

March 2015

Newsletter



WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS



Convention Auction Items

Published by the
Wisconsin Association of
Campground Owners

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We are grateful for all of the donations coming in for our auction at convention this year! Just to name a few: Double Jeopardy Slide donated by Tent and Table valued at \$5,299.99, 2016 Good Sam's Ad valued at \$5,025.00, a golf car donated by Harris Golf Cars, 5 pedal carts donated by Berg USA, a golf car donated by Jim's Golf Cart, a Jungle Jumperoo, signed Packer jerseys and frames, and a 50" TV screen. If you are interested in donating an item to the auction, please email ashley@severson-andassociates.com Thanks!



Friday, March 13th 1PM-7PM Trade Show

Keep your Registration Costs low by Shopping with these vendors!



Gumball Supplier Game Win \$1000 A DAY

Every hour of the trade show a quarter goes in the gum ball machine. A numbered gumball will drop out. IF you have purchased from that booth you will be in the drawing for \$1000.00 EACH DAY to purchase items at the trade show.



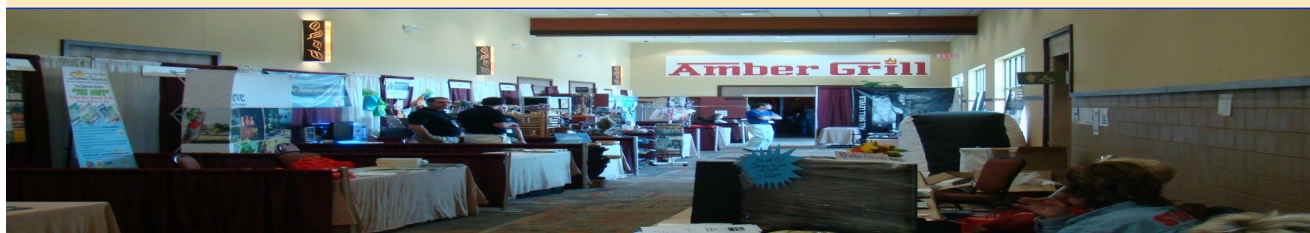
**Packed with
New Booths!**

Wine, Cheese & Beer starts at 5:00pm
Sponsored by the Holiday Inn Convention Center!



Located at stations in the EXPO AREA! Shop & enjoy your favorite beverage. Check for station locations!

The Hotel Registration area will have a great station set up for your easy access! A great way to see those fantastic booths in the Front Hall.



**Appearance by the Wisconsin Badgers Marching Band
to kick off the Trade Show at 1pm!**



Also at convention, don't forget about the Saturday Annual Meeting for the board, Friday Night Entertainment, the auction, Candy Land Bus Tour, Candy Land Carnival, & more! Check your convention program at convention! Hope to see you there!

Join The Conversation- Taxpayer Savings

Join the conversation on saving money!
Check out Wisconsin Best Practices online at <http://www.bestpractices.wi.gov/Home> and the next page to learn more.





1/31/2015

Wisconsin Best Practices | Home



WISCONSIN

Best Practices



JOIN THE CONVERSATION

From cracking down on fraudulent use of government programs, to consolidating office space, to ending overtime abuse, Governor Scott Walker's bipartisan Commission on Waste, Fraud and Abuse identified more than \$400 million in savings for taxpayers. Some of the recommendations have already been implemented, saving tens of millions of dollars. In his 2012 State of the State Address, Gov. Walker invites all Wisconsin residents to join the conversation and help in the effort to spend your money more wisely. We created this website to make it easy for you to offer your input.

"State government should be transparent, efficient, and engaged in a continuous improvement process with the goal of quality services to its citizens' at the most affordable price possible. This website is a forum for the public to submit suggestions and monitor our progress. By working together, we can improve the quality of government and reduce its price to taxpayers." –Governor Scott Walker

SUBMIT YOUR IDEAS



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PARTICIPATE TO WIN MORE

The More You Participate The
More Chances You Have to Win
A Golf Cart from Jim's Golf Cars!



- Earn 20 tickets for every auction item you bring.
- Earn 20 tickets for bringing a basket for use on the auctions.

Earn your tickets...on Sunday simply tear in ½ and deposit in the TUB!

Thanks so much to our sponsors.

- ❖ Earn 1 ticket for being a sponsor....one ticket for every \$100 sponsorship.
- ❖ Earn 1 ticket for finding a new member! One for you and one for them!
- ❖ Earn 10 tickets for donating to Kids Kamp.
- ❖ Earn 1 ticket for attending the Candy Land Tour!
- ❖ Earn 5 tickets for each bottle of liquor brought for the auction...any kind will do!
- ❖ Earn 1 ticket for each educational course you attend.
- ❖ Earn 1 ticket for each course evaluation turned in.
- ❖ Earn 1 ticket for any PAC fund donation you make.
- ❖ Earn 20 tickets for being a hole sponsor for the WACO Golf Outing.
- ❖ Earn 1 ticket for every \$100 you spend at the auction or on raffles.
- ❖ Earn 5 ticket for every vendor you purchase from bring your slips to registration.
- ❖ Earn 10 tickets by picking up your directories.
- ❖ Earn 2 tickets for each round table you attend on Sunday.
- ❖ Earn 1 ticket for turning in Convention critique on Sunday.

**Must be present on
Sunday at 11am to win!**

Participants are responsible for collecting their tickets. Sunday morning simply rip your tickets in half. You keep one half and the other half goes in the bucket for the drawing. Good Luck!

CONVENTION 2015



KIDS KAMP 2015

Kids Kamp

Wednesday, March 11th, 2015

Registration forms must be completed by the parents of each child on the first morning with us!

Kids will be provided with a Kamp T-shirt on their first morning so we can keep track of our group when out in public!

Kids will need: Kids Kamp 2015 T-shirt, jacket, swimsuit, towel, and a smile

7:30am - 8:00am:

Registration and Check-In (Wisconsin Room)
Light Breakfast

Fruit, granola bars, & milk

8:00am – 8:30am:

Welcome to Kids Kamp 2015

During this time, kids will get their 2015 Kids Kamp T-shirt! We will have coloring books, various toys, and other arts & crafts available at this time just to have them settle in.

8:30am – 9:15am:

CandyLand Craft & Game Time/ Tween Brainstorming

We will play life-size Candy Bingo and create our candy piece for life-size CandyLand later.

Tweens: Join us in a separate room to start brainstorming ideas for your product you would like to see it be sold at the trade show! Trade show booth evaluations.

9:15am-10:30am:

Tween Social Media Scenarios & Instagram Project

The tweens will brainstorm social media scenarios and act them out while teaching the younger kids what is good and bad about these (customer service)The kids will vote on their favorite. The Tweens will also create a Kids Kamp Facebook and present that as well later. Ann from Social Caterpillar will be here to introduce the awesome Instagram project! Kids will be playing the taste test game while the tweens are busy!

10:30am-12:00pm:

Cavity CandyLand Tag and Great Big Book of Games

Watch out for King Cavity! Try to make it to the Candy Castle before he tags you! We will also have time to play other fun games and crafts!

12:00pm – 12:45pm:

Lunch

We will be having sandwiches, chips, and fruit. Create a candy treat!

1:00pm – 1:45pm:

Lollipop Hunt & Make a Sandy Candy Straw

Be the team to find all 10 lollipops first and win a lollipop of your own! After, join in on making your Sandy Candy straw!

1:45pm – 3:30pm:

Swimming at the Pool

We will be swimming at the pool in the hotel- please pack your swimsuit! Games such as Bumper Balls, Bobbing Heads, & Crocodile Hunter!

3:30pm- 4:30pm:

Life-size CandyLand

We will get to play life-size CandyLand with the projects we worked on earlier!

4:30pm-5:00pm:

Pick-up Time/Crafts & Games

5:00pm - 9:00pm:

Movie Night and CandyLand Night

Because of the CandyLand Bus, feel free to drop off the kids with us for the night while you go and enjoy the Customer Service! We will be having pizza and drinks & popcorn!

****ALL SCHEDULES ARE TENTATIVE AND SUBJECT TO CHANGE!****

If you would like to donate any items for Kids Kamp or know of any volunteers that would like to help out, please email ashley@seversonandassociates.com



Kids Kamp

Thursday, March 12th, 2015

Please don't forget your Kamp shirts so we can keep our group together when we are out and about.

Kids will need: Kids Kamp 2015 T-shirt, jacket, swimsuit, towel, and a smile

7:30am - 8:00am:	<u>Check-In (Wisconsin Room)</u> <u>Light Breakfast</u> Cereal & milk and orange juice
8:00am - 9:00am:	<u>"Frozen" Treats Creation/Tween Marketing</u> Kids will make "Frozen" treats to enjoy later, and also to sell! <i>Tweens:</i> Meet in other room to decide on your product you will be selling at the trade show, figure out how to market it, and begin making it.
9:00am - 9:30am:	<u>Auction item</u> During this time, we will work on our awesome item that Kids Kamp will be contributing to the WACO auction.
9:30am-10:30am:	<u>Magic Matt/Pick and Cup Relay/Tweens Instagram Project</u> Magic Matt will teach us balloon art. We will twist it up and add a relay! Once everyone has a balloon, two teams will be lined up across from each other- the first team to 'pick' or 'cup' down their teams' line first, wins! <i>Tweens:</i> Meet in other room to continue Instagram project
10:30am – 11:15am:	<u>Tweens Trade Show Planning/Kids Games</u> The tweens will finish their product they would like to see in the camping industry and brainstorm like vendors! On Friday, they will present their product out by the other booths near the Kids Kamp room to sell. Kids games.
11:30am-12:30pm:	<u>McDonald's for Lunch</u> We will be going to McDonald's for lunch today Be sure to sign up for your McDonald's meal.
12:45pm – 1:30pm:	<u>Anti-Bullying production with Gilbert Brown Foundation – Make a movie to show at Dinner</u> Gilbert Brown & friends will join in to make a movie to show later at dinner! Kids participate in figuring out what they would do!
1:30pm-2:00pm:	<u>Miss Wisconsin</u> Miss Wisconsin will be here! Learn about what it's like to be a true princess of Wisconsin and the values and lessons she's learned along the way. Take pictures with her ! Enjoy a princess treat from "Frozen"- Do you want to build a snowman?
2:15pm-3:00pm:	<u>Sweet Frog</u> We will head over to William Henderson's Sweet Frog for a treat!
3:15pm-4:30pm:	<u>Swimming at the Pool</u> We will be swimming at the pool in the hotel- please pack your swimsuit!
4:30pm-5:00pm :	<u>Pick-up Time/ Crafts & Games</u> This is when parents can pick up their kid(s) in the Wisconsin Room.

****ALL SCHEDULES ARE TENTATIVE AND SUBJECT TO CHANGE!****

If you would like to donate any items for Kids Kamp or know of any volunteers that would like to help out, please email ashley@seversonandassociates.com



Kids Kamp

Friday, March 13th, 2015

Please don't forget your Kamp shirts so we can keep our group together when we are out and about.

Kids will need: Kids Kamp 2015 T-shirt, jacket, swimsuit, towel, and a smile

Twins: Please bring your phone chord to plug into our laptop tomorrow!

- 7:30am - 8:30am:** **Check-In (Wisconsin Room) Light Breakfast**
Lucky Charms & Juice
- 8:30am - 9:30am:** **Social Media Time**
Twins will meet Jeff Stelk who will talk to them about social media awareness and safety. They will also record a YouTube video about campground themes & activities to post on the new Kids Kamp Facebook. Throughout KK, we will be recording the activities that we are doing so the twins can also put that together to share! Twins will put together their Instagram project!
Kids relax, play games, watch show & pick your craft!
- 9:45am - 12:00pm:** **The YMCA & Laser Tag**
We will be going to the YMCA to play laser tag and other gym fun!
- 12:00pm – 12:45pm:** **Lunch at the YMCA**
We will be having sandwiches, chips, fruit snacks & water
- 1:00pm-2:00pm:** **Trade Show Activities/Game Room**
It's time for the kids to have their fun looking at the Trade Show items. There will be various interactive booths set up just waiting for someone to play with them.
The twins will display their product they brainstormed up earlier outside the Kids Kamp room during the trade show (split into groups, some stay and sell, while others look at the trade show, then switch) If extra time allows, they may go to the game room. Don't forget the Instagram project!
- 2:00pm-3:00pm:** **Tween Trade Time/Kids Snack and Magic Matt**
Twins will come up with what products they liked best & why/write-up/talk about customer service in the camping industry.
Kids will enjoy a snack and also see Magic Matt perform "Teach a Trick!"
- 3:00pm-3:30pm:** **Trade Show Recap**
Q & A with twins about what they learned from selling their product and the trade show-Kids craft time
- 3:30pm-4:30pm:** **Customer Service Tween Training/Kids Swim**
Twins will learn about customer service while the kids go for a swim
- 4:30pm-5:00pm :** **Pick-up Time/Friday the 13th Fun**
Free game time while we wait for the parents. Make up your own campfire "Friday the 13th" story to share! This is when parents can pick up their kid(s) in the Wisconsin Room.

****ALL SCHEDULES ARE TENTATIVE AND SUBJECT TO CHANGE!****

If you would like to donate any items for Kids Kamp or know of any volunteers that would like to help out, please email ashley@seversonandassociates.com



Kids Kamp

Saturday, March 14th, 2015

Please don't forget your Kamp shirts so we can keep our group together when we are out and about.

Kids will need: Kids Kamp 2015 T-shirt,
jacket, swimsuit, towel, and a smile

*Twins: Please bring your phone chord to
plug into our laptop today!*

- 7:30am - 8:30am: Check-In (Wisconsin Room)Light Breakfast
Granola bars, fruit, & kids' drink of choice
- 8:30am - 9:15am: Morning Games & Crafts/Pick Your Craft
Settle in with some games and crafts before we start our day. Pick your craft!
- 9:45am - 12:00pm: Skate City and Lunch
We will be going to Skate City to skate the day away, and also have some lunch!
- 12:45pm – 1:30pm: Finish Instagram Project/Kids Swim
Twins will put together a PowerPoint for tonight's dinner to show off their Instagram project. Kids will go swimming.
- 1:00pm-3:00pm: Swimming at the hotel
Bring your suit & have fun swimming and playing in the arcade/ Twins may join after they finish their project!
- 3:00pm-4:30pm: Saturday Movie Special
Relax after a day of fun with a kid approved movie!
- 4:30pm-5:00pm : Pick-up Time/ Crafts & Games
This is when parents can pick up their kid(s) in the Wisconsin Room.

****ALL SCHEDULES ARE TENTATIVE AND SUBJECT TO CHANGE!****

Kids Kamp

Sunday, March 15th, 2015

Please don't forget your Kamp shirts so we can keep our group together when we are out and about.

**Kids will need: Kids Kamp 2015 T-shirt,
jacket, swimsuit, towel, and a smile**

8:00am-9:00am:

Registration and Check-In Wisconsin Room

Light Breakfast-

Today we will be serving Staff's Choice with milk or juice.

9:00am-10:45am:

Round Tables for Tweens/Kids Bingo

The tweens will be able to visit the round tables and get more involved with the camping scene & smarts! The kids will be able to play some Bingo where everyone's a winner!

11:00am:

Graduation and Celebration!

We hope you had a great time with us this week! We'd love for you to join us in the Expo room to watch as they receive their graduation certificates.

**The Kid's Kamp Staff would like to thank all of you for
being a part of this year's WACO Convention.**

**We appreciate you coming and hope your children have
enjoyed attending Kids Kamp 2015!**

We are looking forward to seeing you again in 2016!



****ALL SCHEDULES ARE TENTATIVE AND SUBJECT TO CHANGE!****

IN OTHER WACO NEWS...

Easter Bunny Race Car



EASTER BUNNY RACE CAR

Ingredients

Twinkies or cloud cakes
mini pretzels
large marshmallows
bunny peeps
vanilla icing
sprinkles

First you need to take the cloud cake and put on a plate. Then take 2 large marshmallows and cut them in half. Take some icing and use it as glue to attach them to the side of the cloud cake. Next cut out a spot on the cloud cake to fit the mini pretzel and bunny peep. Lastly take sprinkles with a little of icing, attach to the center of the marshmallows. Now you have a bunny race car.

Indian Trails: New Fox-WI Board Member

Congratulations to Indian Trails for becoming a new board member to the Fox-Wisconsin Heritage Parkway!

Twist open an oreo and put in melted chocolate and a roasted marshmallow. I call them S'moreos.



@Snack_Hacks
SnackHacks.org



NEW: WACO FORUM ON WEBSITE

Check out the WACO Forum on the website exclusively for members. You must log in first, but then there's a tab called "WACO Forum". You will find a board for you to post for sale, looking for, and advice. Reminder: username: member@wisconsincampgrounds.com / password: born2camp



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Advertising in the WACO Newsletter



Business Card Size Ad \$100.00 one time

Double Business Card Size Ad \$150.00 one time

¼ Page \$200.00 one time

½ Page \$300.00 one time

Full Page \$500.00 one time

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

MARK YOUR CALENDAR



13TH Annual Business Day in Madison

Wednesday, March 4, 2015

**Monona Terrace Community & Convention Center
Madison, Wisconsin**

Business Day in Madison brings business leaders - from sole proprietors to major corporations - together with policymakers to discuss the most important issues facing our state.

7:30 a.m. Business Day Kick-Off

NFIB/Wisconsin "Exclusive" Small Business Session

9:00 a.m. Business Day General Session Begins - Program to be Announced

**Mark your calendar and make plans to attend
this very special event next March.**

We also encourage you to invite others to attend.

NFIB registration information for the event will be sent in the fall.

**Questions, contact Deanna at the NFIB State Public Policy Office
608/255-6083 or Deanna.esser@nfib.org**

NFIB
The Voice of Small Business.

