

# WACO

Wisconsin Associate of Campground Owners



## Inside this issue

Copyright Images P. 2

WACO Remembers Gussel &  
Reinsma P.3

Featured WACO Campground  
Visits P.4

Store Display Tips P.5

Tax Facts P. 6-7

Thank You! P. 8

WACO Board Members and  
Advertising Opportunities

## 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](mailto:lori@seversonandassociates.com)

## Where did you get that photo?

For most of us, copyright violations rather than copyright facts bring issues to light, so we learn by the mistakes of others.



With all of the photos online and the blurry line that copyright laws create, it can be difficult to know which photos can be used and which photos are off limits. When looking for images to utilize in your marketing activities, its best to assume any image you find online is copyrighted - even if it lacks the watermark! The best way to avoid all problems that come with copyright infringement is to use Public Domain Images.

Most people hear this term and think of random and low quality images, but this is a misconception! There are a variety of sites that allow users to upload QUALITY Images. People place their images in the public domain, as they are willing to share their use.

Therefore, the images can be used without worry and often do not require any attribution. Be sure to check the site to see whether attribution is necessary. Go to <http://morguefile.com/search/morguefile/1/pop> for an example of a public domain site.

Another way to ensure there will be no issues with copyright

infringement is to simply ask. Many people will be willing to let you use their image however; they want that decision to be theirs. While the reasons vary as to why someone would deny you use of their image, the general public is more often excited for the opportunity to be photographed. If permission is granted, you can then continue to use the images over and over again as you wish.

Equally important to obtaining permission for image use, is to Include the placement of the image. For example it may be acceptable for an image to be used on your website however, using that same image on a paid book or newsletter may put you at risk of copyright infringement. If you choose to

search for images using Google Advanced Image Search you can filter out the search by entering in usage rights. This will help ensure that the search results will only include images that are free to be shared, modified and used. To wrap things up, you should avoid using images without permission unless they are in the public domain, designated copyright-free, openly licensed, or subject to fair-use.

### 5 FACTS ABOUT COPYRIGHT & IMAGE USE

Fact 1: The minute someone snaps the shutter, that person owns the copyright.

Fact 2: Including a copyright notice is not required.

Fact 3. Photo copyrights can be superseded by other rights.

Fact 4: Watermarking is not the only way to protect photographic copyrights.

Fact 5: Posting on [blogs](#) and other [social media](#) may not be considered fair use.



# Forever in Our Hearts

## WACO Remembers Gussel

It is with great sadness and a heavy heart that we inform you of Henry (Bob) Gussel's passing on Friday, June 17. Bob was the founder of Sherwood Forest Campground 50 years ago with just 12 campsites. He was an amazing man who



always made sure everyone was having fun. Bob will be greatly missed by not only his family and friends, but by his camping guests and anyone else he touched on his life's journey. If you have a story or memory about Bob, please feel free to share with us. We love hearing about how he made an impact on the lives of others.

## WACVB Mourns Loss of Reinsma

Many of you likely heard the tragic news that WI Department of Tourism Regional Tourism Specialist Patrick Reinsma unexpectedly passed away earlier this week. Recognizing the tremendously positive impact Patrick had on WACVB and the Wisconsin tourism community, WACVB is contributing to, and has set up, a Go Fund Me account to establish a *Patrick Reinsma Memorial Scholarship* at the Waukesha County Technical College Hospitality Management Program through the College's Foundation. Patrick was a native of Waukesha and we thought he would be so honored to be able to financially assist a student pursuing a career in the industry he loved.

I thought I would pass along the account information in case you and/or your organization are interested in contributing towards our goal of creating this legacy scholarship program in memory of Patrick. Here is the link to the go fund me account: <https://www.gofundme.com/reinsmascholarship>

*Julia Hertel, Executive Director  
WI Assoc. of CVBs  
[608-837-6693](tel:608-837-6693)*



# Featured Campground Visits

## Indian Trails Campground

Tiffany and Merna from Indian Trails work hard at finding new products for their store. With a particularly hot day in store the neck coolers were a hit. Such a great hit that Mr. Brown had to have one for each of the kids! Tiffany discovered this treasure at the Smokey Mountain Gift shop.



*Check out more ideas on how you can display goods in your store on page 5!*

## Stoney Creek RV Resort



While checking out the new camping cabins at Stoney Creek our work and travel gals took a moment out to take a fun picture! If you haven't experienced this program check it out. It might be a great fit for your campground. These girls cook, take reservations, clean & act as the attendant. They also sing like birds!



## Quiet Woods South Camping Resort

Thanks to Quiet Woods South for hosting our last campground code training. We had a request to try to record it and we did – working on getting it put together now. Hopefully it will be ready for the website soon! Cris & Mike thanks so much for the hospitality!

# It Pays to Display

We all know a campground store is a great way to boost your profits - customers arrive to your locations and purchase items that they forgot, souvenirs, apparel, and treats. If your store has the necessity items they are looking for, purchases will be made based on convenience. If campers are drawn into the store and find items that excite them, the overall camping experience is better. Having a unique selection, that is well-displayed and adequately stocked, will help set your campground apart from the rest. Below is a list of some tips and tricks to help you create a successful campground store:

- Continue to carry staple items such as matches, tent stakes, tarps, cooking utensils, hoses, etc.
- Be mindful of the size of your store. Keeping the store smaller and staying on top of ordering inventory may work better than having a large store with a year's worth of inventory. The larger stores require more management time, and therefore may cause more harm than help.
- Take into consideration the time of year when ordering inventory. At the beginning of camping season people may just want basics like hoses and tent stakes but as the season goes on, items like water toys and apparel gain appeal.
- When buying toys, stick with the classics such as Frisbees, water guns, water balloons, whiffle ball, etc.
- Candy is becoming a hot trend in campgrounds and it is a great way to draw kids into your store! Displaying unique or old fashion candy is great way to draw their attention.
- Selling items such as bags, shirts, sweatshirts, hats, and knickknacks that have your campgrounds name or logo on them is a great way to continue advertising your business through your customers.
- Include technology products such as selfie sticks, charger cables and headphones. With the current technology trend these items will be popular among most customers.
- Stay current with camping trends but also market trends. This will help you stay a step ahead when ordering your inventory.
- Inventory can also be ordered that supplements the campgrounds various weekly themes to help draw in campers and boost sales.
- Create displays that are visually appealing, unique, and that catch the customer's attention. Avoid displays that look cluttered and unorganized as they can overwhelm the customer.



Examples of Apparel and Toy Displays at Hidden Valley and Quiet Woods South



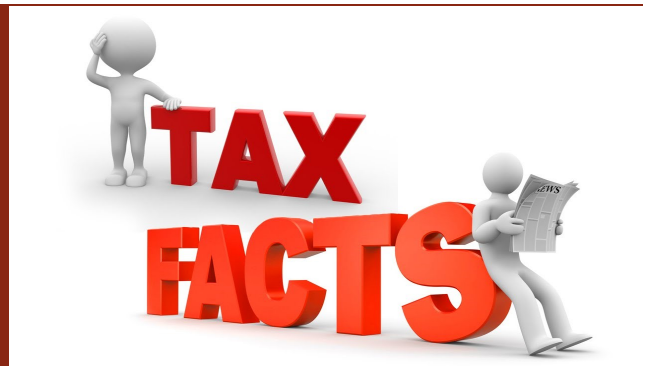
Stoney Creek RV Resort Candy Displays



# Sales and Use Tax Q & A's

**By: Janet Abrams and  
Dave Steines,**

**Wisconsin Department of Revenue**



**Q: A nonprofit organization is bringing a group of campers to our campground. Do we charge them sales tax? If not, how do we document the exempt sale?**

**A:** Sales made to nonprofit organizations organized and operated exclusively for religious, charitable, scientific or educational purposes, or for the prevention of cruelty to children or animals, are exempt from Wisconsin sales and use tax if the nonprofit organization provides its Wisconsin Certification of Exempt Status (CES) number to the campground. A similar out-of-state nonprofit organization is also exempt from tax even though it has not been issued a Wisconsin CES number.

The campground may record the Wisconsin nonprofit organization's Wisconsin CES number on its bill of sale, or may obtain Form [S-211](#), *Wisconsin Sales and Use Tax Exemption Certificate*, or Form [S-211-SST](#), *Streamlined Sales and Use Tax*

*Exemption Certificate*, from the nonprofit organization. The campground must obtain a fully completed exemption certificate ([Form S-211](#) or [Form S-211-SST](#)) from an out-of-state nonprofit organization for the sale to be exempt.

**Caution:** The exemption for nonprofit organizations does not apply to individual members of the organization. In order for this exemption to apply, the nonprofit organization must be identified as the purchaser on the invoice or other billing document.

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



## Sales and Use Tax Q & A's By: Janet Abrams and Dave Steines, Wisconsin Department of Revenue

**Q:** Do we owe tax on our purchase of paddle boats if we only use the paddle boats to rent to our campers?

**A:** No, a campground's purchase of paddle boats which will be used **only** for rental to campers is **not** subject to Wisconsin sales or use tax because it is for resale. The campground must provide its supplier with a fully completed *Wisconsin Sales and Use Tax Exemption Certificate* ([Form S-211](#)) or *Streamlined Sales and Use Tax Certificate of Exemption – Wisconsin* ([Form S-211-SST](#)), claiming resale.



**Q:** Our campers can use paddle boats for no additional charge? Do we owe tax on our purchase of the paddle boats?

**A:** Yes, the campground's purchase of paddle boats that are provided to campers for no additional charge is subject to Wisconsin sales or use tax. The campground is the consumer of the paddle boats that it transfers incidentally with the selling or furnishing of its services (i.e., admission, lodging).

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



# Thank you for your participation!

## Gratitude from the Gravedigger

We asked for some help raising money for one of “Gilberts Kids” who has battled with cancer for several years and we sure got it! “Thanks” is just never enough in an instance like this. All of you who helped do a 50/50 were amazing!



Special “Thank You!” to Hidden Valley for your check of \$2000 – so generous! Alexis had been doing a cancer treatment that left her unable to walk. A month long intense rehab program will allow her to walk again. Our 11 year old hero was understandably tired of being in the hospital and truly dreaded the month long stay during summer. Being a big camper made this stay even more undesirable! Gilbert asked her what her favorite music was and she said country western.

So Gilbert told her if she worked hard and does the rehab he would dance with her. She was thrilled and motivated. We are getting weekly videos so check it out on the Gilbert Brown Foundation Facebook!



It’s always a pleasure to add a little fun to the lives of those who need it most. Bob & Melanie thanks for sharing this little ones story and your campground with the Foundation. This record breaking car show event is always a winner with the campers and the car show folks. Gilbert is always raving about the food! Thanks for all your help guys!

## GBF Report

### frm Gilbert Brown

Alexis Barton took her first steps yesterday, so Gilbert was working on her motivation and not ours! What a brave little girl, 11years old beat cancer and now is learning how to walk again. She loves camping and is understandably sick of the hospitals – Gilbert made her a deal. If she went through the treatment (a months stay at the hospital) and did the therapy every day – he would dance to any music she likes with her when she comes home. Well yesterday she took her first steps and she loves country music. I wonder what Gilbert will look like in a Cowboy hat! Thanks just doesn’t seem enough for all you guys do! So proud to get to have moments like this, makes all the work seem like nothing!

Green Acres - \$171.50 on the 50/50 Seasonals are really stepping up and taking this over! Great job guys! The have a basket raffle and more planned for this weekend.  
Pineland Camping Park- \$475.00 Randy was thrilled to beat Lisa yet another week – great little Rivalry these 2 got going on for a great cause! Meat Raffle  
Champions Riverside Resort - \$340.00 50/50 meat Raffle.  
Scenic Ridge-\$427.00 with a Poker Run and 50/50

## Customer Service Training



Thank you to the 5 campgrounds who attended Customer Service training at Evergreen. 27 people attended!





# NEWS



## Abandoned Title Update

Just a quick update from Jason...

*"I did speak with DOT Secretary Gottlieb last week about allowing campground owners to dispose of abandoned trailers. He thinks it will require a statutory fix rather than an administrative one but they're checking with DMV on that. Should have more for you next week on how to move forward."*

Jason Culotta

Director, Tax & Transportation Policy

WMC - Wisconsin's Chamber

(608) 661-6935 direct



*"The Laundry Professionals"*

**Kirk Niswonger**

12705 Robin Lane  
Brookfield, WI 53005  
kniswonger@greatlakeslaundry.com

Phone (262) 790-5885  
Toll Free (800) 236-5599  
Mobile (262) 327-0573  
Fax (262) 790-5886



## REFUND POLICIES

Some of us hate to even hear the word "refund." Others see it as an opportunity to create a great return customer with a fabulous testimonial. No matter your view, here are some examples of refund policies from WACO Members:

- NO refund unless death
- More than 7 days out you get \$15 back after 7 days no refund
- No refunds of any kind
- Voucher
- \$20 processing fee – if its 3 weeks out you also get a certificate

## 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 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