



Newsletter

Wisconsin Association of Campground Owners



January, 2013

Your WACO office will be exhibiting at the following shows.....

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Wisconsin Association of
Campground Owners

EXECUTIVE DIRECTOR

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Year 2013
WACO celebrates
50 Years!



WISCONSIN
Come stay with us!

2013 Convention - March 2 - March 24

WACO Mission Statement - To promote & protect the camping experience

WBAY 50th. Annual RV & Camping Show

2013 Show Hours:
Thursday, Jan 17: 3-8 pm
Friday, Jan 18: 12-8
Saturday, Jan 26:
Sunday: Jan 27:

Fondulac RV Show Fondulac RV Center

2013 Show Hours:
Saturday, Jan 26
Sunday: Jan 27:

Madison Camper & RV Show - Alliant Center

2013 Show Hours:
Friday, Feb 1: 10:00am - 9:00pm
Saturday, Feb 2: 10:00am - 8:00pm
Sunday: Feb 3: 10:00am - 4:00pm

45th. Annual RV Vaca- tion & Camping Show Minneapolis Conven- tionCenter

2013 Show Hours
Thursday: Feb 7: 10 am - 9 pm
Friday: Feb 8: 10 am - 9 pm
Saturday: Feb 9: 10 am - 9 pm
Sunday: Feb 10: 10 am - 5 pm

45th. Annual Chicago RV & Camping Show in Rosemont IL

2013 Show Hours:
Wednesday, Feb 13 : Noon - 9pm
Thursday, Feb 14 : Noon - 9pm
Friday, Feb 15 : Noon - 9pm
Saturday, Feb 16 : 10am - 9pm
Sunday, Feb 17 : 10am - 5pm

Milwaukee RV & Camping Show

2013 Show Hours:
Thursday Feb 21: 1-8pm
Friday Feb 21: 1-8pm
Saturday Feb 21: 10am-8pm
Sunday Feb 21: 10am-5pm

Rockford RV Camping & Travel Show

2013 Show Hours:
Friday, Mar 22:
Saturday, Mar 23:
Sunday, Mar 24:

If you would like us to distribute your literature at any of these shows call the WACO Office and we will send you a flyer with the cost of each show and how many flyers we distribute at each show. 608-525-2327



Wednesday, March 20, 2013 Convention

Pre Register for these Classes...
by February 25, 2013.

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.

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 a its business. From workmans comp, licensing, what information you need to 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

Armed Forces Weekend

May 18-21, 2013

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 February news. Thanks.

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!



Board of Directors

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1-608-592-2128

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1-608-297-2002

BUD STYER
ARVC Representative
Smokey Hollow Campground
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How to make a Trade Show Successful

A trade show isn't just about setting up a booth and waving hi to passersby. Most companies consider trade shows a great way to meet potential clients; find new employees; identify dealers, reps and distributors; network; troubleshoot and establish industry positioning.

What makes trade show time successful?

Tip 1: Spend Serious Time Planning

Tip 2: Put Your Signage in Sharp Focus

Tip 3: Choose Your Floor Location Carefully

Tip 4: Network, but do it Right

Tip 5: Can't Afford It? Go Anyway

Make arrangements well in advance of show dates to take advantage of any early-bird discounts and save yourself a headache at the show. Call to confirm arrangements and arrivals of shipments one week before the show, just to be sure.

Purchase lead retrieval services if they are available from show management or contract agencies. Lead retrieval systems often come in the form of card readers, which can be used to gather important company information about visitors to your booth.

Offer a unique promotional item. This item is usually personalized

with your company name and logo; try to offer an item that's useful, so that your prospects will keep it in front of them, or edible, so that prospects don't have too much to carry home in suitcases.

Obtain a list of preregistered attendees before the show. Mail them a letter or direct mail piece that will inform them about your company's products and services and give them your booth number and location.

Arrange your booth to allow easy access to customers and prospects who will want to browse your booth. A table or counter in front of a booth usually discourages a lot of booth traffic.

Take only your best company representatives along to staff the booth. They must be on their feet all day - greeting, smiling, talking and selling - so you want people with product knowledge, energy and enthusiasm.

Make company product literature readily available. This allows prospects with limited time the opportunity to get information about your company and peruse it later when they have more time

Follow up after the show with a letter (thanking your prospect for stopping by the booth) and a company brochure. After your prospects have had time to receive this packet, it is appropriate for a sales representative to call and discuss their potential needs.

TIPS

Get your company and product information printed in an easy-to-read, 8 1/2 by 11-inch sell-sheet format,

on heavy, but attractive, card stock. Using this format will prevent the piece from being lost in an attendee's show materials, and it fits easily into files once the attendee is back in the office.

Send any additional materials in your follow-up mailing, including materials on related topics that may be of interest.

Smile and have fun at the show. Trade shows are great ways to attract new customers and grow your business; your enthusiastic attitude will be infectious, encouraging more people to visit your booth

Be careful not to let a great gimmick, game or giveaway overshadow the real purpose of exhibiting at the trade show, whether it be increasing sales, customer base or industry awareness. If you intend to set up ovens and bake chocolate chip cookies in your booth, be prepared to talk to a lot of hungry cookie lovers instead of decision makers interested in doing business with your company.

Be careful not to overstaff your booth. If you have a 10 x 10-foot booth, two people are usually more than enough coverage; any more staff and you will start to scare off prospects who get the impression your booth is too crowded.

Remember to Follow up!
It is important to do this fairly soon after the show while it is still fresh in your customers mind.

Good luck with your shows!





ARVC News Submitted by- Bud Styre

Article found in WIB
Wisconsin Independent Businesses

And the Survey Said.....

We received hundreds of responses to our recent WIB Member Legislative Agenda to our recent WIB Member Legislative Agenda survey. To those who participated, thank you!

Your insight will help guide our future lobbying efforts and adds credibility to our advocacy with state lawmakers.

Important Public Policy Issues for Small Businesses

Members were asked to rate specific public policy issues in terms of their small business on a scale ranging from very important to not at all important.

- a) 88% said excessive/unnecessary government regulations were either very important or quite important.
- b) 85% said income, sales and property taxes were either very important or quite important. and
- c) 78% said access to affordable health insurance was either very important or quite important.

Slightly more than half of the respondents rated availability of credit and financing as either very important or quite important. Only three in ten respondents rated worker training and education as either very important or quite important.

Excessive/Unnecessary Government Regulation

Members were asked to rate specific state government regulatory functions on a scale ranging from very impor-

tant to not at all important. To improve Wisconsin's regulatory climate for small businesses, responding members indicated state lawmakers should focus on regulations relating to:

- a) Unemployment / Worker's Compensation Insurance – 82% cited these regulations as either very important or quite important;
- b) Local Small Business – Specific Ordinances – 58% cited these regulations as either very important or quite important;
- c) State tax code compliance – 57% cited these regulations as either very important or quite important;
- d) Building, construction and property development – 57% cited these regulations as either very important or quite important;
- e) Environmental permitting – 51% cited these regulations as either very important or quite important;
- f) Employment and hiring practices – 46% cited these regulations as either very important or quite important.

Income, Sales, and Property Taxes

Members were asked to indicate their level of support for specific tax proposals on a scale ranging from strongly agree to strongly disagree. The responses were as follows:

- a) 91% either strongly agree or agree on keeping local government spending limits in place;
- b) 80% either strongly agree or agree on lowering individuals income tax rates;
- c) 80% either strongly agree or agree on maintaining and expanding targeted tax relief for small businesses;
- d) 79% either strongly agree or agree on preventing any expansion of

- the state's existing sales tax base;
- e) 72% either strongly agree on lowering corporate income tax rates; and
- f) 70% either strongly agree or agree on requiring Internet-only retailers to charge sales tax on items purchased by Wisconsin consumers

Access to Affordable Health Insurance

On the subject of health care reform, members were asked to rate specific proposals on a scale ranging from strongly agree to strongly disagree. The responses were as follows:

- a) 2% either strongly agree or agree on expanding small business access to health insurance purchasing pools;
- b) 88% either strongly agree or agree on enacting medical malpractice reform;
- c) 86% either strongly agree or agree on allowing small businesses to purchase health insurance across state lines;
- d) 75% either strongly agree or agree on reducing or eliminating state-imposed health insurance mandates;
- e) 51% either strongly agree or agree on providing incentives for workplace wellness programs; and
- f) 2% either strongly agree or agree on implementing ObamaCare and a state-specific health insurance exchange.

If you would like a copy of the full survey results, please contact Brian Drake at 1-800-362-9644 via bdrake@wibiz.org.



The Contractor from Hell

by Mark Hazelbaker

WACO legal counsel



Properly hiring and effectively supervising a contractor to build new structures or repair existing ones can

save you thousands of dollars – or more. A recent experience related to me by a WACO member over a series of hotline calls illustrates how a bad contractor can cause enormous hardship to a campground.

The names are not important in this story. The campground owner hoped to remodel and upgrade a structure on the campground. They needed a contractor to do some skilled work on the structure. The work wound up being done improperly. It not only did not look good, it did not function properly. The campground owner was upset. They had already paid the contractor part of the price of the project.

The contractor demanded payment of the rest. Yet the job wasn't done properly. As is fairly common in contractor relationships, the only written document between the campground and the contractor was a single piece of paper entitled "Proposal." That document contained general statements about the work that would be performed. It did, however, contain a notice that the contractor would have lien rights against the property.

Upset by the work, the campground owner called in another contractor in the same trade. The new contractor agreed that the work was done improperly and unacceptable. The first contractor refused to do anything about the work, so the campground owner hired second contractor to redo the work. They paid the second contractor to do so. Contractor one sued the campground owner for the amount remaining unpaid, and filed a

claim for lien on the project. The matter went to trial. There was conflicting testimony by contractor one and others with knowledge of the trade.

Some said the work was acceptable, if imperfect. Others said it was substandard. The judge, no expert in construction, found in favor of the first contractor. The campground owner wound up paying twice to get the job done.

It is not surprising that problems involving contractors frequently arise. Many construction trades are as much art as science. There is a great range of skill among different contractors. Even the best contractors are at the mercy of the quality and availability of the workers they employ. Absenteeism and lack of motivation can cause a great variability in the product that even a good contractor can produce. And finally, contractors range all over the map in integrity – the contractor's commitment that the final product will meet the customer's expectations.

To be fair to contractors, owners aren't easy either. Owners may not appreciate the limits of what is possible. Owners may expect unreasonable levels of service. Owners have been known to change their mind in the middle of a project. And every contractor has finished the job where there was an agreed-upon price only to find that the owner regarded that price as the beginning of negotiations. So, with such a potential for disagreement, campground owners need to use good business sense in hiring and supervising contractors. The begins with defining the result you want in a project. Planning and design are critical. If you aren't certain what you want, how will you know when you have it? Don't be afraid to work with a designer. Planning up front assures

the money you expend is well spent. Once you have defined your expectations, pick a qualified contractor. It is tempting to give overriding weight to price when selecting a contractor. However, my experience shows that value matters more. It isn't necessary to hire the most expensive contractor available. But it's usually disastrous to hire the cheapest. A good contractor has a track record of dependability and experience which commands a price above discount level. You get what you pay for.

It's up to you to assure you will get what you pay for by carefully checking references. Contractors are entrusted with facilities that serve our customers. You can't take a contractor at face value. Get some references and check them all carefully. It's a great idea to inspect other jobs performed by the contractor. Once you've picked a contractor, then it's your duty to assure you have a good construction contract. That doesn't mean you can't use the contractor's contract. It means whatever contract you use needs to be acceptable to you.

Contracts don't have to be voluminous to protect you, but they do need to contain basic provisions which assure you will get what you expect. The typical proposal forms many contractors use often state no more than "Contractor will perform the following work in a workmanlike manner." That phrase is almost meaningless. What constitutes a "workmanlike manner" is entirely a matter of opinion. At best, that means if the work isn't properly done, you'll need to find another contractor to testify that the work wasn't done in a workmanlike manner, and hope that the court agrees with your expert.

(Continued on page 6)

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Specify what you're paying for.

That begins with knowing what you want and expect. It's your responsibility as the owner to know what result you want. You need to translate those expectations into a construction agreement. How detailed you get varies based on the scale of the project. If you're having a new bathroom and shower house built that's going to cost you \$30,000 or more, you will have very detailed project plans material specifications and itemized standards. The language used must require that all the work meet applicable building, plumbing, electrical and sanitary codes. If you are having work done in special – purpose areas, you may need to reference ANSI codes for kitchen or restaurant equipment, pool standards for swimming areas or other specialized buildings.

Detail how you will pay for it and when.

I strongly discourage clients from agreeing to pay money down to contractors. Experienced, qualified contractors have the resources to earn payments. Once you have given money to a contractor, it's gone. Contractors are required to give notice of lien rights either in the construction contract or shortly after work commences. I recommend that construction contracts prohibit placing liens on property; from a purchaser's standpoint, a lien is a one-sided arrangement.

Set specific timelines. Exact dates are hard to meet, but they're impossible if you don't specify them. You're paying for construction services to meet your needs. Make sure the deadlines allow you to do so.

Define warranties and related duties.

Don't assume contractors will restore the property after completing work. Make sure the contract specifies who is responsible for repairing damage to your land, cleaning your roads and disposing of construction debris. As for warranties, insist

that the contractor promise to repair defects in the work for at least a year. Some defects might not show up in that time; ask for a warranty which protects you.

Spend a little to save a lot. Have a lawyer experienced in working with construction review the proposed construction contract. A contract review doesn't have to cost a fortune – it shouldn't take more than two hours of lawyer time. Get a firm price from your lawyer before starting the process. But don't skimp on the review. It can highlight problems that could cost you a fortune if not addressed.

Planning and prevention are not always cheap, but they are a much better value than litigation.

Lori Severson New Camp President

Lori Severson of the Wisconsin Association of Campground Owners (WACO) was selected as the new president of Campground Association Management Professionals (CAMP) during the group's recent meeting in Savannah, GA.

Severson succeeds Rick Abare of the Maine Campground Owners Association, who served as CAMP's president for the past two years.

Severson, who has been WACO's executive director for the past eight years, said she plans to work with CAMP Officials to focus on education, guest speakers and the positive promotion of camping.

"We're going to focus on ROI – what is the return on investment on spending money at CAMP meetings? What are the take-backs from our meetings?" Severson asked. "We want there to be a focus on the types of things that can help association executives manage their business and help their members."

The Phoenix Process by Tim Connor

If you are struggling in any area of your life, career or business and have never seen the movie *The Flight of The Phoenix*, I suggest you watch it soon.

As I was recently watching it, the idea to write this article hit me between the eyes – not for you but for me.

Sooner or later we all struggle with one of life's challenges or adversities or even failure and we have a choice – give in or rise again!

Someone once told me I could have written that movie based on my life story – well this won't be my story – would be too long but to the point of this movie.

When we attempt anything of significance; a new business, a new career, a new relationship or any momentous life change that requires courage and strong self-belief, we will many times have to give in, surrender or go down in flames where the stirring of passion, will and desire can keep us from just giving up without a fight. This is a testing time – testing your faith, your beliefs and your ability and willingness to begin again often from scratch without knowing whether you will one day rise again or just stay surrounded by the ashes of defeat forever.

Having risen again and again during my life and career I can tell you that the potential of finally one day winning is a far better personal philosophy than accepting the ruins of what disaster offers you should you decide that "I guess this was meant to be or all I can expect!" It was meant to be if you choose that path. But there is always another one you can take filled with opportunity, potential and success and yes – risk, uncertainty and unknowns that will plague your road ahead. The key to the journey that lies ahead can be found either



How to log on to the WACO Site

Go to www.wisconsinacampgrounds.com
User Name: waco

in your spirit that wants only the best for you and your future or your mind that can be filled with doubt, fear and non-stop negative thoughts, feelings and worries.

The Phoenix process is simple, but not easy and to rise again - it requires patience, trust, action and the ability to be surrounded with turmoil (the flames and ashes of disaster) and see beyond them to a better future.

I don't care what the cause or circumstances of your current or past flames causing your present situations no matter how dire or discouraging - we all face them sooner or later - the question and the choice are the same - what are you going to do - rise again or accept what appears to be your destiny. I would add - that to allow appearances to determine your actions and decisions is nothing more than delusion and fear ruling your life. Nothing of significance has ever been created or accomplished in the history of the world without a few Phoenix crashes along the way. Think about it

Advertising in the WACO Newsletter

BUSINESS CARD SIZE AD	one time	\$100.00
DOUBLE BUSINESS CARD SIZE AD	one time	\$150.00
¼ Page	one time	\$200.00
½ Page	one time	\$300.00
Full Page	one time	\$500.00

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

— space travel, independence, a new business enterprise or a life long relationship - they all have their Phoenix moments or even years but in the end - these people and institutions rose again because they refused to accept the status quo or conventional wisdom.

If life is sailing along wonderfully for you right now - great - but beware - life always requires a Phoenix experience before greatness or even average success can be achieved. If you are surrounded by flames without hope, faith or courage - accept what is and rise again. If you can I will

guarantee you that one day you will look back and say to yourself - that Phoenix experience was necessary for me to be where I am now or to be who I have become. It was a blessing but only if you embraced it, learned from it and rose again with dignity and positive anticipation from it.

During his career Tim has been sharing his message of Wisdom, Courage, Faith and Optimism with millions of people around the world.

Tim Connor - tim@timconnor.com
Global Sales, Management and Leadership
Speaker and Trainer and international best-selling author of over 80 books.



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
C & D Prof. Insurance Services,
Wautoma (920) 787-2100

Carl Thomfohrda, Balsam Lake (715) 485-3010
Chad Wiedenhoft, Ft. Atkinson (920) 563-9355
David Tiffany, Elkhorn (262) 743-2400
Fred Clary, Richland Center (608) 647-2972
Jaime Congdon, Green Lake (920) 294-3338
Thomas Hebert, Eau Claire (715) 830-1101
Jennifer Howen, Marshfield (715) 384-2826

Matthew Kripschack, Richland Center
(608) 647-2251

Mike Hutchinson, Monroe (608) 325-4052
Patrick Gillis, Eau Claire (715) 514-4477
PTR, Sturgeon Bay/Chilton (920) 746-4017
Robert Hahn, Portage/Rio (608) 742-4444
Robin Rubisch, West Salem (608) 786-1550
Stella Westfall, Three Lakes (715) 546-4100
Debra Young, Verona (608) 845-9190

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(29 years as an Owner/Operator)

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- Operation Evaluations
- Advertising & Marketing Strategies



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