exp: _____ CVC # _____

Signature: _____

Credit Card Information

CC # _____

Exp: _____ CVC # _____

Signature: _____

Example: If you buy 25 cards for \$100 you will pay \$2500 and
10% (\$250) will go towards your WACO dues.

Example - If you buy 100 of the \$25 cards you will pay \$2500 and
4% (\$100) of that will go towards your WACO 2015 dues

Dues are soon! Early Bird Special is extended until August
18! All due by September 10, 2014!



Inside

**Page 2: Summer
Showers**

**Page 3: In Other WACO
News...**

**Page 4: Membership
Benefits cont'd**



Has the Summer's Showers Affected You?

This Summer sure has been the Summer of Showers--has it affected you at all? Wisconsin sure has got some rain this summer and that can affect camping. It has affected one campground in La Crosse according to Woodall's Campground Management.

July 14, 2014 by Woodall's Campground Management

A La Crosse, Wis., campground is trying to get ready to reopen after flooding, television station WEAU reported.

The Mississippi River is below flood stage in La Crosse, but Pettibone Resort's campground is still feeling the effects.

Campground manager zeb allert says it's been closed for about 3 weeks.

"We're at the mercy of Mother Nature so we are anxious to get camping. Everybody's anxious, but at the same time we're understandable that this is a possibility down here by the Mississippi," said Allert.

Since Pettibone Resort's campground was closed 4th of July weekend, Allert said he's hoping for dryer weather Labor Day weekend."

"Been praying since the 4th of July. We need to hit Labor Day, we need to hit Oktoberfest, and we have a lot of people counting on us to be open," said Allert.

National Weather Service hydrologist Mike Welvaert said the Mississippi River hit nearly 13.5 feet in La Crosse during the flooding in early July.

"We looked back at historical records that date back to 1874 and we found that in the La Crosse area the Mississippi had only been over that 12 foot flood stage mark this is the third time. So it's pretty rare for it to happen in July," said Welvaert.

Board of Directors

SCOTT KOLLOCK
PRESIDENT
Vista Royale Campground
1-715-335-6631

JUDY BUCHTA
Past PRESIDENT
Duck Creek Campground
1-608-429-2425

LORI SEVERSON
EXECUTIVE DIRECTOR
608-525-2327

DAWN BUTTON
SECRETARY
Evergreen Campsites LLC
1-920-622-3498

MARK HAZELBAKER
LAWYER
608-663-9770

BERT DAVIS
Badgerland Campground
608-873-5800

JULIE MICHAELS
Scenic Ridges Campground
608-883-2920

MIKE DRICKEN
Lake Lenwood Beach & Campground
1-262-334-1335

ADAM MALSACK
Lake Arrowhead Campground
1-920-295-3000

PAT REHWINKEL
Merry Mac's Campground
1-608-493-2367

ROBERT WEISS
Wilderness Campgrounds
1-608-297-2002

BECKY GUSSEL
Sherwood Forrest Camping
1-608-254-7080

RANDY SONDALE
Pineland Camping
1-608-564-7818

BUD STYER
ARVC Representative
Smokey Hollow Campground
1-608-592-2128

LELAND NELSON
Keyes Lake Campground
715-528-4907



IN OTHER WACO NEWS...

How to: Flag an Unwanted Ad

It has been brought to our attention that sometimes unwanted ads may appear when you do not want them to! If an unwanted advertisement shows up on Craigslist, how do you handle it?

Consider the following:

- "Flag" the ad by clicking on the button that appears in the ad labeled "prohibited".

[CL](#) > [wausau](#) > [all personals](#) > [casual encounters](#)

reply



[prohibited](#)

Posted: 18 days ago

^^^^ "prohibited" click here.

It should then be brought to Craigslist's attention and be removed.

Membership Benefits

1. Education – we run the largest number of education classes in the nation so we can be informed of all the laws certifications necessary to run our businesses. We also provide certifications at a much reduced rate (Example is CPO certification – members save \$200) We run everything from how to type courses, septic information, ancillary income ideas, American disabilities act, free press ideas, workers comp, insurance issues, banking options, preparing to sell, tax liability issues, sales tax, making use of the free stuff, water & well systems, electrical issues, understanding state fees, minimum record keeping requirements...just to name a few.

2. Our trade show is the largest in the Nation with over 192 booths filled with services, products and information.

3. We hold 2 fall workshops where you receive a guided tour of several campgrounds and have the ability to ask any questions you like. These provide a wonderful learning opportunity and have saved time & money for many campground owners.

4. Being part of the WACO family allows you greater networking opportunities. Many times the problems you are going through are exactly the same problems others have went through and found solutions to. We are the clearing house for those types of things.

5. We are proud to have many of our State folks be a big part of solutions: James Kaplanek Chief Food & Safety Recreational Licensing, Dan Schuller DNR, Stephanie Klett, Secretary of Tourism, just to name a few.

6. Mark Hazelbaker provides our members with a legal hotline that saves members hundreds of dollars. This hotline is used to answer simple legal questions that can become complicated. He reviews our seasonal agreements & provides direction on those. He keeps us current on new regulations and laws.

7. We have purchase power by looking for opportunities to buy together.

8. We have created a PAC fund to help us deal with legislative issues that don't work for us.





9. From a marketing perspective our directory is distributed to over 315,000 campers. We distribute information at more than 12 RV shows, partner with the Department of Tourism, Convention & Visitor Bureaus, waysides, and other target markets including Gander Mountain & select grocery stores. Our website continues to be the leading camping site in Wisconsin.

10. We have a members only section on our website where you can get answers to questions 24/7

11. On a national level – Jeff Sims provides us with an update every time the legislation brings up key words that are critical to our business.

Most importantly, when things that are devastating to our business come up, we have a support team that can help us through it, with the resources to make a case. Without members like we have that are experts and have been through these types of scenarios, decisions get made that are not helpful to our business plans. We are fortunate to have people in our association that make time from their busy schedules to become experts, talk to legislators, develop relationships on the State level, so that all of us can continue to run our businesses. Our membership money pays for these services, and that's the reason we encourage everyone to help share in that expense, recognizing that many members have funded the association for the good of all, members and nonmembers.



MARK YOUR CALENDAR



13TH Annual Business Day in Madison

Wednesday, March 4, 2015

**Monona Terrace Community & Convention Center
Madison, Wisconsin**

Business Day in Madison brings business leaders - from sole proprietors to major corporations - together with policymakers to discuss the most important issues facing our state.

7:30 a.m. Business Day Kick-Off

NFIB/Wisconsin "Exclusive" Small Business Session

9:00 a.m. Business Day General Session Begins - Program to be Announced

**Mark your calendar and make plans to attend
this very special event next March.**

We also encourage you to invite others to attend.

NFIB registration information for the event will be sent in the fall

**Questions, contact Deanna at the NFIB State Public Policy Office
608/255-6083 or Deanna.esser@nfib.org**

NFIB
The Voice of Small Business.

Convention 2015

**Have any theme
ideas? Please e-mail
ashleysinclair90@gmail.com**