



Newsletter

Wisconsin Association of Campground Owners

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Wisconsin Association of
Campground Owners

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INSIDE

**Year 2013
WACO celebrates
50 Years!**



WISCONSIN
Come stay with us!

Reasons to Belong!



Every business needs to evaluate why they spend money where they do. Your WACO membership should be considered value added to your business. Take a quick look at how you use your membership to benefit your business. By grouping businesses together, so much more is able to be accomplished. Have you noticed how informed we are about things that are happening legislatively? We have Jeff Sims from ARVC acting as our watchdog to see any legislation that comes down the pipe that we personally might miss. Along with that, Mark Hazelbaker is a tremendous asset when we need legal advice. We hope the WACO office provides answers for the industry when you need them. Look at your WACO family as your personal Board of Directors. We have trade members who can help you with any questions, 2 accountants, 5 bankers, and a cluster of experts! We also have an attorney who has a free hotline for all WACO members. Our actual Board of Directors never turns me down when I ask for member help on specific issues. Our educational program is truly second to none. We offer classes and specific certifications on everything a campground owner needs. Not only do you have your WACO family, but also The Gilbert Brown Foundation helping our branding efforts and supporting our philanthropic efforts. His name connects us through social media, advertising and us to the

Packer nation. Our directory gets your name out to over 300,000 campers along with a website presence that is truly a powerhouse. When making your membership decision, consider the value of WACO to your business. Please feel free to set up an appointment to go over your membership benefits and be sure you are making use of all that your membership to WACO offers you.

Theme for 2014 Convention

Please submit your ideas for a theme for next years Convention to the WACO office as soon as possible. We want the 51st. year celebration to be a great one! Any ideas you have would be greatly appreciated!

With advances in technology, one of the cool things Internet users are able to do is look up page views (also known as analytics) for websites. This means a user is able to see how many times their webpage was viewed. For WACO's website, we found some crazy numbers just for June alone. The region of East Wisconsin Waters came in first at 13,902 page views. For the region of Central Wisconsin River, they had 13,578 views. Indian Head was at 6,661 and not far behind was Hidden Valley at 6,571. Northwoods region came up with 6,189 page views. With the final region, Southeastern Wisconsin came in at 12,972.

WACO Mission Statement - To promote & protect the camping experience

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The Power of Social Networking

Facebook and Twitter seem to be the hype nowadays when it comes to staying informed and getting out information. Word can spread like wildfire on these networks. The power of social networking on WACO is tremendous.

For example, have a big and exciting event happening soon at your campground? Worried about the amount of people showing up? Why not spread your advertising over the internet and not just flyers around town! Not only is Facebook and Twitter reaching out to friends that you are connected with, but it is reaching their friends. As I said before, it spreads like wildfire.

Both networks are able to help with more than just advertising, they can keep you informed. As a campground, you are able to post what is going on that week, what specials are going on, and anything else that sparks an interest.

By using these networks, a stronger relationship between campgrounds and WACO are built. You share a campgrounds information one time, they can help you out and do the same another time. Social networking has the opportunity to make your client list expand as well as make your connections with other campgrounds grow.

Take the plunge and join today! To stay up to date with WACO, add us on Facebook at www.facebook.com/wisconsinincampgrounds and on Twitter at www.twitter.com/wicampgrounds.



Early Bird

**JULY 31, 2013
IMPORTANT DATE**



Don't forget you can save 3% on your dues if you get your membership information in before July 31, 2013. You can pay by Mastercard or Visa. If you have any questions, don't hesitate to call Lori on her cell phone 608-792-5915.

A Note from Stephanie Klett

Secretary of Tourism!



The world premiere of the Jordy Nelson commercial is next Thursday, but press due to #87 and Jerry Zucker has already been incredible. Between general articles and the AP Jordy/Jerry clips, results include 105 million impressions and more than \$4.8 million in earned media value to date. I'm sure we'll get a lot more in the next couple of weeks with the 8/1 unveiling and after the spot starts airing.

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See you at the show!

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one time \$100.00

DOUBLE BUSINESS CARD SIZE

AD one time \$150.00

1/4 Page

one time \$200.00

1/2 Page

one time \$300.00

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- one time - Something you
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INSERT TO NEWSLETTER

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



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.

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"TAKE YOUR CAMPGROUND TO THE NEXT LEVEL"

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