



# Newsletter

## Wisconsin Association of Campground Owners

February, 2013



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Wisconsin Association of  
Campground Owners

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**Year 2013  
WACO celebrates  
50 Years!**



**WISCONSIN**  
Come stay with us!

### MARCH RV SHOW

### Rockford RV Camping & Travel Show

2013 Show Hours:

Friday, Mar 22:

Saturday, Mar 23:

Sunday, Mar 24:

### Wednesday Classes

9:00-12:00 pm - Jill Swanson  
Beauty Boot Camp

Jill will supply you with all the amunition  
you need to battle beauty fatigue and  
transform yourself from stagnant to stun-  
ning!

**Huge Benefit - Check out the Free  
Advertising Opportunity offered by  
WACO.**

You can write a short script 30 sec-  
onds or 60 seconds that describes  
your park - set up an appointment  
with Jeff Crider. These interviews can  
be video taped & edited before you  
leave on Sunday. The editing is lim-  
ited so be prepared. Filming will take  
place in the Pointer Room - Wed.,  
Thurs., & Fri. options available. If you  
need help, John Breitung will take  
you through the process of jotting  
down a good review. Critical events  
are usually done in 15 sec, 30 sec,  
& 1 minute. (Most commonly used in  
commercials). You can also create a  
commercial starring you and Gilbert  
Brown to advertise your fundraiser in  
2013.

Sign up in the Bayba Room with John  
Breitung. Please pre register with  
your WACO office and bring a flash  
drive with your stories & ideas.

### Wisconsin Department of Safety and Professional Services

Adam Malsack (adam@lakearrow-  
headcampground.com) wrote:  
I came across this website for the  
Wisconsin Department of Safety and  
Professional Services, Safety and  
Buildings Division. Thought some  
others might find it of interest.

The Safety and Buildings Division of  
the Wisconsin Department of Safety  
and Professional Services has pro-  
grams that affect the people using  
and working at campgrounds. The  
S&B does not license campgrounds  
- that is done by the state Department  
of Health Services.

S&B programs touch the physical  
aspects of buildings, sewer and water  
systems, amusement rides, swim-  
ming pools, and many other possible  
facets of campgrounds.

Get the full article by going into:  
[http://dsps.wi.gov/sb/SB-Camp-  
groundsPrograms.html](http://dsps.wi.gov/sb/SB-CampgroundsPrograms.html)

### Convention 2013

New Format for Sunday Round  
Tables at Convention this Year...

- \* Starts at 9:00 Sharp
- \* 15 min. sessions
- \* Be seated at a table & speakers will  
come to you with their topics.

**2013 Convention - March 2 - March 24**  
**WACO Mission Statement - To promote & protect the camping experience**



## Wednesday, March 20, Thursday, March 31 Convention Seminars

Pre Register for these Classes...by  
February 25, 2013 or at convention.

### ServSafe

Katie Dempsey, NRA Certified  
ServSafe Instructor

This course teaches the food preparation principles restaurant workers need to be aware of to reduce the risk of food Bourne illnesses, and fulfills the Wisconsin statutory certification requirement. Each campground that serves food must have at least one certified food service manager, who has passed an approved exam and certified through the state. Every 5 years you must take a recertification course. Normal fee for this course can be up to \$225.00 per person. This course will be offered to WACO members for only \$75 (the cost of the materials) You will receive a workbook prior to the course.

### Campground Basics for Small Properties

Basic items a small business must take into consideration when operating its business. From workmans comp, licensing, what information you need to send to state, etc. Learn how to start an ADA compliant plan for a very small campground. Determine the importance of clarity of one's goals, clarity of mission as a campground owner & leisure provider. Learn to use what you have. How do you get free press? How to get "Free" Stuff for your campground, Brainstorm together with other small campgrounds to see what efficiencies they have discovered. Gather ideas on how to operate a small campground with the least amount of people & money. Learn how to market your campground with what you have available to you. Understand how to operate, market & motivate when it's just Mom & Pop!

### Certified Pool Operator

Good for 5 Years.  
Save \$200 by getting CPO License with WACO. Sign up today to earn your certificate for only \$75.

WACO is offering this class as a benefit for the membership. Neuman Pools will be the instructor for the class. The normal cost for the class would be \$275.00 per student.

We negotiated with Neuman Pools and they will be a Presenting Sponsor at the WACO Convention, so the cost for the class will be \$75.00 per student! This will be a \$200.00 per person saving to each student.

The "Per Student Fee" includes the CPO Text Book, CPO Workbook, book shipping to student's residence two weeks prior to class, testing and NSPF registration.

The class will run Wednesday, March 14, 2012 from 8:00 AM to 5:00 PM. Thursday, March 15, 2012 from 8:00 AM to 5:30 PM. Lunch on Wednesday will be on your own. Call Karen at 608-525-2327 to see if there are any more openings left.

### Fifteen Convention \$2500 Presenting Sponsors. . .

Berg USA  
Bud Styer & Associates  
Coverra Insurance Services, INC  
Gilbert Brown Foundation  
Grasshopper Company  
Harris Yamaha Golf Cars  
KOA Campgrounds of America  
Neuman Pools, Inc.  
Royalle R.V.  
Rural Mutual Insurance  
Secura Insurance  
Severson & Associates S&H Ad Specialties  
The Big E  
US Bank  
Utility Supply



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





## Executive Director's Report

by Lori Severson

## Armed Forces Weekend

May 18-21, 2013



It's a small, small world! I got an e-mail from Darell & Pattie Larson, former owners of Yukon Trails. They told me they ran into Rhonda Oines, River Bay Premier Camping, in Cape Coral, Mehta. They included this picture as well! Looks like they are having a good time in Cape Coral!



As usual we are looking for some more Silent Auction items. Thanks again to all of you who helped us out last year. If you have any vendors that you use a lot maybe they would like to donate an item for the auction.

### What a night for Tourism....

This note sent to me by Stephanie Klett, Wisconsin Department of Tourism, "I just returned from the Governor's State of the Budget Address at the Capitol. Last month he singled tourism out in his State of the State address and brought some of the Welcome Center folks up to be recognized, and tonight he singled us

out again and mentioned International Tourism! The Secretary of the DNR, Cathy Stepp, whispered to me, "I am so sick of Tourism getting all of this attention!" It was great! Congratulations to everyone! *Stephanie on right of picture below, also sent us the picture taken at the budget address.*



These are the Campgrounds that have signed up for Armed Forces Weekend thus far. Campgrounds: Please call the office if you are planning to participate and we will add your name.

- Al's Fox Hill RV Park & Campground
- Annie's Campground
- Baraboo Hills
- Buffalo Lake
- Champions Riverside Resort
- Chapparral Campground
- Crooked River Campground
- Dells Timberland
- Duck Creek
- Evergreen Campsites
- Grand Valley Campground
- Hayward KOA
- Hidden Valley RV Resort
- Indian Trails Campground
- Keys Lake Campground
- Lake Arrowhead Campground
- KOA Hixton/Alma Center
- Merry Mac's Campground
- Pineland Camping
- Sky High Camping Resort
- Smokey Hollow
- Vista Royale
- Wilderness Campground
- Yogi Bears Jellystone - Fremont
- Yogi Bears Jellystone Park - Warrens
- Yogi Bears Jellystone Park - Wis. Dells

Each campground should post on their websites what they are offering!

If we have missed anyone who is also doing this Armed Forces/Hero's weekend please call the office so we can get it in the March news. Thanks.

**Accept the fact that some days  
you're the pigeon, and some days  
you're the statue!!!**

**(Anonymous)**  
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## ARVC News Submitted by- Bud Styer

The following is an article found on Wisconsin State Senator' Frank Lasee's site.

### The American Economy, a Well Oiled Machine

Think of the economy as a car with lots of moving parts. Like all cars, the economy needs oil to run smoothly and if you try to run it without oil, you're asking for trouble, big trouble, really expensive trouble.

Check Oil. Without it your car (and our economy) will have serious damage. Every part of our economy uses oil, in fact, we use oil for more things than most people realize.

We know our cars and trucks run on it, and that our trains and busses run on diesel fuel, but many people don't know that plastic products are made from oil, and so are the candles in your bathroom, the make-up your wife wears, some of the vitamins you take, the laundry detergent used to wash your clothes is made with oil, the golf balls in your golf bag, and our roads are made from asphalt, which is made largely from oil.

A healthy, modern economy uses lots of oil. No amount of solar panels or wind turbines can change that (no matter how much our government and electric users subsidize them).

The oil industry currently employs 2.7 million people, and that number will continue to increase in the coming years, provided the EPA doesn't put a stop to fracking.

This oil well pumps up our economy and pays lots of taxes.

Regardless of what some liberals argue, the United States still has large reserves of oil. In fact, within eight years, the United States will produce more oil than Saudi Arabia because of the jump in oil production in Texas, North Dakota, and Alaska.

In the last two years, Texas has doubled its oil output, and in November of last year, Texas produced 2.139 million barrels a day. That's more oil than the U.S. imported from all of the Persian Gulf countries (Saudi Arabia, Iraq, Kuwait, and Qatar) combined.

Texas produces nearly three times as much oil as North Dakota, which is the number two producer of oil in the country. Some estimates project that the Bakken oil field in North Dakota has enough oil to last 100 years meaning the oil boom could be around for a long time.

As big as these oil reserves may seem, they pale in comparison to the Monterey Shale in California that makes up an estimated 66 percent of the US shale reserves and covers 1,750 square miles, making it larger than the state of Rhode Island. If this resource is developed, it could make California the largest producer of oil in the country. That would help the left coast state deal with their government deficits in the billions of dollars.

It's funny how lefties want to punish companies that move jobs overseas, but don't want companies to create good paying, family supporting jobs right here in our own country. The average salary for oil rig workers is \$99,175 dollars a year, and those with less than one year of experience average \$66, 932, nearly double the U.S. median wage.

It seems that we're supposed to always buy American, unless it's oil, natural gas, metals, minerals, or coal.

Liberals use products derived from oil and made with metals every day, and they come from somewhere, why not our own country or state?

This liberal is driving a car made from metal and uses gas (oil) for fuel... By increasing our energy production, we will put more people to work, put more money into our economy, and raise more tax revenue for schools, roads and policemen. Experts believe that more oil production should bring down the price of gas by 20% over the next five years, which will help everyone who drives to have more money to spend on other stuff of their choosing.

Without oil, you can't drive a car, and you can't drive an economy. America is blessed with vast oil and metal resources. We need to use them for a vibrant economy that provides family supporting jobs.

## Dear Campground Owners,

Do **Not** come to Convention If you know:

- The latest eviction laws
- All the ADA Pool Requirements & Campsite Requirements & how they affect you
- All legal advice on campground issues
- Laws being passed & how they affect your business
- About ServSafe and don't need to save money getting certified (\$200 savings)
- You can save \$200 by taking the Certified Pool Operator course from us at Convention & you don't care!
- Are trained & certified in dispensing propane. Normally \$500 fee.. FREE to WACO Members.
- All there is to know about advertising your park
- All the Social Media Tricks & Tips





## How to log on to the WACO Site

Go to [www.wisconsinincampgrounds.com](http://www.wisconsinincampgrounds.com)  
User Name: waco



Cont from page 4

- How to look energized when you are tired!
- All the Campground Licensing Rules & Regulations
- How you can get certified to teach campers about fishing
- All the answers to dealing with employees & family
- All the answers to camping with employees and family
- All your ARVC benefits
- All your WACO benefits
- Your Tourism Partners - Yes all regions including Secretary Klett will be represented.
- All about Obama care and how it affects you
- Your website rocks - and you can prove it
- You can get Packer (or Brewers) players to visit your park
- About Gilbert Brown's anti-bullying park and how WACO parks can help
- You can see Jared Blake of the Voice any old time.
- IF you don't care to have somebody read your mind...BUT IF YOU NEED THESE ANSWERS CHECK THIS OUT!

All Kidding Aside... If you are not a member - Join Now - and go to Convention Free!

Get ready for the best convention in 50 Years! We have a packed house this year with the largest campground trade show in the Nation! You will be thrilled to see new suppliers with new products, and great networking! We are doing a fun STORAGE WARS

## Advertising in the WACO Newsletter

BUSINESS CARD SIZE AD  
DOUBLE BUSINESS CARD SIZE AD  
¼ Page  
½ Page  
Full Page

|          |          |
|----------|----------|
| one time | \$100.00 |
| one time | \$150.00 |
| one time | \$200.00 |
| one time | \$300.00 |
| one time | \$500.00 |

version this year, so please be sure to dig up some grand goodies for our auction!

Thanks so much for all you do!

**Networking with the WACO Family - What a Great WACO Membership Benefit!**

**See you all at Convention!!**

### Convention \$1000 "Gold" Sponsors

- \* Amish Craftsmen Guild II
- \* Commercial Recreation Specialists
- \* RV, Home & Marine Solutions, - Nature-Zyme
- \* Jim's Golf Carts

### Convention \$500 "Silver" Sponsors

- \* Evergreen USA RRG Inc.
- \* Go Camping
- \* Gollon Brothers
- \* Wholesale Live Bait, Inc.
- \* PlayNWisconsin
- \* Weiser Concrete Products

### Convention \$200 "Bronze" Sponsors

- \* Holliday Wholesale
  - \* Lee Recreational
  - \* US Bank
- Also a \$2500 Sponsor



## Undivided Attention

Rural isn't where you live; it's what you value. It's a belief that people who know each other look out for each other. Rural Mutual Insurance Company provides "undivided attention" to campgrounds here in Wisconsin—so we get the details right. Working close together. That's what we do. That's who we are. Contact a Rural Mutual Insurance agent.

Steven Berger, Mondovi (715) 926-3871  
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## Bud Styer & Associates, LLC

(29 years as an Owner/Operator)

- Campground Consultant
- Pre-Purchase Park Inspections
- Operation Evaluations
- Advertising & Marketing Strategies



**608-370-4500 or 608-592-2128**

[www.budstyerassociates.com](http://www.budstyerassociates.com)  
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