



WACO

Wisconsin Association of Campground Owners

May 2017

WACO Travel Stories

The past couple of weeks, WACO staff has been traveling throughout the State to member and prospect campgrounds. While traveling, WACO staff stopped in to see how campgrounds were preparing for the season or how their season was already going. To be expected, not one single campground owner enjoys snow in April.

One of the first stops along the way was Circle R Campground. While not quite open when WACO visited, Circle R Campground is celebrating their 50th year this year! What a big celebration that is.



Carrie stopped by Hickory Oaks Fly-In and Campground and saw their gorgeous "Cinderella Tree" which is 300-400 years old. The tree overlooks the pond with paddle boats available. Hickory Oaks also welcomed a new cabin this year.



Even on a gloomy day, at Apple Creek Campground you will be greeted by an adorable lab just waiting to say hello. Talk about taking Pinterest to real life, their neon tires (pictured right) is a kid's dream play land!



One stop at Westward Ho RV & Campground and you won't want to leave! The campground features mini golf, pool, four square, feed & livery stables, snack bar, and so much more!



Next on the stop was Breezy Hill Campground with its gorgeous landscape. Step into their store and you will want to grab a book, cozy up with their friendly dog, and relax alongside the fire place. Weekend vacation? Breezy Hill's cabins are top notch!



Coon's Deep Lake Campground is just a working to prepare for guests this year! We had an amazing trip through the campground and were able to grab these photos. See you on our next time through!



Buffalo Lake was able to introduce me to my future boss – He's already working in the campground with Grandpa! (photo) Gary and Linda sure have a way with display techniques for the store! It always

looks full and inviting. They tell me it's not quite done yet but it looks amazing. Gary says the set up with the bar & grill and the store being connected really works well. I can see where that would definitely save on labor! The Park models look awesome and the view is really great.

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Kabus Country - It was so great to see Jerry again. We got a tour of the amazing bathrooms and laundry room. Such a great structure! The tile looks amazing as you can see here. The view is really amazing. Jerry has an area in the house set up for an office to ensure customers can get service when necessary.



Blue lake campground - I can't believe how wonderful this campground looks! It's been a few years since we visited this prospect. I was able to speak with the caretaker who is truly focused on cleaning up the grounds. Mark the new owner was not there but I look forward to the next meeting!

K&L we visited Kathy & Lynn it was great to see them again and talk to them about WACO. They lost an incredible amount of seasonals and we talked about how the Executive Directors time is spent and they gave me some inspiration to in-



clude just how that whole program works in the Newsletter. We talk about it all the time in the Annual Meeting Report but nonmembers don't get that piece. Thanks so much for allowing me to visit and chat!

Craft Brews and Campground

TravelWisconsin.com recently published a post titled "Craft Brews and Campgrounds". Throughout the post, it talks about using the resources around you to attract customers. The latest trend taking over is breweries and wineries. Read through this creative article and let it spark some ideas on teamwork and working with local organizations to boost your visitors!

Some say there's no better way to escape the hustle and bustle than taking a relaxing camping trip – but what about a camping trip with delicious craft beer in tow?

Picture this: You and your companion have miraculously pitched your tent with minimal hassle, the bugs have been warded off and you've successfully built the perfect campfire. Just as the sun begins to set, you're handed an ice-cold bottle of craft beer made fresh at the brewery just down the road - the perfect pairing of Wisconsin's natural beauty and beloved brewing tradition! Take a sip, sit back, and relax. You've earned it. Wherever you decide to pitch your tent, you'll be sure to find one of Wisconsin's dozens of craft breweries along the way. With more breweries and styles of beer to choose from than ever before, you can bet on finding a unique flavor to perfectly complement your surroundings.

Southern Wisconsin

If you find yourself in the southwest corner of the state, you'll find more than the gorgeous views of the Mississippi River along the Great River Road. In fact, you'll find some of Wisconsin's rich brewing history! Located just off Highway 133, the once-closed Potosi Brewing Company has since been revived, now offering about 20 varieties of beer throughout the year. Better yet is that all profits from their delicious beverages go straight to charity, directly impacting the growth of the surrounding communities! Once you've filled a growler, you can head to one of three campgrounds conveniently located within 10 miles of Potosi:

- Grant River Recreation Area
- Big H Campground
- Whitetail Bluff Campground

Eastern Wisconsin

Kohler-Andrae State Park has always been a popular choice among Wisconsin campers. You won't blame them for a second after you set your sights on the gorgeous views of Lake Michigan. With 2.5 miles of sandy beach and peaceful wooded campsites, all you need is a local craft beer to top it all off. 3 Sheeps Brewing Company in Sheboygan, a 20-minute drive from the park, is a relative newcomer to Wisconsin brewing, but you wouldn't know it. They brew their beers with "heart and science" to produce creative twists on traditional styles. 'Waterslides' an IPA with a little extra body, remains a fan favorite, but the knowledgeable taproom staff are always available to make recommendations!

Northwest Wisconsin

Hayward has drawn visitors for decades, thanks to vibrant events like the Lumberjack World Championship and landmarks such as the National Fresh Water Fishing Hall of Fame. However, lumberjacks and giant muskellunge aren't the only honorable attractions in this area – the beer is great too! Angry Minnow Brewing Company, located in the heart of Hayward, brews small batches of flavorful beer enjoyed by locals and visitors alike. Trust us when we say the 'River Pig Pale Ale' tastes MUCH better than it might sound! Once you've secured your bounty, head southeast to the Lake Chippewa Campground and set up camp on the shoreline of the Chippewa Flowage.

If there's one pit stop you make on your way to rustic paradise, make sure you stop into one of the countless craft breweries throughout the state. Just think about how much better that sunset will look with an ice-cold local brew in your hand.

- Sam Kislia



Talk Social with Carrie: Reviews

We've all been there whether we like to admit it or not. Every company has received at least one negative review. Most importantly, it's how the company handles that review. SocialMediaWeek.org recently posted an article about 3 ways to increase brand loyalty with product reviews. Amongst other topics, the article describes the best and smartest techniques for dealing with reviews whether positive or negative. While the topic leans more towards product than service, there is a lot of items to take away from the article and apply to your business. Take a read and see positive responses by your company leads to brighter successes.

1. Transparency - Don't Try to Hide Negative Reviews

Transparency is a crucial factor for winning the trust of an audience. In fact, Label Insight found that 94% of consumers tend to remain loyal to brands that offer them complete transparency.

And negative reviews give you the opportunity to demonstrate your brand's transparency. By displaying bad reviews about your products, you can show people that you're not trying to hide anything.

Some businesses may feel like they need to hide any negative reviews they get, which is understandable. You may want people to read only positive reviews about your products.

But hiding every bad review about your product may have the opposite effect of what you expect.

First of all, potential customers may be suspicious of a product with only positive reviews. That suspicion may cause them to search for more information about the product from other sources. And if they find a lot of negative reviews on third-party sites, the jig is up. You will then have zero chance of winning back their trust.

Additionally, negative reviews help set realistic expectations, and prevent new customers from being disappointed. Some bad reviews may not be about the product quality specifically, but about other factors - such as size or material. Seeing these details can help shoppers understand what to expect, and make informed purchase decisions.

For example, maybe the brand of shoes you're selling tends to run one size smaller than other brands. And someone points that out in a negative review. Shoppers who read that review will know to order one size bigger than they usually do to get a pair that fits. This will help prevent disappointments, and improve customer experience, which can result in an increase in brand loyalty.

2. Responsiveness - Proactively Respond to Negative Reviews

Negative reviews are an opportunity to show potential customers how responsive you are. This can contribute to a positive brand image, which is crucial for building loyalty.

If you receive a review in which a customer voices a complaint, you should make a public effort to acknowledge the complaint. Doing so will show customers that you care about them and you take the time to hear them out.

It might not be wise to try to resolve the issue in public because there's a possibility of things getting out of hand. But you should still respond, and offer to address the problem in private.

In general, your team should respond to the review with an apology, and provide the customer with options to reach out to the relevant team. Maybe you have a phone number or email address through which they can reach you. If the review is on social media, you could encourage them to send you a direct message so you can help fix the issue.

By demonstrating your responsiveness to negative reviews, you show potential customers that you're not going to let them down. You show that you're prepared to take on a challenge, and help your customers resolve any

issues they may experience. It's a way of showing consumers that you're not only concerned with making money, and that you care about what happens after you make a sale.

3. Gratefulness - Thank Customers for Positive Reviews

Everyone loves to be appreciated. And when you make your customers feel appreciated, there's a good chance you're going to win their loyalty. Positive reviews are an excellent opportunity for you to do so.

You can show your appreciation with a simple comment thanking them for the review, and encouraging them to continue their business with you. You can even go one step further and ask if there's anything you can do better.

Cornell University conducted a study on the impact of review responses on the performances of hotels. The study found that reviews with responses from management tend to yield better revenue and reputation for the hotel. At the same time, it may be detrimental to respond to each and every review you get for your products.

The study also found that you should respond to only about 40% of your reviews for optimum results. Ideally, your main focus should be on responding to negative comments. You can then thank shoppers for reviews that are extra helpful to show your appreciation. But you should avoid thanking people for every positive review you get.

Additionally, you can highlight reviews that are extra helpful and positive. One option for doing so is to feature them on your website or your social media profiles, and thank those customers for the contributions.

You could even run a monthly or weekly contest in which the best reviews win prizes. This could increase engagement among your existing customers, and also generate positive brand sentiments, which can lead to brand loyalty.

DockATot, for example, proudly displays reviews from their customers on their homepage.

You now have a clear idea how you can make the most of product reviews to boost brand loyalty. Although you have no control over what customers say about you, how you deal with their reviews and complaints is entirely up to you. The tips above can help you turn every situation, even a bad review, into something positive.

- Shane Barker, Digital Strategist: SocialMediaWeek.org

2018/19 TRAVEL GUIDE - update listings by June 7

This is a reminder to review and refresh records included in the current Travel Guide and those categories found on page 41.

****We have made some changes to the look of your record on www.travelwisconsin.com. Initially, this did affect a few things the CMS, which we are resolving. If you do have any issues or questions using the CMS, please let me know.**

The Wisconsin Department of Tourism is hard at work planning the 2018-2019 Official Wisconsin Travel Guide. We need the help of partners like you to make the upcoming edition a comprehensive resource for people who travel in our state and to our state by reviewing the records that are included in the current Travel Guide, THEN updating and/or refreshing them in the CMS at www.travelwisconsin.com/admin by Wednesday, June 7th. The Travel Guide includes two sections with listings: the Activity section (page 41) and the Destinations section (page 92).

We ask you to:

- Review the current Travel Guide.
 - View a hard copy of the guide if you already have one.
 - View online at www.travelwisconsin.com. Click Order Guides at the very top. You can view the Travel Guide on-line by clicking "Download PDF" under Travel Guide 1st Edition.
 - Order a printed hardcopy which should arrive in 1 week.
- Access the CMS at www.travelwisconsin.com/admin to review and refresh all of these listings:

- The Activity section begins on Page 41 and will include the following categories:

- Cheese Factory tours
- Brewery & Distillery tours
- Winery tours
- Lighthouse Tours
- Waterfall Tours
- Train & trolley Excursions
- Waterparks
- Casinos
- Biking trails
- Tubing Hills
- Birding
- Snowmobile Rentals
- Zip lining
- Horseback riding
- Charter fishing
- ATV & UTV trails
- Canoeing, Kayaking & SUP
- Boat Tours
- Sailing Charters
- Ferries
- Tubing & Rafting
- Downhill Skiing and Snowboarding
- Cross-Country Skiing

- If your area offers any of these opportunities, especially if they have been included in the 2016 version, PLEASE be sure to review/update/refresh these records in the CMS.
- The Destination section begins on page 92 and offers a variety of listed opportunities in your area
 - Please review the listings/records in your destination/area
 - Access these records in the CMS to review/update/refresh.

To ensure quality listings in our printed 2 year Travel Guide as well as the on-line presence, **we ask that you refresh all CMS records that you are responsible for in the current Travel Guide.**

*****If no changes or additions need to be made. PLEASE still "Submit for Approval" to refresh the record.**

***If a listing has not been reviewed and refreshed by June 7th, it may not be included in this next guide.

Please follow the instructions found at the end of the newsletter and/or view On-line tutorials are found in the Help Section of the CMS. Let's work together to make the 2018 edition a continued valued resource for travelers.

Please let me know if you are in need of your login, have a new person to set up with a login, or any other questions. Thank you in advance for reviewing and refreshing these records.

Linda Anderson-Drogsvold | Wisconsin Department of Tourism | 608.261.8212 | TravelWisconsin.com

Deer Trail Park Campground For Sale

Deer Trail Park Campground in Nekoosa, Wisc. is currently for sale. This 132-site campground is the perfect family escape with a restaurant/bar, swimming pool, pong, game room, ATV Trails, basketball, volleyball, mini golf, and more! The asking price is \$895,000 with over 70 acres and 2 homes on the property. This is a cash sale and will not do a land contract. For more information and further property details, please contact Sharon Rose at 715-886-3871 or fun@deertrailparkcampground.com.



WACO Members Facebook

WACO is introducing a Campground Member Facebook group for members to stay current with important information, receive updates on deadlines, and network easily with our members. To join this group visit <https://www.facebook.com/groups/wacomembers/>



Memorial Day Weekend

Memorial Day Weekend will be here before we know it! If your campground has availability for this weekend, please let Carrie know what you have open for campers. Carrie can be reached at carrie@seversonandassociates.com and will include your campground information under events and in the camper calendar.

Selling Your Golf Carts?

A WACO Campground Owner is in search for golf carts! If your campground has some golf carts you are looking to get rid of or sell, contact Samantha with Yogi Bear's Jellystone Park - Bagley. Samantha can be reached at 608-996-2201 or info@jellystonebagley.com.

KOA Hixton/Alma Center

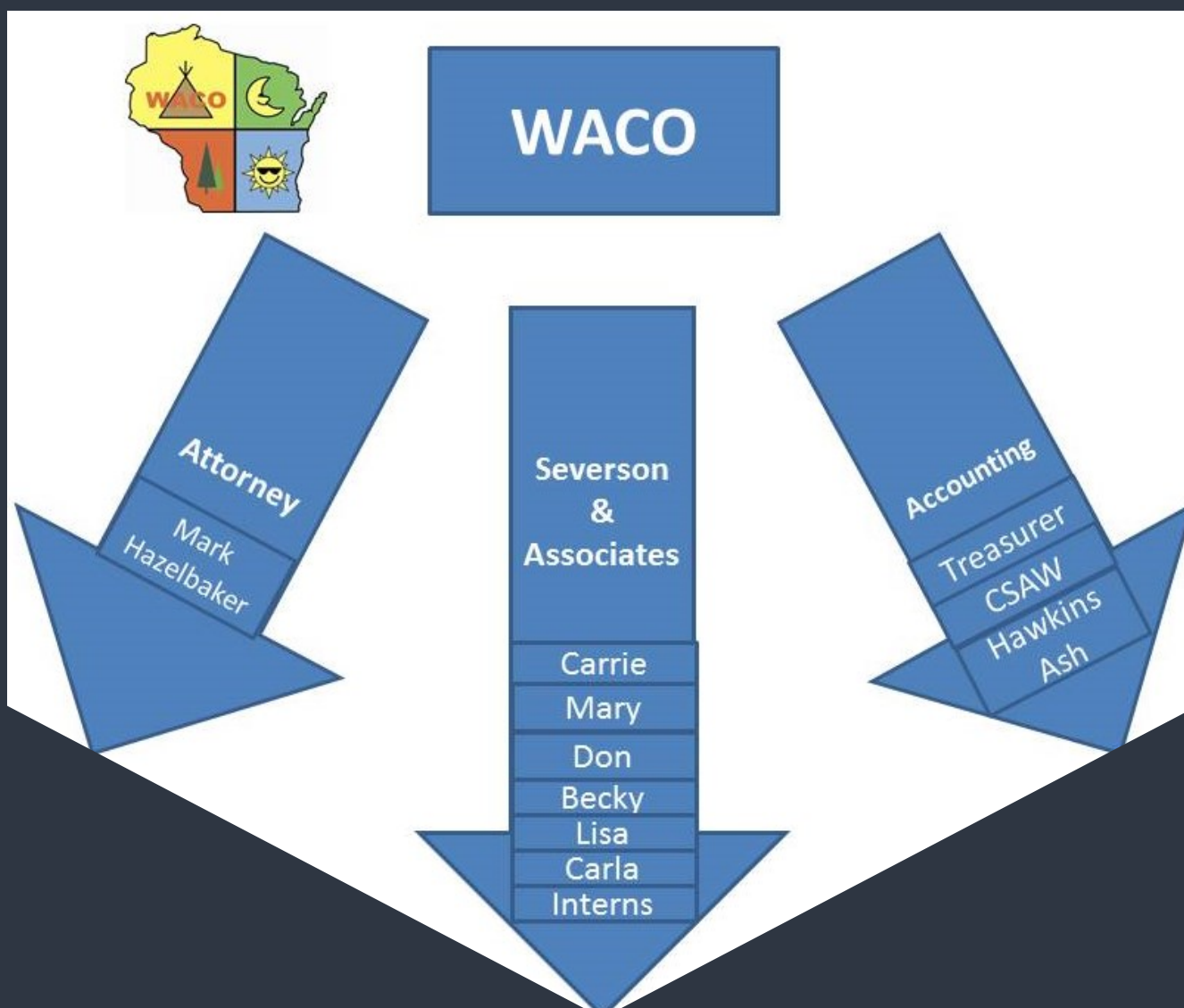
After 30 years, Donna Rankin has sold KOA Hixton/Alma Center to new owners! Donna wrote to WACO with the exciting news saying:

"The campground is sold as you know and I think the new owners will take it to the next level. I like the new owners and feel comfortable leaving it in their capable hands. We have been here 30 years and I will have to say this is not an easy move but I know it is the right thing to do."

Please help the WACO office in welcoming the new KOA owners as well as wishing Donna nothing but the best with the future.

WACO Break Down

Here is a breakdown chart on how WACO operates. Have questions on the structure? Contact the WACO office with your questions!



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



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BOARD OF DIRECTORS

SCOTT KOLLACK	President
Vista Royale Campground	(715) 335-6631
JUDY BUCHTA	Secretary
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
JOYCE STENKLYFT	Director
Stoney Creek RV Resort	(715) 597-2102
MIKE DRICKEN	Director
Lake Lenwood Beach and Campground	(262) 334-1335

Editing an Existing Place Listing - for the Travel Guide

***If no changes or additions need to be made. PLEASE still “Submit for Approval” to refresh the record.

To manage your listing, basically you will:

- Login at www.travelwisconsin.com/admin
- Enter your user name and password
- “My Listings” will show you the Place(s) assigned to you
- Or click “Places” in the left menu,
 - click “Show Filters” in the upper right
 - type or paste the Name of the record in the “Name” field
 - click “Filter”
 - click “Things to Do” tab (initially this takes you to the Places to Stay tab)
- Click the Edit Icon (pencil) in the Action column to Edit the record
- When finished editing, click the Save and Continue
- Click Preview to view your updates (this opens in a new window)
- Click Submit for Approval

When a record is edited and Submitted for Approval, Tourism staff will review your update before posting live.

NOTE: ** Asterisks sections are required.

Summary field

1. Summary Field - this will be the primary description for users of TravelWisconsin.com. Use “key words” to describe what makes this destination unique. Text will appear as you have entered it. Do not repeat information already entered in a specific field. Do not use all capital letters, review for grammar and spelling.
2. Location name
3. Address/pin location
 - a. If pin is not in the correct location, drag and drop to correct location.
4. Phone number(s)
5. E-mail address and website address (not required, but recommended)
6. Social media fields linking users directly to your social media page.

Select “Details” tab at the top of the page.

7. Primary Category: This is the category your listing will appear in on www.travelwisconsin.com. To edit the categories this record is in, click the plus sign (+) in front of the category to view the sub-categories. Click or unclick the appropriate primary and/or additional categories. ** The Primary Category chosen will be the first or top category appearing on the Details page. Only ONE Primary category is allowed - select the most appropriate primary category. The categories appearing below the Primary category are the Additional categories this record has been placed in. Additional categories can be added if they are offered by this property/on this property - not close to or near by. Always select the lowest level sub-category.

Attributes

8. Review attribute information and make additions or changes as necessary. According to the category(s) you have placed this record in, several attributes will appear. Review those attributes and check those that apply.

Add/Delete Media Files

9. Select “Upload a File” to upload images that showcase your location.
10. Select file(s) from your local computer
11. Images with minimum dimensions of 800px wide and at least 400px high or larger are required.
12. Horizontal images are preferred. Vertical images might be acceptable but all images will be automatically cropped to 800x400 and results may not be usable. *Please be sure to preview your images and remove if not acceptable.*
13. To remove an image, click the **red X**. File will only be removed from the TravelWisconsin.com servers, not your local system or network servers.
14. To reorder an image drag it up or down to the order you would like.

Reviewing a Place

15. At the top of the page click “Save and Continue” to bring you to an approval page. From here click on the **Preview** button.
16. A preview window will open in a new tab within your browser window.
 - a. This is how the Place will appear to readers of TravelWisconsin.com.
 - b. Review your listing to be sure photos and information is displaying correctly.
 - c. To close the preview window close the tab.
17. If you wish to make changes to this record, click the Edit button to return to the edit page.

If the Place is complete then you’ll need to submit it for review before it can be posted to TravelWisconsin.com.

Submitting a Place for Approval

18. Finally, click “Submit for Approval” and your listing is saved and submitted to WI Tourism for review.
19. The Place is saved and flagged for approval. This item will now appear in your **My Listings** with the Status of **Reviewing**.

*****If no changes or additions need to be made. PLEASE still “Submit for Approval” to refresh the record.**