

**WISCONSIN ASSOCIATION OF
CAMPGROUND OWNERS**



lori@seversonandassociates.com

2015 CAMPGROUND DIRECTORY

WISCONSIN

WISCONSIN ASSOCIATION
OF CAMPGROUND OWNERS

Become A
Camping
Fan!

www.wisconsinincampgrounds.com



Page 4-5: In Other WACO News...

The 2015 directory will be in your hands soon! We are excited that we can keep this publication free thanks to all of your hard work of keeping your ads in to help pay for this publication. Also thanks for all of you who are still members or who are new members, which also keeps our directory alive with many listings for our camping customers. Each campground is their own and it's great to have a variety of choices for the customer. We did post it on the website prior to publishing to make sure you all had a chance to look over your campground and make sure everything was right. We currently have a sneak peek up on the website that is similar to the final copy, just a lower resolution. Hopefully you will enjoy the directory too!



25,000 Printing Special, RV Shows, Convention Updates



RV Show Dates 2015

Green Bay 1/22/2015-1/25/2015

Madison 1/30/2015-2/1/2015

Minneapolis 2/12/2015-2/15/2015

Chicago 2/18/2015-2/22/2015

Milwaukee 2/26/2015-3/1/2015

Wausau 3/13/2015-3/15/2015

Rockford 3/20/2015-3/22/2015

Make sure to book your hotel rooms soon!
Especially for Madison! Call the office for
more details at 608-525-2327.

Convention Trade Show Information

Have you donated? We are looking for donations to give for auction items! This is a reminder that if you want to take advantage of our early bird pricing for your booth at our 2015 WACO convention, you must register by Jan.10th 2015. There are options for you to get registered-you can email, phone, or fax your information to us. We have many new and great ideas for convention this year. Our theme is Candy land. You can be creative and decorate your booth! If you have any action items that you would like donated or certificates for our certificate tree please let us know so that we can get your company advertised to our campground owners.



25,000 Printing Special

The printing special is almost complete! They have arrived and look wonderful. We hope they will give you great success with advertising your campground!



Convention Testimonials

Back in December, we sent out a questionnaire for members to fill out, giving us information on what you enjoy most about convention and other convention topics. And this is what we found...

What's the most valuable part of convention for you?

- Classes, trade show, & catching up with fellow campground owners
- Finding out what other campground members' activities are planned for the year ahead

Did any seminar save you time, effort, or money?

- Plenty of information from seminars

Topic: Kids Kamp-

- Looking for more teen activities since our kids are getting older

Topic: Trade Show-

- I like to browse and see all the different options we have!

What are you most excited for this year?

- So excited to find out what everyone else is doing for their upcoming year for activities, retail items, amenities, and more!

"It's so great reuniting with fellow campground owners!"

#ConventionThrowback2014



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...

BUYER BEWARE

A concern to the attention of the members from a fellow member:

BUYER BEWARE of the product "Front desk anywhere"

I purchased this product in October. It was supposed to be a month to month. HOWEVER they charged the full amount.

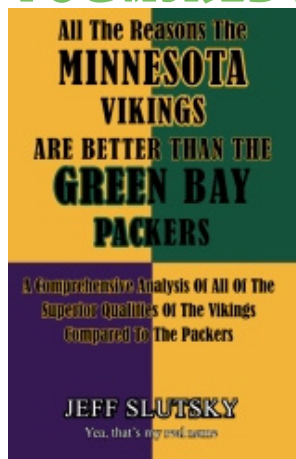
It did not interface with my current program so it had to be set up from scratch. It was such a tedious program it took a month to set up. The service was terrible and i never did get it set up where i felt comfortable going "live online" I tried to get my money back and the company avoided me. in the end they charged me the full amount and i had to go to my credit card company to get my money back. Please pass this on to our members as I feel this is a company that has misrepresented itself and should be disclosed to our members.

HAVE ANYTHING TO SHARE?

Just e-mail ashley@seversonandassociates.com letting us know what you would like to share in our newsletter! An important aspect of being a member is being able to learn from others in our group!



YOU ASKED FOR IT!



Jeff Slutsky, one of the speakers coming to convention, has a book coming out as well. A look into what it's about.. A Comprehensive Analysis Of All Of The Superior Qualities Of The Vikings Compared To The Packers

Authored by Jeff Slutsky

This book is a joke. Literally. It is over 130 "blank" pages because there are NO reasons why the Minnesota Vikings are better than the Green Bay Packers! If you feel the same way, you must buy this book. Proudly display it on your coffee table or on your bookshelf. It makes the perfect gift for your friends who feel that same way you do. (or gag gift for your Minnesota friends.) It is a very quick read. Recommend it to everyone you know. (More Books By Jeff: <http://www.allthereasons.net>)

Jeff will be speaking on Friday, The Friday keynote title is:

Street Fighter Marketing: Out-thinking, Not Out-Spending the Competition.

On Thursday, he will be speaking on Advertising On A Shoestring and Marketing Without Money.





HOLIDAY HAPPENINGS

Do you do anything for the holidays at your campground? Many of our campgrounds aren't open all year, but the holidays can be a great time to bring in some customers especially if your campground has a restaurant/bar. Share on our Facebook what you did for the holidays!



Advertising in the WACO Newsletter

Business Card Size Ad \$100.00 one time

Double Business Card Size Ad \$150.00 one time

¼ Page \$200.00 one time

½ Page \$300.00 one time

Full Page \$500.00 one time

INSERT TO NEWSLETTER - one time - Something you design/print - \$300.00

INSERT TO NEWSLETTER - one time - Designed/printed by us - \$400.00

20% discount for 6 months - Consecutive 30% discount for 12 months

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.

