



# WACO

Wisconsin Association of Campground Owners

January 2017

## Happy New Year! Welcome 2017!



With the New Year right around the corner, a look back on the past year begins to happen. While the year-end planning is in full force, it usually rings in what needs to be accomplished in the upcoming 12 months. New year and new ideas, right? While your mind is focused on new ideas or procedures to implement in the ever changing camping world, WACO is here to help you stay on track with keeping your

resolutions and creative ideas going strong the whole year!

The first step is to ditch the resolutions! Now I bet you're lost. Instead of resolutions, think in terms of questions. Looking to make a larger profit? Think "What can I do to increase my profit? Which activities will draw in a new camper crowd?". By using questions instead of statements, the mind works to create a answer. It starts the creative juices flowing to find the solution that will work for your campground.

The next step is to share your questions. By sharing your goals/questions, you not only hold yourself accountable, but there is someone else to help too. Think of the brainstorming that can happen with more than one brain!

Lastly, set reminders for yourself. Everyone knows how life can change fast or things can get in the way. By summer, "Where has the time gone?" is flashing in your thoughts. By setting reminders, your question/goal is never too far from your thoughts. A reminder for once a month can kick you right back on track.

Have a question/resolution that you want to share? Tell the WACO office! Another wonderful year has come and gone. With that, WACO would like to wish everyone a happy and safe New Year. May your New Year be filled with family and friends with a camping spirit!



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# NEW - Register for Convention Online!

As technology grows and becomes more convenient, why not have the option to register online? All WACO Campground Members now have the option to register and pay for the 2017 WACO Convention online!

To register, visit the Wisconsin Association of Campground Owners Website at [www.wisconsincampgrounds.com](http://www.wisconsincampgrounds.com). Click on the "Members" tab and login. The login information can be found on the last page of this newsletter. Once logged in, you will be directed to a new page containing several member buttons. Click on "Register for 2017 WACO Convention". This will take you to the online form.

The first information presented for you to complete will be your campground name, address, email, and phone. The next section will be for registering individuals, just like the paper form! You are able to register up to 8 people for the convention online. Each person being registered requires a name and convention pass type to be completed. At this point you are also able to select a certification course for the individual. Don't worry about adding children to this section as Kids Kamp comes up next! Once all individuals are registered, scroll to the bottom and click "Next Page". If there are any incomplete sections, the system will alert you before continuing.

Phone Number -  
### - ### Total \$0.00

**Registering Individuals**  
Please put the names of registrants as you would like them to appear on badges. For early bird pricing, pay before January 31st, 2017. Must be verifiable.

**1. Name**  
First Last  
Convention Pass Type  
Full Convention Early Bird - \$200  
Full Convention (Out of State/ARVC Member) Early Bird - \$250  
Full Convention (Non ARVC Member) Early Bird - \$325  
Expo Only - 1 Day - \$75  
Expo Only - 2 Days - \$150

**2. Name**  
First Last  
Convention Pass Type

**Certification Course Options**

The last section will be for Kids Kamp or the Teen Program. Please enter the child's name along with their age. Alongside the name and age section will be a dropdown menu to select your choice of camp. Once all children are entered, click "submit".

Upon submitting your registration, the system will direct you to PayPal to finish the payment portion. Throughout the registration process, there will be a total listed on the top right of the page keeping track of your registration.

1 Certification Courses 2 Kids and Teen Programs 3 Checkout

**Kids Kamp**  
Available Wednesday - Saturday. Rate is for entire convention (No discount for less days). Please note that all non-registered kids will have a fee of \$50 per day per child. Total \$0.00

**1. Name and Age**  
Name - Age  
Choice of Camp

**2. Name and Age**  
Name - Age  
Choice of Camp

**3. Name and Age**  
Name - Age  
Choice of Camp

If you have questions or run into issues, please reach out to Carrie at [carrie@seversonandassociates.com](mailto:carrie@seversonandassociates.com). This is meant to be a convenient and easy process. All suggestions are greatly appreciated on how we can improve online registration.

To register through mail or fax, a registration form is attached at the back of the newsletter.

# All About WACO Certificates

A WACO Gift Certificate is campground cash. As long as you are a member in good standing with WACO you can redeem these certificates. How do people get WACO Gift Certificates?

- The WACO office “trades” them for promotional use to media all over the State of Wisconsin, Minnesota & Ill. We get the total amount of the certificate to use for advertising. For example if we send a \$100 certificate to a TV station they would run a \$100 TV ad for us. If they use it for a contest or sell it at a reduced price on their auction we get the additional advertising they use to promote their auction or contest. WACO members are paid the full value of the certificate! So instead of paying thousands of dollars directly to the media we get the advertising and our members get the money.
- We use them as grand prizes for events such as RV shows to drive our social media programs.
- They can be used for convention expense, like treating the staff, paying the speakers, and even tipping the servers! Again another way to take the cash we would pay for this service and give it to members!
- Our members get the amount of the certificate as cash back on their WACO account! - just send them in!
- Donations requested by Campground owners



## Talk Social with Carrie: Instagram

You know the drill, free advertising wherever you can get it, right? If your campground is not on Instagram, my recommendation is to download the app today! Never heard of Instagram before? Let me give you some background on it.

Explained by Business News Daily, Instagram is a mobile photo-sharing app and social network that was created in 2010 by founders Kevin Systrom and Mike Krieger. In 2012, Facebook purchased the service for \$1 billion. According to CNN by Sept. 2015, Instagram had more than 400 million users, according to CNN. If you're wondering about the name, "Instagram" stems from the words "instant" (inspired by instant cameras) and "telegram" according to its FAQ page. Unlike other social networks, Instagram is completely photo/video-centric, so users can edit and post mages and short videos (up to 15 seconds), but not text updates like they can on Twitter and Facebook.



So how can you apply it to your campground? Instagram lets you post videos and photos in the blink of an eye. Campers could read on your website about all the cool activities and attractions you have at your campground, but without an image, are you really grabbing their full attention? With more than 400 million users, think of who's attention you can grab!

On the flipside of things, if you can post pictures for your campground, so can campers! Instagram offers a location feature where users are able to add a specific location to their image. This location in turn is also searchable. As the campground, you are able to grab up the photos for promotional use or reshare on your social media. Life gets busy and the photos you want of your campground can be difficult to get. This way campers are helping you with your marketing photos!

The newest generation has also introduced hashtags to the technology world. Hashtags are defined as a word or phrase preceded by a hash or

## (cont.) Talk Social with Carrie: Instagram

pound sign (#) and used to identify messages on a specific topic. Yes, you can blame hashtags for the reason kids no longer refer to the pound sign as the pound symbol (#Howsad). Hashtags are usually a specific and searchable topic such as #summer, #family, #campground, etc. However, hashtags make your photos (i.e. your campground) more discoverable. Users are able to search by hashtags to discover photos. By adding hashtags to your captions, users have a better chance of finding your photos, and your graphic can receive more attention.

Want to know more about Instagram or how to get started? Contact Carrie for a “how-to”. Stay tuned for more social media talk in here and at the WACO convention!

## A Note from the Pipeline and Hazardous Materials Safety Administration

WACO received a letter from the U.S. Department of Transportation: Pipeline and Hazardous Materials Safety Administration about new regulation changes to cylinder qualifications. To read the full detailed letter, continue below:

*In October 2014 I informed you of actions PHMSA was taking to raise awareness of the hazards associated with compressed gas cylinders following a large propane cylinder rupture on a food truck in Philadelphia, PA, that resulted in deaths and injuries. PHMSA focused, in part, on the basics of how to inspect a cylinder for serviceability, and how to identify an out-of-test cylinder. Companies that fill propane cylinders play an important rule in ensuring that cylinders are in safe and serviceable condition.*

*This past January 21, 2016 requalification changes for cylinders were adopted - PHMSA published a final rule in the Federal Register, titled “Hazardous Materials Adoption of Special Permits (MAP-21)(RRR)” under the Docket No. PHMSA-2013-0042(HM-233F). This final rule incorporated longstanding DOT special permits in the Hazardous Materials Regulations. **As a result, cylinders must be requalified by proof pressure or volumetric expansion testing every 10 years instead of every 7 or 12 years.***

*To aid in increasing awareness, PHMSA also created a short Food Truck Cylinder Safety video available on YouTube that details the required markings on a cylinder, as well as illustrates how markings indicate when the cylinder must be requalified: <http://www.youtube.com/watch?v=83UUfNIWjuU>*

*Additionally, free, updated cylinder safety posters noting new requalification date requirements are now available from our website: <http://phmsa.dot.gov/hazmat/outreach-training/publications>*

For more information on the new regulations, please contact the Pipeline and Hazardous Materials Safety Administration directly by emailing [phmsa.administrator@dot.gov](mailto:phmsa.administrator@dot.gov) or calling 202-366-4433.

## WACO Wants Your Photos

WACO is looking for photos from your campground to use in their advertising for 2017. We are looking for any photos you have showing fun, family & friends, and anything else that shows off camping. Your pictures could be used on the WACO website, Facebook, Twitter, Instagram, RV Show Booth display, convention program, and any other promotions that the WACO office sees fit.

Please send any quality photos to Lori or Carrie. The only restriction for photos is that the picture cannot contain any distinguishing marks specific to your campground such as a logo. Contact the WACO office if you have questions.





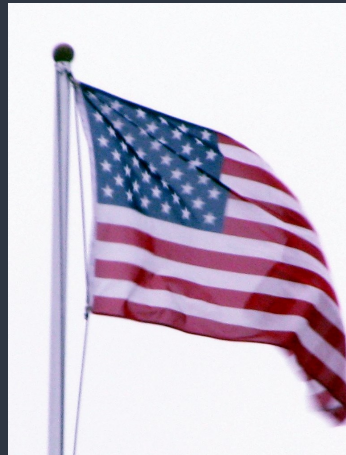
# Upcoming Dates

## Bean Bag Tournament

You still have time to be a part of the first state-wide WACO Bean Bag Tournament. Boost your shoulder season by hosting a tournament in the spring! Each participating campground will host a 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 campground will then compete in a final tournament on June 10th to win \$1000 in WACO bucks! The campground hosting 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 each tournament.

Current Participating campgrounds:

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



## Armed Forces Weekend

The 2017 camping season's Armed Forces Weekend is on May 19 & 20. If your campground is honoring this weekend and including discount or deals for some awesome campers, please let Carrie know. Carrie can be reached at [carrie@seversonandassociates.com](mailto:carrie@seversonandassociates.com) and will include your campground information under promotions and events.

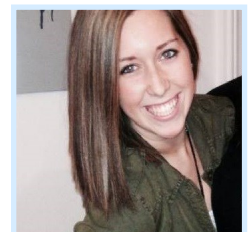


## Welcome Don!

Severson & Associates is delighted to welcome Don Merlin to the staff! Don lives on a farm in rural Blair, WI with his wife and son. He went to high school in Oconomowoc and has AS degrees in Business Data Processing and more recently, Ecommerce and Web Administration. Don brings cogent writing, organization, analysis, hardware & software knowledge along with amazing research skills. Most exciting to the Severson team is he works well with numbers & has 2 semester accounting under his belt! Don looks forward to working with new people and learning as much as he can. If you call into the office and he answers, make sure to give him a big welcome!

## Welcome Carrie!

Previously a part of the Severson & Associates staff, we would like to welcome back Carrie Geary to the company as Vice President. After an internship with the Minnesota Twins in Minneapolis, Carrie returned to Severson & Associates and hit the ground running. Carrie graduated from Winona State University in 2015 majoring in Recreation Tourism with an emphasis in Commercial Recreation & a minor in Computer Technology. She enjoys social media, traveling, creating web pages, playing with her dog, and learning new things. Give Carrie a warm welcome back!



# 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 SONDALLE	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