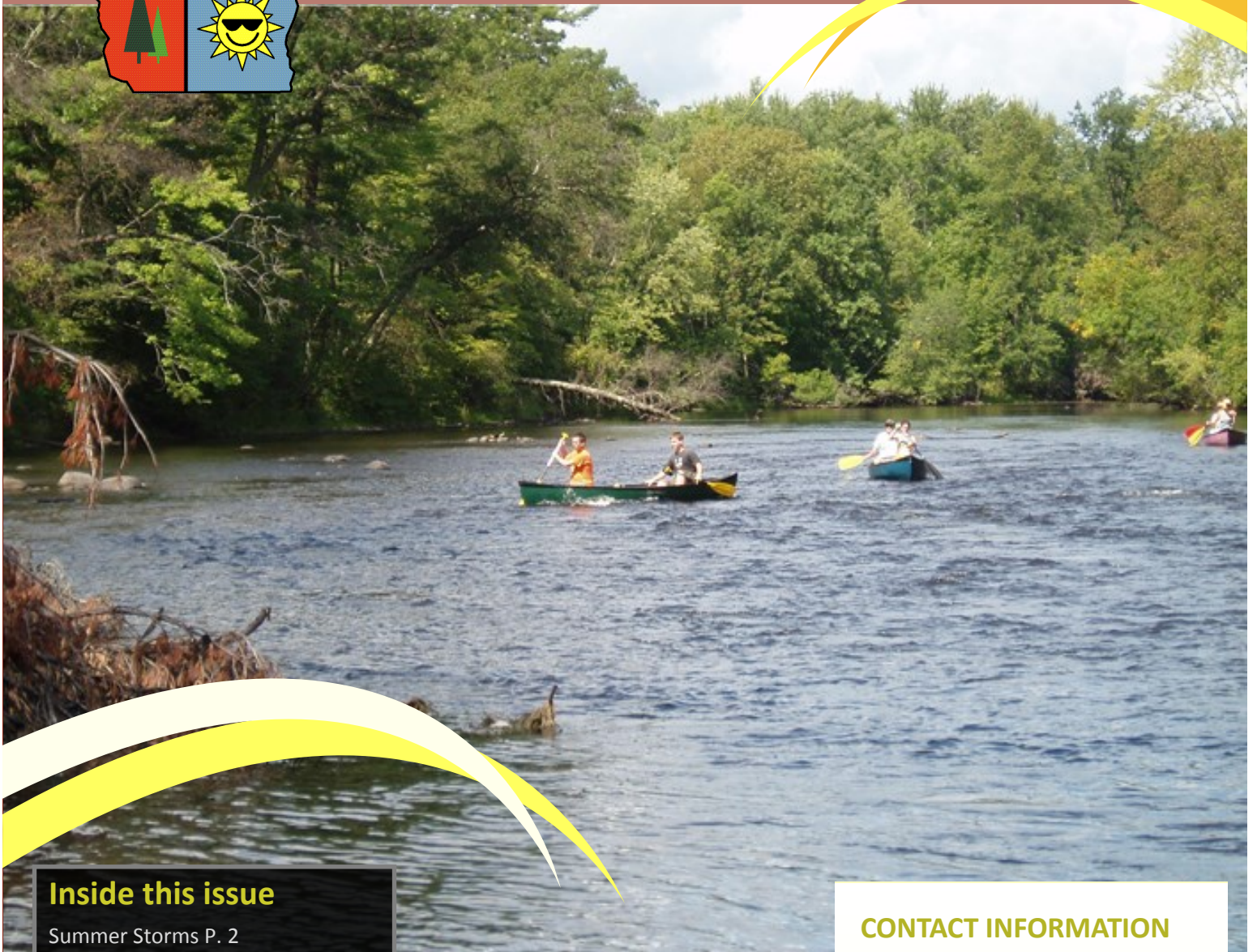


# WACO

Wisconsin Associate of Campground Owners



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# Summer Storms Can Blow You Away!

In Wisconsin, we're used to weather changing at a moments notice. But just because we've seen several storms, it doesn't make us an expert. Don't let your comfort with weather lull you into a false sense of security. Always be prepared for the best interest of your business, your guests and most importantly, your family! Below are some tips from the National Weather Service and a couple stories from our own WACO members reminding us all that while you can weather the storm, you CANNOT control the weather.



*Thankfully our Members were ok in these scary situations...but if you have any updates regarding bad storms or dangerous weather, report them to the WACO office. If you get into a situation your WACO Family can help with please let us know! That's what we're all here for!*

## Wildwood Campground

Wildwood Campground has seen some pretty crazy storms up North this year. Roads have been washed away, trees have been down, and they have been without power. Luckily Carl was able to "get things back in shape quickly," notes Sandy Westland.

## O'Neil Creek Campground

An EF-0 Tornado touched down on O'Neil Campground July 12, 2016 damaging buildings, campers, sheds, taking down trees and causing over \$13,000 in clean up costs alone. "About 2:00 o'clock in the morning the whole world came apart," Dick Hallin, a camper at O'Neil Creek, said. "It beat the heck out of the trailer next to me but missed mine, even thought it's only about six feet away."

Geri Walter said between 15 to 20 camping trailers had some kind of damage, along with car ports, sheds, and other small buildings.

### Tips for Severe Thunderstorms from the National Weather Service

- Listen to local news or [NOAA Weather Radio](#) for emergency updates.
- Watch for signs of a storm, like darkening skies, lightning flashes or increasing wind.
- If you can hear thunder, you are close enough to be in danger from lightning. If thunder roars, go indoors! Don't wait for rain. Lightning can strike out of a clear blue sky. Learn more about [lightning safety](#).
- Avoid electrical equipment and corded telephones. Cordless phones, cell phones and other wireless handheld devices are safe to use.
- Keep away from windows.
- If you are driving, try to safely exit the roadway and park. Stay in the vehicle and turn on the emergency flashers until the heavy rain ends.
- If you are outside and cannot reach a safe building, avoid high ground; water; tall, isolated trees; and metal objects such as fences or bleachers. Picnic shelters, dugouts and sheds are NOT safe.



# arvc Organizational Changes

Please join me in congratulating three members of the **arvc** team who've been recently promoted:

Jeff Sims has been promoted to Senior Director of State Relations and Program Advocacy. Jeff continues to provide excellent guidance to Partnering States and members through his diligent work on public affairs, including being the staff liaison to the Public Affairs Committee and all outward-facing organizations such as HUD, NFPA, ADA, NEC, as well as sister organizations within our industry such as RVIA and RVDA. Jeff also

manages our legislative and regulatory monitoring efforts through StateNet, as well as arvc dues reconciliation efforts with the states and is the go-to person for all arvc-state coordinated activities. Jeff has received numerous awards this year from organizations such as RVIA for his collaborative efforts, as well as the Missouri State Legislature for his many years of legislative service due to his long tenured commitment to our industry.

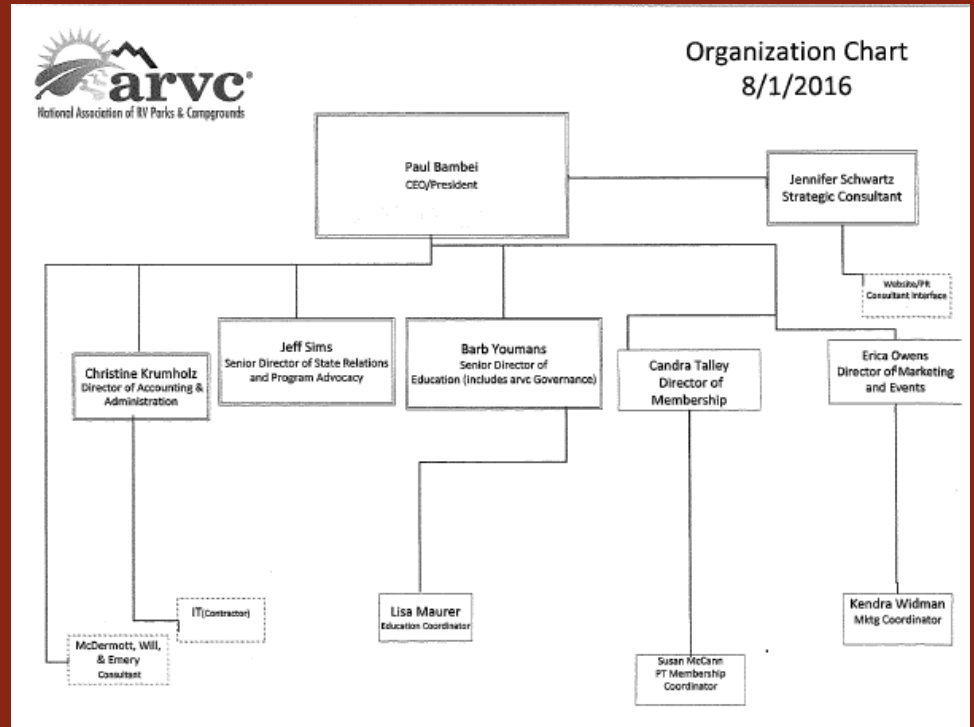
Erica Owens has been promoted to Director of Marketing and Events. In her new role, Erica will be managing all arvc marketing channels, including social media efforts, arvc publications such as the Voice magazine and arvc State Briefs, as well as direct mail/media campaigns directed at non-member growth and member retention. Erica will also continue to direct all facets of event planning for our organization, including the annual Outdoor Hospitality Conference and Expo, Board Meetings, and future contractual dealings to insure best OHCE venue selection.

Candra Talley has been promoted to Director of Membership. Candra will be responsible for all Membership activity including management of Partnering State Agreements and will work closely with the marketing department to insure quality programs aimed at member retention and acquisition. Candra will also be responsible for vendor relationships throughout the year and at OHCE, including new member benefit procurement, sponsorships, trade show booth management, and music licensing.

Jennifer Schwartz, formerly VP of Marketing, will be stepping into a more strategic consulting role to arvc, working on projects of long-term value and importance to benefit our Association.

The attached Org Chart is provided to illustrate reporting relationships of these new assignments, as well as the entire small, but efficient, ARVC team. I continue to take great pride in maintaining a staff of just 8.5 employees serving nearly 3000 members, or a ratio of 1 employee per 350 members.

- Paul Bambei



# 4 Generations of Campground Ownership

## Aqualand Campground

Aqualand Campground in Sister Bay is really rocking this year. Josh reports that all the restaurants are up in sales, along with his campground!

This past week marked the 4<sup>th</sup> Generation celebration at this campground. Lilianna just received her first paycheck!

At 14 she is opening the pool and interacting with customers! What a great life we can have raising our children in a campground! Josh thanks for the feedback, your enthusiasm and love for the customers is inspirational!



## Pros of Family Business

### Employee Loyalty

Perhaps one of the most valuable aspects of starting a family business is the built-in brand loyalty from your employees. Most family employees are inherently invested in your brand and the success of the business, which makes them the best employees around. They're more willing to make sacrifices for the business, put their best foot forward in sticky situations, create long-term stability, emulate shared values, and delineate a certain element of trust.

### Opportunities for Family to Get Started

There are usually more important things in life than running a successful business, and raising a family with plenty of opportunity and growth is one of them. Your little family business could be the key to boosting your children's, cousins', grandchildren's, and other kin's chances of achieving their dreams. It could create a solid foundation that will develop a lasting legacy for your family and descendants.

### Flexibility

When you go into business with family, there tends to be more leniency and forgiveness for your mistakes, work-related decisions, work schedules, and snap judgments. There's also more flexibility when working with either part or full-time schedules, which allows you to work around your family's extra curricular commitments.

### A Lasting Legacy

The thought of leaving your heirs with a tangible business that will continue to bring in money is very appealing to many business owners, not to mention the prestige of owning a family business can carry on for generations. The possibility of a lasting legacy can be a formidable incentive for entrepreneurs seeking motivation to power through the startup phase of their businesses.

### Customers Love Family Businesses

It's true that a growing number of customers are turning to big box businesses and chains for their goods and services, but a solid percentage of customers remain fiercely loyal to small, family businesses. They love the good customer service, local ties, and living legacy that come with these establishments. Attaching the words "family owned and operated" to your business is a major selling point for many customers.

# Sales and Use Tax Q & A's

**By: Janet Abrams and  
Dave Steines,  
Wisconsin Department of Revenue**



**Q: Do we charge tax on licorice?**



**A: No, not if the licorice contains flour.** Although the sale of candy is taxable, the definition of candy excludes foods that contain flour. Therefore, licorice that contains flour is a food and a food ingredient that is exempt from Wisconsin sales and use tax, unless it is sold as prepared food.

See Part II.D. in Publication 220, Grocers, and Part III.A.3. in Publication 236, Restaurants and Bars, for additional information on prepared food.

**Q: Are sales of ice taxable?**

**A: Sales of ice cubes are exempt from Wisconsin sales and use tax. Sales of ice blocks, however, are taxable.** A campground may purchase the ice blocks and ice cubes that it sells to its customers, without tax, for resale. A campground's purchases of ice blocks and ice cubes that the campground uses in cooling bottled drinks or preserving food are subject to Wisconsin sales or use tax.

Janet K. Abrams, Sales Tax Specialist  
Wisconsin Department of Revenue  
(608) 264-7779  
[Janet.Abrams@revenue.wi.gov](mailto:Janet.Abrams@revenue.wi.gov)





The passage of another extensive tax bill in late 2015 brings numerous changes in tax law that run through 2016 and beyond. Add changes already built into the tax code and you have a tax year that requires attention from virtually every taxpayer to ensure you do *not* pay taxes that are not required. Here are some key items that may warrant a review of your situation.

*1. Permanence in oft-extended tax laws. Thankfully you now have the ability to plan on tax law certainty as the following laws are now a permanent part of our tax code.*

- \$250 Educators expense deduction.
- State sales tax as an optional itemized deduction versus taking a state income tax deduction.
- Ability for seniors to donate up to \$100,000 from a qualified retirement plan to a charitable organization.
- Ability to use *the* American Opportunity Tax Credit for four versus two years.

**Planning action:** If you are a teacher, have a student in college, have no state income tax, plan to make major purchases, or wish to avoid retirement income tax then consider a planning session.

*2. Take advantage of expiring tax rules. The following tax laws expire at the end of 2016. Plan now to take advantage of these soon to expire tax provisions.*

- \$4,000 Tuition Deduction and Fees

## **Tax Planning More Important Than Ever**

**By: Christine Metcalf, CPB  
CSAW Associates, LLC and  
Coulee Region Bookkeeping & Tax**

- Tax-advantaged debt forgiveness for certain home mortgages
- Deductibility of home mortgage insurance premiums

**Planning action:** If you have students, have mortgage insurance, or have a home with debt higher than appraised value you may wish to create a plan for your situation.

*3. Health insurance changes. If you do not have health insurance, every month you delay in obtaining this insurance could create a meaningful tax penalty.*

### **4. Review of your withholdings.**

After receiving your prior-year tax return, consider adjusting your withholdings to ensure you do not experience an underpayment penalty. The timing of your payments plays an important role in minimizing this penalty.

*Christine Metcalf, CPB  
CSAW Associates, LLC  
Coulee Region Bookkeeping & Taxes  
608-779-2143  
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# NEWS



## The Power of Partnerships

Jeff Anderson, Regional Tourism Specialist at the Wisconsin Department of Tourism, is pleased to share that through a partnership with the Chicago Tribune, several articles on the Chicago Tribune's website regarding the camping industry. One recently featured five campground...FOUR of them were WACO Members!

The article can be viewed at <http://www.chicagotribune.com/brandpublishing/travel-wisconsin/ct-ss-travel-wisconsin-find-adventure-in-these-5-family-friendly-wisconsin-campgrounds-20160601-dto-story.html>.

Congratulations to the following for making the Chicago Tribunes top 5 list in their "Find Adventure in These 5 Family-Friendly Wisconsin Campgrounds" article:

- Hickory Hills Campground—Edgerton
- Yogi Bear's Jellystone Park—Warrens
- Hayward KOA Campground—Hayward
- Plymouth Rock Camping Resort—Plymouth

**Jeff Anderson** | Regional Tourism Specialist | **Wisconsin Department of Tourism**

715.492.0264 | [janderson@travelwisconsin.com](mailto:janderson@travelwisconsin.com)

## MUSIC TO YOUR EARS

There are **DOZENS** of music festivals in the State of WI in the months of May—August.

What has **YOUR** campground done to partner with the local festivals to assist with lodging, and in turn, bring in new campers to your campground?

Advertising and partnering opportunities are abundant when you partner with festivals looking to give their attendees information about the area and a place to stay.

For starters, try looking at Travel Wisconsin's website to get your partnership ideas rolling.

<http://www.travelwisconsin.com/article/things-to-do/article/top-music-festivals-in-wisconsin>



"The Laundry Professionals"

**Kirk Niswonger**

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Toll Free (800) 236-5599  
Mobile (262) 327-0573  
Fax (262) 790-5886



## Secure your 2017 WACO Directory ad TODAY

### DIRECTORY AD SIZES

Full Page: 7.5 x 10"

3/4 Page: 7.5 x 7.437"

2/3 Page: 7.5 x 6.5"

1/2 Page: 7.5 x 4.875"

1/4 Page: 3.625 x 2.312"

1/8 Page: 3.625 x 2.312"

1/3 Page: 7.5 x 3.125"

### 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.

## ADVERTISE HERE!

Business Card Size Ad: \$100/Issue

Double Business Card Size Ad: \$150/issue

1/4 Page Ad: \$200/issue

1/2 Page Ad: \$300/issue

Full Page Ad: \$500/issue

20% Discount when you place ad in 6 issues

30% Discount when you place ad in 12 consecutive issues

## 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 SONDALE    | 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 |