



# WACO

Wisconsin Association of Campground Owners

## 2017 Bean Bag Tournament

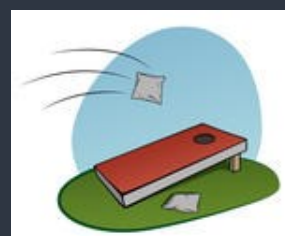
**Boost your shoulder season business by being a part of the  
2017 WACO Bean Bag Tournament!**

WACO is putting on their first state-wide bean bag fundraiser this Spring! The struggle of shoulder season can be more difficult for some campgrounds rather than others. WACO wants to help attract campers into all participating WACO campgrounds by planning an awesome incentive.

So how exactly does this work? Each participating campground will host a bean bag tournament at their campground before June 10th. You pick the date and send your top 2 teams to the play-offs! The winners from each participating campground will then compete in a final tournament on June 10th to win \$1000 in WACO bucks. The campground to host the final tournament will be randomly selected out of the participating campgrounds and chosen at the Madison RV Show.

The cost is \$20 per player in the first round tournament and also the final tournament.

The WACO offices will designate the official rules and regulations. Each participating campground will receive a copy of the rules and regulations, registration sheets, a poster specifically for their campground, and any other information WACO sees fit.



Thank you to our participating campgrounds!

- Champions Riverside Resort
- Duck Creek Campground
- Evergreen Campground
- Merry Mac's Campground
- Pineland Camping Park
- Scenic Ridge Campground
- Stoney Creek RV Resort
- Indian Trails Campground
- Smokey Hollow Campground
- Great River Harbor Campground

Sign up your campground to participate today! Please email Carrie at [Carrie@seversonandassociates.com](mailto:Carrie@seversonandassociates.com) to register your campground and receive the necessary tools. Please note: Any campground that is registering after 12/6/16 will not be featured in the directory.

### Inside this issue

First RV Show P.2

Directory P.2

Madison RV Show P.3

Convention P.3

RV Distribution P.3

Winter Advertising P. 4 - 5

RV SuperShow - Milwaukee P. 5

WACO Board Members and  
Advertising Opportunities P. 6

# Tips and Tricks for Participating In Your First RV Show

Is this your first time attending a trade show or RV show? WACO is here to help! Whether you are setting up a booth or just attending, this article will help you get the most out of each show. Use this helpful tips and tricks to master trade shows and RV shows!

- **Use social media and technology:** Use the social media and technology you are comfortable with to boost your show. Whether its email, Facebook or Twitter there are many ways to draw people to your booth. Give away a small item for people who mention your Facebook page for example. Many shows put QR codes on attendees' badges, check to see if your show will be doing this. You can download a QR scanner for your phone and scan people who visit your booth. You could also place QR codes around your booth that "Like" your Facebook page.
- **Dress comfortably but professionally:** Exhibition halls are notoriously cold first thing but can warm up quite a bit if the show is heavily attended. Dress in layers that you can peel off as the day goes on. Comfortable shoes are a must as you will be doing a lot of walking.
- **Be Prepared:** It is important to have your promotional materials ready; from brochures to advertising give-aways like pens. Running out of these items is not only embarrassing but could cost you potential customers. Being prepared also means knowing your product and being able to give short simple descriptions and explanations. There are a lot of people who attend these shows and you want to leave a great impression while maximizing the number of potential customer contacts.
- **Make time:** While you are attending to sell your product or service it is also a great time to catch up on the competition. See what new products and services are relevant to your business. Make time for yourself and your staff to walk the show and get a feel for what other people in your industry are doing.
- **Engage with the attendees:** Do not be the booth that has people reading books or eating while potential customers walk on by. Look alert and actually draw people in with a free item or ask people to check out your product. Be courteous and pleasant without pasting a frozen smile onto your face.
- **Relax:** Dealing with large numbers of people can be very stressful. Take breaks and give breaks to your fellow workers to decompress if you need to.
- **Be prepared for next year:** When you are walking the exhibit area keep in mind the layout with the goal of selecting an even better location for next year. Write down what works and what doesn't so that you can duplicate success and avoid pitfalls.
- **After the show:** Now the real work begins of following up on leads to potential customers. This is also a good time to start the process of contacting those vendors who produce goods and services relevant to your business. Do not forget to mention your show discount if one was offered!



## Directory

Keep an eye out for the directory as it is almost ready! We will be sending out the 2017 Wisconsin Campground Directory for all members to view. We will have a limited time that you are able to look through your campground's listing. We will be sending out the directory in several parts. Campgrounds will be able to look at the whole directory as well as by region. If you run into trouble with viewing your campground or if something is not correct with your campground, please alert the WACO office right away.

# Madison RV Show

Perks of WACO right here! Want to have a booth at the Madison RV Show? Sign up with the WACO office today. The Madison RV Show is at the Alliant Energy Center on February 3rd - 5th, 2017. The cost to have a booth is \$550. The only campgrounds that will have booths at the Madison RV Show are WACO campgrounds! Pretty cool, right?

The WACO office has set up a room block at the Clarion hotel (attached to the Alliant Energy Center) for your convenience. The room block cutoff date is January 2nd, 2017. Please contact the Clarion hotel directly to make hotel reservations at 608-284-1234. Be sure to use the room block code **WACO**.

To register, call the WACO office with a credit card ready or fill out the attached form at the end of the newsletter.

## 2017 WACO Convention: Back to the Basics

The 2017 WACO Convention will be March 15th - 19th, 2017 in Stevens Point, Wisconsin. This year, WACO is taking it back to the basics with campground 101. In today's society, the little things that don't matter can sometimes become the focus, but it is time to look at your campground and check your basics.

The WACO office is always on the lookout for new trade members and could also use your help! Help us grow the WACO tradeshow by alerting us about new trade members or vendors that you currently work with. If you have a specific trade member in mind or want a certain category, let us know!

If you have not registered, please fill out the form located at the end of the newsletter and send it to the WACO Office. The early bird special for registration ends on January 31st so do not procrastinate! Also, make sure to call the Holiday Inn Convention Center in Stevens Point, Wisconsin to make your hotel arrangements. The hotel can be reached at 715.344.0200.



## RV Distribution

If your campground has signed up for the RV Distribution through WACO, your campground brochures and flyers will need to be to the WACO office by December 23rd. This ensure WACO enough time to pack bags before the start of the RV shows.

If you would like a specific amount of flyers for a show, please alert the WACO office of that. Also, please make WACO aware of when your flyers or brochures will arrive at the office.

# Winter Advertising for Campgrounds

The cold time of the year is traditionally when Northern campgrounds take stock of their inventory and start on maintenance and other projects best done when campers are not present.

Social media has been effectively used by campgrounds for the last couple of years but the potential for increased sales has started to decline as the market becomes saturated with competing messages. This means that the largest potential group for expanded sales is your current customer base. The winter months can be used to engage your customers in conversations on Facebook, Tweets on finalized events for the new season, or even promoting specials at your bar/restaurant.

Take time now to design a social media or advertising plan. Where do you want to spend your money on advertising and where can you get your themed



weekends or activities posted for free. Reach out to your local Visitors Bureau, township/city and see what they have available for you. Many sites let you post events or even direct links for your campground.

Sit down and power out some of the social media scheduling. Facebook provides you with a scheduling tool allowing you to preschedule posts over 6 months in advance. Look through your calendar and schedule out the big events or weekly items. The plus about social media is that no matter what, someone will see your post!

Something you might not be doing is looking at local businesses and seeing what kinds of tangible cross promotion you can do on each other's websites. Perhaps there are local businesses that many of your customers use for groceries or gas, local attractions that your patrons visit or other places of interest. Ask to have your campground brochure available on site or even ask for a link in exchange for one on your

website. Think sponsorship for your campgrounds! Winter is a great time to do the legwork to make this happen.

However there are ways that you can actually profit from the winter months with your current infrastructure. Making cabins available for family winter getaways over the Holiday season or romantic escapes over the Valentines or Sweetest Day weekends. Cross promote with local restaurants or attractions, like museums, and it's a win/win for you and local business. Even if you winterize only a couple of cabins the payoff could be enormous as they were assets that were not paying you money while they sat idle.



Many campgrounds have trails primarily used for walking that might see use for snowmobiling or other off road recreational vehicles in the off season. There is a market of people who do winter hiking or cross country skiing looking to get away from it all and be back in nature who will have little impact on the trails. This is a potential new group of customers who perhaps, do not like the more crowded aspects of summer campground life but would really enjoy the solitude.

Cross promotion with a local ski hill could open up a new market of campers. Think about it. If they are traveling nearby to have fun for winter activities, why wouldn't they try the same area they enjoy in the spring and summer? You could actively market statewide or locally to ski hills, ski outfitting shops and sporting goods stores. Marketing this way might be useful even if you do not have any winter time activities.

Scout groups might be interested in "roughing" it at your campground if you have the facilities for it (mainly restrooms). Marketing to these groups is as easy as checking with your local scouting groups to determine if there is any interest. Winter camping is one of the badges scouts can earn and while many State and Federal campgrounds host scouts there is nothing that says that a locally owned campground can't get in on the action.

## **(cont.) Winter Advertising for Campgrounds**

The months of January and February are very slow for campgrounds and these are ideal for the scouts camping badge.

Winter can still be a time to stay connected with your current customers through social media and get started on marketing for the upcoming season. It can also be the time that you look at new marketing opportunities from sources that you might not have considered before.

Not all of these ideas will work for your campground but hopefully at least one will spark further ideas, helping you to better market and use your campground in the “off season”.



## **Wisconsin RV SuperShow - Milwaukee**

The wait for the Wisconsin RV SuperShow - Milwaukee registration is over! Below is all the information you will need concerning the show on January 6th - 8th, 2017.

You can access the exhibitor info kit at the bottom of the email or by visiting [www.thewisconsinrvshow.com](http://www.thewisconsinrvshow.com) - top right corner in blue.

### **COUPLE CHANGES FOR 2017 -**

1. Staging has been moved from Brewers Stadium to a closer, larger, more secure, and better taken care of location- Festival Park. There is a map, address and will be yellow signs marking entrance and exit to staging grounds. I will have security there 7pm to 8am nightly for pre show and post show usage.
2. We will no longer be using Name Badges- the new program is call admission punch cards and is explained in the kit
3. We are now using the Hilton instead of the Hyatt- the Hotel is still attached and convenient to the center, accept it is off of Wisconsin Ave.
4. You will be receiving your final invoices from Chris Hamilton at GS Media. Please pay them as to the instructions on that invoice. I have transferred all payments and deposits accordingly, and if you happened to have sent any additional or the final payment before you got this... no worries I will transfer it the same as all the others.

Exhibitor Kit Link- [http://media.wix.com/ugd/012c57\\_e2708afac02749ce9d587827e707936d.pdf](http://media.wix.com/ugd/012c57_e2708afac02749ce9d587827e707936d.pdf)

For more information concerning the Wisconsin RV SuperShow - Milwaukee, please contact them directly at 800-848-6247.



## WACO 2017 Advertising

### WEBSITE AD SIZES

Banner Ad: 1200 x 120

Side Ad: 200 x 200

### PLEASE NOTE!

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

## WACO Member Login

**Username: member**

**Password:  
born2camp**



### CONTACT INFORMATION

**Lori Severson,**  
Executive Director

PO Box 228  
N22676 US Hwy 53  
Ettrick, WI 54627

WACO Phone (608) 525-2327

**Severson & Associates**

Phone (608) 525-2323

Fax (608) 525-2328

lori@seversonandassociates.com

## BOARD OF DIRECTORS

SCOTT KOLLACK	President
Vista Royale Campground	(715) 335-6631
JUDY BUCHTA	Past President
Duck Creek Campground	(608) 429-2425
LORI SEVERSON	Executive Director
	(608) 525-2327
MARK HAZELBAKER	Lawyer
	(608) 663-9770
JIM BUTTON	Director
Evergreen Campsites, LLC	(920) 622-3498
BERT DAVIS	ARVC Representative
Badgerland Campground	(608) 873-5800
JULIE MICHAELS	Director
Scenic Ridge Campground	(608) 883-2920
PAT REHWINKEL	Director
Mary Mac's Campground	(608) 493-2367
ROBERT WEISS	Director
Wilderness Campgrounds	(608) 297-2002
Becky Gussel	Director
Sherwood Forrest Camping	(608) 254-7080
RANDY SONDALE	Director
Pineland Camping	(608) 564-7818
BUD STYER	Director
Smokey Hollow Campground	(608) 592-2128
LELAND NELSON	Director
Keyslake Campground	(715) 528-4907
JOYCE STENKLYFT	Director
Stoney Creek RV Resort	(715) 597-2102
MIKE DRICKEN	Director
Lake Lenwood Beach and Campground	(608) 429-2425



**Madison RV Show  
February 3<sup>rd</sup> – 5<sup>th</sup>, 2017**

**WACO SPECIAL MEMBER ONLY BENEFIT  
Booth Early Bird Price \$325.00**

**ALL CAMPGROUND BOOTHS WILL BE IN SPACE IN LOBBY. WACO  
MEMBERS WILL BE ELIGIBLE FOR THE EARLY BIRD PRICE – NON  
WACO MEMBERS FEE WILL BE \$550.00**

**Booth Early Bird Price of \$325.00 if postmarked to WACO Office by deadline of  
November 20, 2016 (NO EXCEPTIONS). After November 20, booth price is \$550.00.**

Name of  
Campground \_\_\_\_\_

Contact: \_\_\_\_\_

Off Season mailing address \_\_\_\_\_  
\_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Check # \_\_\_\_\_ *Make checks payable to WACO*

Master or Visa Number \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_  
Exp: \_\_\_\_/\_\_\_\_ 3-code \_\_\_\_\_

Return to:  
WACO P.O. Box 228, Ettrick, WI 54627  
Ph: 608-525-2327 or Fax: 608-525-2328

**Hotel options:**  
WACO has a room block at the Clarion – attached to the Alliant Energy Center  
2110 Rimrock Road Madison, WI. 53713 Phone: 608-284-1234  
Rate is \$114.00 plus tax (*Breakfast buffet, social hour, and free internet.* ).  
Cutoff date for the block is January 2<sup>nd</sup>, 2017 for all room rates.  
Room Block Code: **WACO**

**This is a great WACO benefit – please be sure to take advantage of it!**

**WACO 2017 Convention & Trade Show**  
**March 15<sup>th</sup> – 19<sup>th</sup>, 2017**  
**Holiday Inn Hotel & Convention Center**  
**1001 Amber Avenue**

Campground Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_ Phone: \_\_\_\_\_

Fax \_\_\_\_\_ E-Mail \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Please print names of registrants as you would like them to appear on badges.

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_  
 4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_  
 7. \_\_\_\_\_ 8. \_\_\_\_\_ 9. \_\_\_\_\_

**WACO Members**

**Early Bird Price Pay Before January 31, 2017 Must be postmarked or verifiable**

Full Convention per person	_____	\$200	_____	_____
Full Convention Out of State ARVC	_____	\$250	_____	_____
Full Convention non ARVC	_____	\$325	_____	_____

**After 1/31/17**

Full Convention per person	_____	\$300	_____	_____
Full Convention OOS ARVC	_____	\$375	_____	_____
Full Convention non ARVC Members	_____	\$425	_____	_____

Pool Certification Course \_\_\_\_\_ \$100 Name \_\_\_\_\_

\_\_\_\_\_ \$100 Name \_\_\_\_\_

Please print names of registrants

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_  
 4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_

**EXPO ONLY** per person /per day **\$75 S** \_\_\_\_\_

**ServSafe Certification** per/person **Must be pre-registered** **\$75 \$** \_\_\_\_\_

**Kids Kamp (Wed – Saturday)**

Rate for entire convention

(No discounts for less days) \_\_\_\_\_ Wed. thru Sat. \$95 each \_\_\_\_\_

Teen program \_\_\_\_\_ Wed. thru Sat. \$95 each \_\_\_\_\_

Non-registered Kids \_\_\_\_\_ Per Day \$50 each \_\_\_\_\_

Children's Name and Age

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_  
 4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_  
 7. \_\_\_\_\_ 8. \_\_\_\_\_ 9. \_\_\_\_\_

**Total Amount Enclosed \$** \_\_\_\_\_ **Check #** \_\_\_\_\_ **Credit Card #** \_\_\_\_\_

**MC** \_\_\_\_\_ **Visa** \_\_\_\_\_ **Expiration Date** \_\_\_\_\_ **Signature** \_\_\_\_\_

Room reservations should be made directly to Holiday Inn & Convention Center, Phone: 715-344-0200

Standard double Suites \$74.00 King Suites \$103.99 Plus tax

Other Accommodations: Holiday Inn Express (Across the Street) same rates Plus tax, includes Breakfast.

Phone: 715-344-0000 Please mention that you are attending the WACO Convention or use code WGI.

Other lodging options include: Fairfield (715-342-9300)

Reservations must be made by February 8, 2017 to insure these prices....No exceptions this year!

Complete and mail this form to: WACO – P.O. Box 228 – Ettrick, WI 54627

Phone: 608-525-2327 Fax: 608-525-2328