

# 2015 Newsletter



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## Wisconsin Association of Campground Owners

### Roarin' WACO

**53<sup>rd</sup> Annual Convention**

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**March 16<sup>th</sup> – 20<sup>th</sup>, 2016**

**Stevens Point, Wisconsin  
Holiday Inn Convention Center**

**J**oin WACO for the 53rd Annual WACO Convention and Trade Show! WACO puts on the largest camping trade show in the nation. This is not a convention you want to miss out on! If you have any workshop or session ideas let the WACO office know!

#### **Trade Members:**

Make sure you register early because 2015 WACO show was completely sold out.

*A registration form is posted on the WACO website. Please fill out the forms and mail to the WACO Office.*

For more information & how to register visit:  
[www.wisconsinincampgrounds.com](http://www.wisconsinincampgrounds.com)

# Magic Marketing

What's the costly part of advertising? Getting the distribution, right? WACO can help by distributing a minimum of 25,000 pieces of your materials for you! Register to be part of the RV Distribution program and get your brochures



distributed to Green Bay, Madison, Minneapolis, Chicago, Milwaukee, Wausau & Rockford. Last year we started a program by contacting businesses that compliment us to display our directories.

Wow did it work! We have been completely out of directories since early June! We were so short on directories but still able to send any extras to various waysides, welcome centers & Chamber of Commerce's. We try to treat your materials in a way that always gets us the best marketing bang possible!

Let's do the math – Spend \$550 to print 30,000 flyers, spend \$175 on the piggy back program, \$1250 doing all 7 shows for a total of \$1975.00 Now add up what it costs to pay for a booth, hotel, travel, & food for just one show.....I think you will find this an excellent bargain. Many campgrounds have asked us if they can be in the literature distribution program and attend the show. The answer is "of course!" You can use the remaining 5000 for your campground or personal use or use them for the Piggy back program which inserts your flyer into an extra shows we do, all the directory requests & RV dealer packages.

The directory is going full steam ahead for 2016! Remember if you add on to your ad – you get ½ off the increased size. So if you have a full page and take another one the second page is ½ price! You can also partner with your area and put in a page of Stuff to do around ABC campground! Don't forget to grab a listing on the rental or ATV pages as well. This year our coupon on the map page is jam packed with extras like being on the coupon page on the website & Facebook at no additional charge.



Come join the Foundation and friends in playing a round of golf and checking out a few auction items!

**September 21st, 2015**  
**11:00am to 4:00pm**  
**\$100.00 per player**

Mascoutin Golf Club  
W1635 County Trunk A  
Berlin, WI 54923

4-Person Scramble  
11:00am Shotgun Start  
Golf Cart Included  
Practice Balls  
Hole Event Prizes  
Par 3 & Putting Contests  
Betting Holes  
Low Gross & Low Net Winners  
Dinner, Awards, and Auction

For more information or to register, visit  
[www.wisconsincampgrounds.com](http://www.wisconsincampgrounds.com)

## RV SHOW DATES

*RV Shows are a great marketing tool for  
campground owners!*

Green Bay	January 28th - January 31st, 2016
Madison	January 30th - February 1st, 2016
Minneapolis	February 11th - February 14th, 2016
Chicago	February 17th - February 21st, 2016
Milwaukee	February 25th - February 28th, 2016
Wausau	March 11th - March 13th, 2016
Rockford	March 18th - March 20th, 2016

# EVENTS?

If you have a certain event that you could like to post on the WACO website for the campers to see, please send all of the information to Carrie at [carrie@seversonandassociates.com](mailto:carrie@seversonandassociates.com)



Are you near a Gordy's in Wisconsin? They are going to partner with WACO this year to help display and distribute our WACO directories. Please email us back and let us know if you are near them. They plan to put in an ad in the directory and are looking for Campground owners to help keep the displays filled. What a cool opportunity for us! Thanks to Gilbert for doing some trading for us to make this happen!



**Campground owners  
make sure your vendors  
are signed up for the 2016  
Convention!**

## Fall Tours & Workshops

Can you believe it? It is almost Fall! Keep your calendars open for the September and October Fall Workshops/Tours. We have a great couple days planned. Below is the information and details for each workshop as well as the registration form. If there are any issues or questions, please call the WACO Office.

Visit this link to register for more detailed information and to register:

<http://www.wisconsincampgrounds.com/blog/posts/fall-workshop-tour>

**September 15th-16th:** Rivers Edge Campground in Steven's Point, WI  
Lake Du Bay Shores Campground in Mosinee, WI  
Wild West Campground & Corral in Amherst, WI

**October 6th-7th:** Yogi Bear's Jellystone Park - Bagley, WI  
Spook Cave & Campground in McGregor, IA  
Lake Joy Campground in Belmont, WI  
Skyline Shore Park Factory in Lancaster, WI

## Senate Committee has Received DHS Request

WACO was recently informed that the Senate Committee have at least received a request for DHS to include the necessary changes regarding “Individual Family” and “Operator-Provided Camping Units” definitions as we have submitted them. WACO believes that everything is in the clear now, with it being largely a formality for adoption from here out. WACO will probably keep the champagne on ice until we have seen it on paper but we are cautiously excited that we should see the process finished soon.

WACO would like to emphasize that there is no way we could have arrived at this point without the help of Nancy and Jason.

## HSF Campground Code

GREAT JOB!

Thanks so much to Adam Malsack & his team! Without his Board of Directors and especially Adam.....we would have never gotten this thing done. It's on the way now – thanks so very much to all of you who worked so hard on making this happen. Our campground code has not been rewritten in 38 years!

## PROPOSED ORDER OF DEPARTMENT OF HEALTH SERVICES TO ADOPT PERMANENT RULES

To repeal and recreate ch. DHS 178 relating to campgrounds.

We, the Wisconsin Association of Campground Owners (WACO), respectfully request that modifications be made to the currently proposed order to repeal and recreate ch. DHS 178 relating to campgrounds.

*In the years since 2009 when this process was begun, much work has been done to arrive at a proposed rule text which satisfies two critical goals, to promote health and safety within Wisconsin campgrounds as well as to minimize negative impact on Wisconsin small businesses. The Department of Health Services (DHS) and WACO worked alongside one another to arrive at a proposed rule text last January which would have achieved those goals. Unfortunately two last-minute changes were made since January which will have a significant negative impact on the Wisconsin camping industry and the patrons served if left in its present form.*

*The first change involves operator-provided camping units. For more than 30 years, customers and campground operators alike have been able to place recreational vehicles on existing licensed campsites at will, without any plan approval from DHS. The language within the current code proposed by the department indicates that recreational vehicles placed on an existing campsite will now require plan approval by DHS, when those recreational vehicles are operator-provided. In other words our customers can place camping units on campsites at any time, but if we, as owners of the campground, also own a trailer and want to put it on a site, we will need to submit a plan to DHS and receive approval before doing so. Plan approval has always been designed to take place before the creation of new campsites, to ensure they are built to appropriate health and safety standards. To suddenly require plan approval for recreational vehicles to be placed on previously-approved campsites is completely unnecessary and places an undue burden on Wisconsin small businesses. During a conference call between DHS and WACO on July 10, those who wrote the code confirmed this to be an unintentional result of the language used, and that there were no health or safety issues associated with placing operator-provided camping units on existing campsites. DHS worked along with WACO*

### *Let's get social!*



**Facebook:** WACO - Wisconsin Association of Campground Owners

**Twitter :** @wicampgrounds

**Instagram:** @wicampgrounds

**Google +:** WACO - Wisconsin Association of Campground Owners

Trouble with social media? Talk with Carrie at [carrie@seversonandassociates.com](mailto:carrie@seversonandassociates.com)!





during that call to draft substitute language (as attached, Appendix A) which will correct the problem. The second, and even more significant issue involves what is perhaps the most fundamental definition within the code, the definition of an “Individual Campsite.” In all previous versions of the rule, including the version proposed by DHS in January 2015, the definition of an “Individual Campsite” was listed as “a campsite designated for use by 6 or fewer campers, unless the campers are members of an individual family.” In this current version of the code, the exception for members of an individual family has been removed and an individual campsite has been reduced to 6 or fewer campers only. This tiny change, if adopted, will have a crushing impact on the camping industry. This proposed code will effectively make it illegal for parents with more than 4 kids to rent a single campsite. Grandparents wishing to join their children’s families will also be disallowed from doing so, if those families happen to have more than 2 children. During the conference call held between WACO and DHS on July 10, those who wrote the code also confirmed that this was not the intent of the language, and worked together with WACO during that call to draft substitute language (as attached, Appendix A) which will correct the problem.

We respectfully request that you cause the adoption of the small but essential changes as laid out in the attached document Appendix A. These changes have been co-authored and agreed upon by DHS and WACO, and are critical to protect camping in Wisconsin. These two issues are vital to our industry. Placing recreational vehicles on existing campsites is what we do, perhaps thousands of times per year. The Wisconsin camping experience is, at its most fundamental, families of various sizes and arrangements spending quality time together in the outdoors.



Thank you WACO members for all that you do! On July 31st - August 1st, \$20,000 was raised for The Gilbert Brown Foundation with the help of WACO members.



Stoney Creek RV Resort  
Champions Riverside Resort  
Hidden Valley RV Resort  
Scenic Ridge Campground  
Jellystone Park of Fort Atkinson  
River Bend RV Resort



All of the support truly means the world to us!

## Board of Directors

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Pineland Camping  
1-608-564-7818

BUD STYER  
Smokey Hollow Campground  
1-608-592-2128

LELAND NELSON  
Keyes Lake Campground  
715-528-4907

JOYCE STENKLYFT  
Stoney Creek RV Resort  
715-597-2102



## 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% dis-  
count for 12 months