

# WACO

Wisconsin Association of Campground Owners

December 2017

## Happy Holidays From The WACO Office

The WACO office would like to wish all of our WACO members a family and friend filled holiday season. We hope your holidays bring happiness and cheer along with safety and good health. Happy Holidays!



## Welcome to Our New WACO Members!

WACO is pleased to welcome our new members for the 2018 season!

Blue Top Resort and Campground is located in Fremont on scenic Partridge Lake. Blue Top has 60 sites including 5 cottages for renting, and 34 seasonal sites. Please give a warm WACO welcome to Ron & Debby Gramer of Blue Top Resort and Campground!

Camp 10 Campground is an open and grassy campground located in Reedsville. It has 89 sites total with 50 being seasonal. Please give a warm WACO welcome to Dan and Kristy Kalies of Camp 10 Campground!

Diamond Lake Campground & Trout Farm is known as a spacious, clean and family friendly campground located in Porterfield. It offers 71 total sites with 37 being seasonal. The campground also has two cabins and a yurt. Please give a warm WACO welcome to Joe & Jenn Zirbel of Diamond Lake Campground & Trout Farm.

Edge 'O Dells Camping & RV Resort is an adults only (21 and older) campground located 3 miles West of Wisconsin Dells. It offers 75 total sites and 16 seasonal sites. Please give a warm welcome to Ken Roberts / Terri Erickson of Edge 'O Dells Camping & RV Resort.

Little Creek Campground is located in Fairchild and offers camper the ability to ATV from their site onto the trails! It offer 55 total sites and 39 seasonal sites. Please give a warm WACO welcome to James & Vicki Littlefair of Little Creek Campground.

The Reel Inn RV Campground & Log Lodge is located in Necedah. The campground has 25 sites. Please give a warm WACO welcome to Michele Baumel at The Reel Inn RV Campground & Log Lodge.

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# Trade Show Secrets to Success

## **First Impressions are Everything- No, Really.**

Studies show that your first impression has a high correlation with the actual long-term status of your relationship. There's not much time for you spare on your initial presentation either.

Our first opinion of someone forms in only one tenth of a second. Not surprisingly, we see similar results when someone's first impression is of a brand. It takes only one fifth of a second to form an opinion of a website and 94% of that opinion is design related. So be sure your first impress of you and your booth is a strong, memorable and fun one!

## **Look for the action!**

Seeing other people engaged at your booth makes them want to see what the buzz is all about. Action speaks louder than words – have stuff happening!

Have people interact with your exhibit and staff, but make sure there are always employees available to engage with onlookers.

## **Stuff**

Hand out big stickers, wearables, light up trinkets, etc. and turn it into a game. Those who wear your promo items have a chance to win something big at the end of the show.

These are great because the more people you get to wear them, the more others will want one. It's also a great conversation starter for attendees- and your brand and booth are inserted into that conversation. Give aways like certificates are always good- REMEMBER you can give WACO certificates to put on the wheel to win or use as prizes at the shows if you are unable to do it yourself.

## **Advertise you are at the show!**

Use your Facebook, social media and website to get the word out. Use the shows link to help drive people to visit you ahead of time!

## **Create an Experience**

If you can't display your business offering in an interactive way, consider creating an experience.

Consider inviting your guests to try a game played at the campground or experience a themed weekend. Any thing you can to do interact with the person at your booth will create a memory!

Invite your customers!

Send out an invitation for your customers to come and see you at the shows. They will feel like a VIP

## **Welcome them!**

Give people a warm welcome with things everyone can agree on. Be ready for business with a warm smile and a welcoming look. Getting your work done is hard to resist when it's slow, but remember why we are there!

# Greater Chicago RV Show Date Change

The WACO office was alerted that the Greater Chicago RV Show in Schaumburg, IL has moved their show date to January 19th - 21st, 2018. Please contact the show directly for any questions or concerns at (800) 848-6247. More information on the RV Show can be found at [www.greaterchicagorvshow.com](http://www.greaterchicagorvshow.com).

# Talk Social with Carrie: Bad Reviews

As we have discussed previously, online reviews can either help a business or destroy it. It is not just the review that takes a toll on the business, it's the response of the company (or lack there of). SocialMediaWeek.org covered how to work with bad reviews and help your company. Their article "How To Absolutely Own Bad Reviews And Pump Up Your Brand Identity" by Caz Bevan is what all business owners or marketing teams need to read to help them out of the tricky negative reviews.

*"Your business lives and dies by its reputation.*

*As a small business owner, you know that better than anyone. You also know that a single negative review can significantly affect your online ratings. Fair or not, that puts a lot of power in the hands of every single consumer. And many of them know it.*

*Online reviews promote transparency in business, encourage potential customers to take a chance on an unknown business, and even educate owners who would otherwise be clueless about why their business isn't thriving. All of these things are generally positive.*

*However, there are folks out there who delight in being online misanthropes who have nothing nice to say (but plenty of caustic comments to share). You may also have to deal with the whims of a customer who refuses to be placated over the most minor of errors, clients who expect the impossible, and patrons who feel they should be entitled to an exception to the rules that are in place for everyone else. There are even bought-and-paid-for trolls who will sell the power of their reviews to your competitors for the right price.*

## **Recognize the Power of the Social Media Review**

*The online review has grown increasingly powerful in the last few years — and negative ones may be disproportionately so. While 92% of consumers now read online reviews, 40% of them form their opinion after reading just 1-3 reviews. That means a single bad review can really hurt your chances of drawing in new customers.*

*The good news is that customers generally say that reviews older than a month aren't that important. They also look for responses from the small business owner to any negative reviews before they decide how much value to give them. And they gauge the sincerity of the owner's approach to customer feedback.*

*So what's the appropriate response to a negative review? You really have only three good options (and ignoring it isn't one of them):*

### **Apologize if you should**

*If the review seems genuine, most likely the customer just wants to be heard. It may be frustrating that he or she didn't address the complaint at the time and took to the internet instead. But a lot of people are more comfortable expressing negative opinions online than they are engaging in a potential conflict in person.*

*Consider this an honest critique of something that could be done better. Reach out to the customer promptly and express your apologies for their dissatisfaction. Admit your mistakes and make sure that you talk to the reviewer person-to-person (not like a corporation-to-person). If possible, try to make amends. Offer the unhappy customer his or her money back or comp a free second experience if they're willing to give you the chance.*

*This tells readers that you actually take reviews seriously and will respond to complaints in a positive, heartfelt way. It also reassures prospective customers that if they aren't happy, their money won't be wasted. Rather, you'll make things right whenever possible.*

*Guess what? You've just made "caring and customer-oriented" part of your brand's identity!*

### **Correct inaccuracies if they exist**

*If the review is riddled with inaccuracies and can best be described as "self-entitled" and "impossible to*

please". You can take a cheekier response.

Yes, we're seriously suggesting that you refuse to acknowledge that the customer is always right. However, just be very careful and make sure that you come across as humorous, not hateful.

There have been some brilliant responses recently to online reviews that left 1-star comments that complained about things that were either untrue, outside of the owner's control, or just generally clearly against company policy.

For example, when a would-be diner complained about a Kansas City restaurant's refusal to pack a group of meals for "take out" (despite a clearly stated policy against that very practice) and made good on a threat to blast the eatery with the dreaded 1-star review on Yelp, the restaurant took it in stride.

### **Respond as the brand**

In a response, some describe as nothing short of "epic," the restaurant's owner went on to flip the whole tirade around by providing a much clearer view of the whole incident — threats included.

Even that response failed to reach the level of greatness provided by Doolin Hotel that took a saucy and somewhat brazen response to a blistering review of its establishment on TripAdvisor. It called out the reviewer for lying about the price they paid, trash-talking the employees, and complaining about the poor Wi-Fi service. (Which, consequently, affects the entire area in that part of Ireland and isn't something the business can control.)

In the end, both small business owners came off as reasonable, supportive of their (unjustly) maligned employees, and responsible to their carefully cultivated brand identity.

It was clear from the start that nothing would have satisfied the original posters of the negative reviews. But the superstar responses to those 1-star ratings got the small businesses more shares and more good publicity than they probably could have purchased.

### **Own it if you can use it**

You've heard the phrase, "One man's trash is another man's treasure," before, right?

Some 1-star reviews are like that. While one person may complain that there's too much heat in your barbecue sauce, that may be exactly what the next person is seeking. People read reviews partially in order to learn what to expect from a place. Therefore an opinion-based review that's not factually inaccurate isn't necessarily a bad thing.

Sometimes you can even turn 1-star reviews into something fun and comical. A pizza place in California got fed up with Yelp's policies and decided to give customers a 25% discount in exchange for a 1-star review. The whole campaign went viral and the owner says it was the best advertising decision of his life.

The makers of the Smart Car responded to another tired Twitter joke about its small size by mathematically calculating out just how much pigeon poops it would take to actually total the car. Reading the response was like watching the heckler in the audience upstage the would-be comedian.

Perhaps the ultimate win (and an award for sass) goes to Utah's Snowbird ski resort. They just took an unhappy client's Yelp complaint about the complexity of their slopes and turned it into a full-page ad campaign without an ounce of regret.

All of these companies did the same thing — they saw the negative review as a bonus. They saw it as something that could help them reinforce their brand identity and generate interest in their companies at the same time.

### **The Takeaway**

Effective reputation management has become increasingly important when it comes to controlling the fate of your business and needs to be part of your overall digital marketing strategy and activities. Therefore, you

*absolutely have to know how to handle negative social media reviews.*

*The best response to a negative review is whichever one will take the most sting out of it. Aim to leave others who are looking at the dialogue objectively with an overall positive feeling about you, your company, and your brand identity. Admitting you're wrong is best when you really are wrong. But sometimes you simply have to stick to your principles and explain why you couldn't accommodate that particular guest's desires. Other times, your best response is to accept that you can't please everyone — and that's okay.*

## Tavern League of Wisconsin Update

Lori Severson, WACO's Executive Director attended the Buffalo/Trempealeau Christmas party. Pete Madden was in attendance and talked about the Fall Convention held at Appleton. He had great information for campgrounds with bars. At the Fall convention, the Tavern League of Wisconsin (TLW) gave updates as to what was accomplished within the year and items to keep an eye on.

On December 8th, Governor Walker signed AB 138 into law, which will help SafeRide grant recipients promote their program. TLW stated on their Facebook that "Last year, the TLW SafeRide program provided over 92,000 SafeRides home at a cost of nearly \$1 million. The SafeRide program is one reason while drunk driving is down dramatically in Wisconsin, and enactment of this law will help ensure this lifesaving program continues to grow in the future."



Lori Severson of WACO and Pete Madden of TLW

Other items covered:

- According to the US Census Bureau, Wisconsin ranks 3rd per capita in number of licensed establishments.
- According to DOR, a license is not required for a private event where there is no cash transaction for alcohol. (Dept. of Revenue – Barn Weddings)

More information can be found at [www.tlw.org](http://www.tlw.org).

## BUSINESS DAY IN MADISON

FEBRUARY 28, 2018

### WMC Business Day in February

Business Day in Madison will be on February 28, 2018 at the Monona Terrace Community & Convention Center. Featured speakers include five-time Emmy Award-winning investigative journalist Sharyl Attkisson, Political Editor of Townhall.com and Fox News contributor Guy Benson, New York Times best-selling author Greg Gutfeld, and Governor Scott Walk (invited).

If you are interested in attending, let the WACO office know. Cost is \$145 per person. More information at [www.wmc.org](http://www.wmc.org).



# Financial Talk with Properties Plus

## Establishing the Value of Your Campground:

You have spent years building up your park as your best (and sometimes only) retirement package. Then one day you decide to sell it, let's make sure you get the most out of it! As a WACO member – you have access to lots of tools and resources that can be used to help understand and set the value of your park. What **you** want for your park and what its worth – can be very different. And unless you have a cash buyer, the park can only sell for what it appraises for! So working now to improve income, reduce expenses, and increase value will help you when it comes time to sell!

Just as a generic example, let's say you have gross income of \$170,000 and expenses at \$63,000.

### Getting a value using NET OPERATING INCOME (NOI):

\$170,000 – Gross Income

\$63,000 – Expenses

\$107,000 – Net Operating Income (NOI)

\$107,000 X 10% Capitalization Rate (CAP RATE) =

**\$1,070,000 Value based on NOI**



So now you know how to take your own tax return or P&L to back into the value of your park using Net Operating Income. To improve this number even more, you can look for items like these to see if they can be pulled out of your expenses:

**Personal expenses** – cell phones, heat, car expenses, personal insurance premiums, etc. – these can be removed from the expense category to improve value

**SDE – Sellers Discretionary Earnings** spending – this is taking earnings from the park, and reinvesting them for future income. These can also be pulled out, as they will not repeat the following year!

**Large Maintenance Projects** that are not traditional and won't repeat the following year(s). Like a total bathroom renovation.

Let's say \$2,000 of your expenses were personal (cell phones, gas, etc.) – at a 10% cap rate if you back this out, it adds **\$20,000** of value to your park!!!

Let's also say that you spent \$10,000 on a bathroom renovation that will not reoccur again. That at 10% adds a staggering **\$100,000** of value to the park based on NOI!

So properly categorizing expenses and backing out personal information can really help you gauge the true value of your campground. Properties Plus has a great spreadsheet that you can use to input all of your P&L and Tax info and it gives you great information that you and your bank can use for refinancing or if you just want to know what your park is worth.

As always, we will be attending the WACO convention, and would be happy to sit with you and go through all of your data – and get you a solid value and direction to increase your value. This is a totally free and confidential offering for all WACO members.

We look forward to seeing you in March!

Sincerely,

PROPERTIES PLUS

John Jaszewski

Owner/Broker - MN & WI

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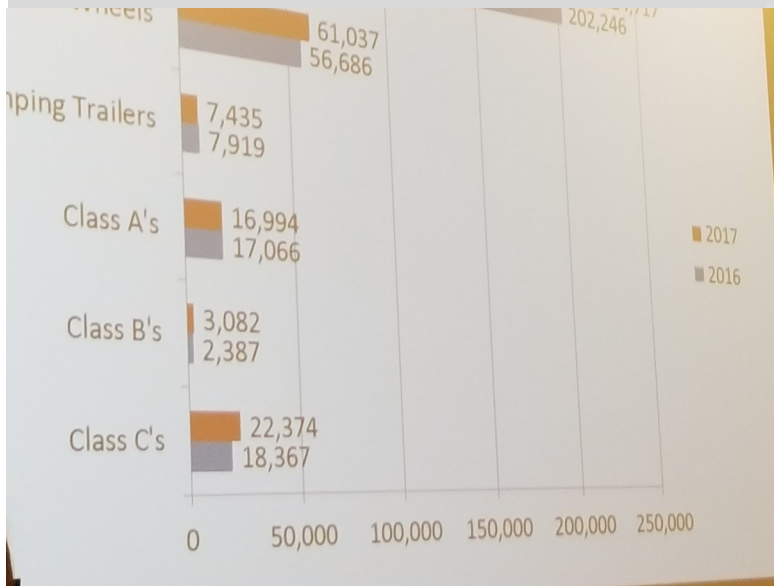
[john@propertiespluswinona.com](mailto:john@propertiespluswinona.com)

# WRVDA

The Wisconsin Recreational Vehicle Dealers Alliance is a trade association newly formed to address the business interests of the RV industry. We are an advocate for any issues that arise at the Capitol, hold a convention every winter, provide educational offerings for industry members and are looking into a discount program for insurance.

WACO was invited to present at their winter convention Dec 8th, 2017. We were able to talk to them about what WACO does, our mission statement and our convention. We are thrilled to say they are interested in joining us on future projects and helping distribute our directories at a higher level. Amy Bliss was a wonderful host and we were able to gather some interesting data. Amy will be sending us some power point information on RV sales in Wisconsin, but here are a few pictures that show RV sales are still rising!

They are interested in the abandoned trailer issue as well, and should be able to help us with the language they have used.



Type	2013	2014	2015	2016	2017
Camping Trailer	263	280	291	273	264
Class A	139	161	208	224	241
Class B	29	42	39	34	65
Class C	143	195	237	271	339
Fifth Wheel	1,056	1,114	1,241	1,216	1,413
Park Model	79	94	76	85	110
Travel Trailer	4,351	4,468	5,523	5,759	6,274
Grand total	6,060	6,354	7,615	7,862	8,706



## Print is Complete! Now Onto Digital

That's a wrap! The 2018 Wisconsin Campground Directory is in production and is almost ready to distribute for campers. Campers are able to order directories online or you can pick up a box of directories for your campground at convention! With the directory complete, changes to campground's online listings will begin. Please allow until the end of January for full changes to be applied.

If your online listing needs updating with information or pictures, please send the information to the WACO office. WACO allows up to four photos to be posted on the Wisconsin Campgrounds individual campground listings.

## WACO Members Facebook



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

## RV Show Bag Stuffing

The WACO office is getting prepared to start the stuffing of the WACO bags that are given away at the RV Shows. Please look through the list below to make sure your campground is listed for the Wisconsin RV Show - Milwaukee. If your campground is not listed, please call Lori's cell phone at 608-792-5915.

### Wisconsin RV Show - Milwaukee Campground Brochure/Stuffing

- |                                   |                                      |                              |
|-----------------------------------|--------------------------------------|------------------------------|
| - Silver Springs Campsites        | - Champions Riverside Resort         | - Wisconsin Camping Rental   |
| - Whistle Stop Campground         | - Spur of the Moment Ranch           | - Milton KOA                 |
| - Lake Arrowhead Campground       | - Scenic Ridge Campground            | - Indian Trails Campground   |
| - Baraboo Hills Campground        | - Holiday Shores Campground & Resort | - Chapparal Campground       |
| - Pride of America Camping Resort | - Wilderness Campground              | - Sky High Camping Resort    |
| - Pride of America Camping Resort | - Wilderness Campground              | - Dell Boo Family Campground |
| - Vista Royale Campground         | - Flanagan's Pearl Lake Campsites    | - Annie's Campground         |
| - Merry Mac's Campground          | - Camping For The Fun Of It!         | - Duck Creek Campground      |
| - Pineland Camping Park           |                                      |                              |

## Text Club



Are you a part of the WACO Member Text Club? If you are not, consider joining! The WACO office uses the text club as a way to communicate urgent messages, deadlines, important information and more. To join the text club, text the word "WACO" to 25827 and your number will automatically be added. After adding, you are able to stop the messages at any time by texting "STOP" in reply to a text.

## SAVE THE DATE

Mark your calendars for March 14th - 18th for the 2018 WACO Convention!

## 2018 WACO Convention



The 2018 WACO Convention will be March 14th - 18th, 2018 at the Holiday Inn and Convention Center in Stevens Point, Wisconsin. The convention will be filled with educational courses, seminars to help grow your campground, legislative topics, networking, walking through aisles of the trade show, and so much more! This years educational courses will include ServeSafe Certification, CPO - Pool Operators Course, and CPR Certifications. Our seminars will contain topics such as technology talks, low cost crafts, security and safety, outdoor weather safety, mock sales tax audits, themed weekends, how to hire new employees, and more!

You can sign-up by filling out the form attached to the newsletter. Remember to call early on the hotel rooms as they usually fill up. Hope to see you there for the 55th Annual, 2018 WACO Convention!



# WACO 2018 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

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Executive Director

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Ettrick, WI 54627

WACO Phone (608) 525-2327

**Severson & Associates**

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Fax (608) 525-2328

lori@seversonandassociates.com

## BOARD OF DIRECTORS

SCOTT KOLLACK	President
Vista Royale Campground	(715) 335-6631
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
Merry Mac's Campground	(608) 493-2367
ROBERT WEISS	Director
Wilderness Campgrounds	(608) 297-2002
BECKY GUSSEL	Director
Sherwood Forest Camping	(608) 254-7080
BUD STYER	Director
Smokey Hollow Campground	(608) 592-2128
JOYCE STENKLYFT	Director
Stoney Creek RV Resort	(715) 597-2102
MIKE DRICKEN	Director
Lake Lenwood Beach and Campground	(262) 334-1335

**DISHER**

**INSURANCE SERVICES**

A DIVISION OF ANSAY & ASSOCIATES, LLC

**Matthew Disher - 715.344.8383**

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Stevens Point WI 54481  
matt@disherinsurance.com

Representing:

**SECURA**  
INSURANCE COMPANIES

### WACO Advertising 2017 - 2018

Wisconsin Campground Directory Ads		Total \$	Deadline: 9/11/2017
Directory Listing	Free with your membership		<b>315,000 WACO Directories are distributed annually to the State Tourism sites, Chamber of Commerce's, campgrounds, trade shows and more!</b> <ul style="list-style-type: none"> <li>Any ad is 50% off ad size if upgrading advertising size (1 time only) (Exception Prime Space)</li> <li>Acceptable programs &amp; file formats (all graphics and fonts must be included): Quark, InDesign, .tif / .eps / .jpg / .pdf. Other formats must have prior approval. Acceptable media: disks, CD / DVD, flash drive, Drop Box</li> </ul>
Full Page	10"x7.5"	\$3393.60	
3/4 Page	7.437"x7.5"	\$2,744.70	
2/3 Page	6.5"x7.5"	\$2,422.35	
1/2 Page	4.875"x7.5"	\$2,197.65	
1/3 Page	3.125"x7.5"	\$1,617.00	
1/4 Page	V:4.875"x3.625" H:2.312"x7.5"	\$1,252.65	
1/8 Page	3.625"x2.312"	\$896.90	
Full Page (**Prime Space)		\$7,394.10	
Cover 4 (**Prime Space)		\$7,394.10	
Cover 2-3 (**Prime Space)		\$6,370.35	
Coupon on the Map		\$500.00	Placed in the center fold of the Directory and on the WACO Website under "coupons"
Additional Listing		\$100.00	If you have a listing in a small town and would like to be listed again in a larger town, a reference can be made i.e. Stevens Point: Vista Royale Campground – see listing under Bancroft pg. X
Additional Town: _____			
ATV Listing		\$250.00	Advertisement specific to ATVs
Camping Rental Listing		\$250.00	Available to WACO Campgrounds with purchased online listing for the Wisconsin Camping Rentals website.
Canoe/Kayak/Fishing Listing		\$250.00	Advertisement specific to Canoe/Kayak/Fishing (Please check all that apply) <input type="checkbox"/> Canoe <input type="checkbox"/> Kayak <input type="checkbox"/> Fishing
*Please select an option in regards to your ad		No charge	Repeat my ad from 2017
		\$150.00	Compose my ad from information provided
		No charge	Camera-ready art enclosed
		No charge	Camera-ready art to follow

50% of ad fee must be submitted with this ad form. Prime space must submit 50% deposit and ad form before July 31, 2017 to guarantee placement in directory. Deposits are non-refundable and space is available on a first come first serve basis. All ads & money must be submitted by Sept 11, 2017. Please note late fees. Note: Late fee of \$25.00 per day applies if application is submitted after September 10, 2017

WACO Campground Website		Total \$	Deadline: 9/11/2017
Website Listing	Free with your membership		Expanded directory listing includes up to four photos.
Website Rotating Side Ad	\$400.00		200px X 200px, Saved in a PNG or JPG file
Website Rotating Banner Ad	\$500.00		(Top & Bottom) 1200px X 125px, Saved in a PNG or JPG file
Facebook Post	\$100.00 x _____		One post on the Wisconsin Campers Facebook Page
Event Ad	\$50.00 x _____		Listed on Campers Event Calendar under "Events"
Coupon Ad	\$150.00		Listed under "Coupons", Saved in a PNG or JPG file

Wisconsin Camping Rental		Total \$	Deadline: 9/11/2017
Wisconsin Camping Rental	\$750.00		Includes enhanced listing on the NEW Wisconsin Camping Rental website, website top/bottom banner ad, a four-sided brochure specifically for the Wisconsin Camping Rental Units, and distribution of 30,000 of the Camping Rental brochures (RV shows, piggy back program, special promos, etc.). Enhanced website listing includes up to four photos, as well as a breakdown of rental units (individual slideshow per each unit). Each slideshow can contain up to 4 photos. Please pre-label the photos by the name of the rental units.
Includes Directory listing & logo. Campground supplied rental unit photos will be used			

Print Advertising		Total \$	Deadline: Art is due by 11/10/2017
Printing Program (30,000 pieces) (Individual Campground)	\$550.00 x _____		Type: 70# double-sided glossy paper – printed on both sides. This program is only good once per year as pricing is good when multiple campgrounds use the program. <b>**Price does not include shipping.</b>
Piggy Back Program (Approx. 5,000 sent per year)	\$200.00 x _____		Your campground brochure/flyer is sent out with the WACO Directories requested at the office, from RV dealers, to welcome centers, Chamber of Commerce's, etc.!

RV Show Brochure Distribution		Total \$	Deadline: 12/1/2017 to the WACO Office. All brochures must be marked for each show. Undistributed brochures will not be returned.
<b><u>Attended RV Shows by WACO</u></b>			Your brochures will be included in the WACO bags and handed out by the WACO staff.
Milwaukee RV SuperShow	\$275.00		January 5th - 7th: 4,000 brochures
Greater Chicago SuperShow	\$275.00		January 19th - 21st : 4,000 brochures
WBAY Green Bay RV Show	\$275.00		January 25th - 28th: 6,000 brochures
Madison RV Show	\$275.00		February 2nd - 4th: 3,000 brochures
La Crosse RV Show	\$275.00		February 8th - 11th: 2,000 brochures
Minneapolis RV Show	\$275.00		February 9th - 11th: 4,000 brochures
Milwaukee RV Show	\$275.00		March 1st - 4th: 3,000 brochures
All 7 RV Shows	\$1,450.00		25,000 – 27,000 brochures
<b><u>Distributed to RV Shows by WACO</u></b> <i>Included in the \$1450 if you purchase all 7</i>			Your brochures will be included in the WACO bags and sent to the RV shows listed below for distribution.
Rochester, MN RV Show			February 23rd - 25th (Tentative)
Eau Claire RV Show			March 1st - 4th
Oshkosh RV & Boat Show			March 2nd - 4th (Tentative)
Central Wisconsin RV Show (Wausau)			March 9th - 11th
Rockford RV Show			March 16th - 18th

Must be paid in full by November 1st, 2017. You provide the Brochures – No larger than 10" x 12". Brochures must be received at N22676 U S Hwy 53 Ettrick, WI 54627 no later than December 1st, 2017. Undistributed brochures will not be returned unless requested and prepaid by Campground. All Brochures Must Be Marked for Each Individual Show. Send no more than the maximum distribution for each show. Your printer should be able to do this for you.

Donate Certificates	No Charge	Deadline: 12/1/2017
This program is used at many of the RV shows where your coupon is put on a wheel and used as a fundraiser for the GBF. Get your coupons distributed in fun ways like radio giveaways, spin to win, Gilbert Brown Foundation Fundraisers, Inserted in directory requests through the WACO office and on-line requests. Your coupons may be used at waysides, welcome centers, Chambers, Libraries and gas stations where directories are located. <b><i>This Program is FREE to all WACO members. Printing is the responsibility of the campground owner. Also shipping and getting them to the WACO office no later than December 1, 2017. Please note these are certificates only.</i></b>		
\$		<b>TOTAL FOR ALL ADVERTISING</b>

#### **Advertising Agreement:**

The undersigned hereby agrees to place display advertising in the annual directory of the Wisconsin Association of Campground Owners, Inc. as indicated and for the amount shown. It is understood that the amount due must be paid in full by Sept 11, 2017 in order to be included in the directory, and the Directory Committee reserves the right of advertising acceptance and placement. WACO reserves the right to delete or edit any material that is deemed by the Board of Directors, to be abusive, defamatory, obscene, illegal, offensive or inappropriate or unacceptable for any reason.

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

Name of authorized person for advertising approval: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Check #: \_\_\_\_\_

MC or Visa #: \_\_\_\_\_ - - - Exp: \_\_\_\_\_ / \_\_\_\_\_

CVV/CSV: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Total: \$ \_\_\_\_\_

Return to: Wisconsin Association of Campground Owners (WACO)

PO Box 228, Ettrick, WI 54627

Phone: 608-525-2327

Fax: 608-525-2328

Please send all artwork to Carrie@seversonandassociates.com.



# WACO 2018 Convention & Trade Show

**March 14<sup>th</sup> – 18<sup>th</sup>, 2018**

Holiday Inn Hotel & Convention Center

1001 Amber Avenue

Stevens Point, WI 54481

715-344-0200

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 Member Convention Pass Options

**Early Bird Price Pay before January 31, 2018 (Must be postmarked or verifiable)**

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

**After January 31<sup>st</sup>, 2018**

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

Expo Only \$75 per person/per day \_\_\_\_\_ people x \_\_\_\_\_ days = \$ \_\_\_\_\_

**Total from Passes: \$ \_\_\_\_\_**

## Pool Certification Course (Must pre-register)

Please print names of registrants

1. \_\_\_\_\_ \$100  
2. \_\_\_\_\_ \$100  
3. \_\_\_\_\_ \$100

## ServSafe Certification (Must pre-register)

Please print names of registrants

1. \_\_\_\_\_ \$75  
2. \_\_\_\_\_ \$75  
3. \_\_\_\_\_ \$75  
4. \_\_\_\_\_ \$75

**Total from Certifications: \$ \_\_\_\_\_**

## Kids Kamp (Wednesday – Saturday)

**\*\*Rate for entire convention (No discounts for less days)**

Kids Kamp	Wed. thru Sat.	\$95 each x _____ people = \$ _____
Teen Program	Wed. thru Sat.	\$95 each x _____ people = \$ _____
Non-registered Kids	Per Day	50 x _____ days x _____ people = \$ _____

*Children's Name, Age, T-shirt Size (list if specifically youth or adult)*

1. _____	5. _____
2. _____	6. _____
3. _____	7. _____
4. _____	8. _____

**Total from Kids Kamp: \$ \_\_\_\_\_**

**TOTAL: \$ \_\_\_\_\_**

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 \$76.00 King Suites \$106.00, 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 19, 2018** 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