



November 2014

Wisconsin Association of Campground Owners



WACO 2015 Directory

Published by the
Wisconsin Association of
Campground Owners

EXECUTIVE DIRECTOR

LORI SEVERSON

P.O. Box 228

N22676 US Hwy. 53

Ettrick, WI 54627

WACO Phone #:

608-525-2327

Severson & Associates

Phone #: 608-525-2323

Fax #: 608-525-2328

email:

lori@seversonandassociates.com

Advertising your campground is a smart and great way to promote your park! Place your ad into our directory or place your ad into our WACO bags for the RV shows. Whatever you decide it will be worth it! We distribute over 250,000 directories each year. Please send in your final ads ASAP. We have added new categories of ATV trails and bike paths! This will look similar to last year's rental page near the back. If you would like your campground's rentals or ATV trails listed on our rental or ATV page, it would cost \$250 each. November 1st is the deadline for your art for the 25,000 printing program! November 5th, all your art should be approved and print-ready for the directory! On November 7th, all directory listings should be back to the WACO office! If you have any questions, please keep updated with our e-mails otherwise feel free to call the office at 608-525-2327.



INSIDE

**Page 2: Printing Special
AIDS Walk**

**Page 3: Bed Bugs
ARVC Promo**

**Page 4-5: In Other
WACO News...**



WACO Printing Special

Member benefit!

WACO is offering a great printing special! Have 25,000 of your pieces, double sided, full color, gloss for \$500.00!



AIDS Walk-Wisconsin 25 years

October 15th, 2014--

My life was made today. Emmy-winner Tim Gunn (Project Runway, Under the Gunn) was the Honorary Chair for the AIDS Walk Wisconsin event today in Milwaukee. As last year's chair I had the honor of introducing him. We hit it off so well that he said he would be happy to do a Wisconsin Tourism commercial and wants to travel our state more!! When I introduced him he walked on stage to the podium, grabbed my hand and told the crowd we were engaged. Sakes alive I love this job.

\$462,000 raised for the ARCW. He broke my record set last year by \$60,000, and I am happy to have it shattered.

Have a great week.

Stephanie Klett | Secretary | Wisconsin Department of Tourism |
608.266.2345

201 West Washington Avenue PO Box 8690
Madison, WI 53708-8690
TravelWisconsin.com





Bed Bug Resources

We all need to be aware of bed bugs in our industry. Here are a couple Bed Bug tips to keep you aware!



Bed Bug Identification

- Eggs are tiny, white, and glued to surfaces.
- Oval shaped, flattened with stripes.
- Nymphs are light colored, from 1/16-1/8".
- Adults are reddish-brown, apple seed sized, 1/4-3/8".
- Do not jump or fly, but are great runners.
- Feed in complete darkness.

Signs of Bed Bugs

- Small black droppings, blood stains or shed skins on bottom bed sheet.
- Red, itchy rashes from bites.

For more information on bed bugs and Integrated Pest Management (IPM) go to: www.epa.gov/bedbugs

BOARD OF DIRECTORS

SCOTT KOLLOCK

PRESIDENT

Vista Royale Campground
1-715-335-6631

JUDY BUCHTA

Past PRESIDENT

Duck Creek Campground
1-608-429-2425

LORI SEVERSON

EXECUTIVE DIRECTOR
608-525-2327

DAWN BUTTON

SECRETARY

Evergreen Campsites LLC
1-920-622-3498

MARK HAZELBAKER

LAWYER

608-663-9770

BERT DAVIS

Badgerland Campground
608-873-5800

JULIE MICHAELS

Scenic Ridges Campground
608-883-2920

MIKE DRICKEN

Lake Lenwood Beach & Campground
1-262-334-1335

ADAM MALSACK

Lake Arrowhead Campground
1-920-295-3000

PAT REHWINKEL

Merry Mac's Campground
1-608-493-2367

ROBERT WEISS

Wilderness Campgrounds
1-608-297-2002

BECKY GUSSEL

Sherwood Forest Camping
1-608-254-7080

RANDY SONDALE

Pineland Camping
1-608-564-7818

BUD STYER

ARVC Representative
Smokey Hollow Campground
1-608-592-2128

LELAND NELSON

Keyes Lake Campground
715-528-4907



ARVC Promotion

Effective immediately, Debi Huddy has been promoted to Senior Director of Accounting and Administration for arvc. In Debi's short tenure, she has proven herself to be a valuable asset to this organization in numerous ways. In the area of accounting, which is her core expertise, she efficiently completed the fiscal year closing for both arvc and the Foundation, helped prepare 2015 Budgets for both entities, implemented several streamlined processes to coordinate our Weblink database with our Quickbooks accounting software, and is currently working diligently to prepare for our year-end audit, on time and ahead of schedule. Due to Debi's well rounded background in the additional disciplines of IT and HR, she has also renegotiated our IT contract at considerable savings and facilitated the switch of our employee health insurance program to one with better benefits at less cost to the Association, certainly a difficult task in this day and age. Given Debi's energy and passion, I am sure arvc will continue seeing productive output like this well into the future. Lisa Maurer, our very capable Membership and Administration Coordinator, will now report to Debi. Lisa will continue to be the first line of support you receive for membership questions, but will now also be responsible for accounting support as well. As all arvc staff can attest, Lisa also holds the administrative fort down here in Denver, wearing many hats to keep the office running smoothly day in and day out. The attached organization chart reflects these new changes and will be a useful resource for you whenever contacting the arvc office for your needs. Paul Bambei President & CEO National Association of RV Parks & Campgrounds (arvc)pbambei@arvc.org(303) 681-0401 www.arvc.orgwww.gocampingamerica.com

In Other WACO News...

Omelets in a Bag

Ingredients:

- Eggs (2-3 eggs per person)
- Cheese (favorite flavor, shredded)
- Ham
- Green peppers
- Quart size freezer bags

Directions:

- Break 2-3 eggs into a quart size Ziploc freezer bag
- Beat with a spoon until frothy
- Drop ham, green, peppers, cheese, etc. into baggie, work with hands until mixed
- Drop baggie (or several baggies) into a pot of boiling water
- Let cook for 5-10 minutes, remove with tongs
- Season with salt and pepper



Firetruck for Sale

1955 8/55; Model CA-5, Mode
T402, model #6750, 4 wheel
drive/5 speed,
> totally painted and refurbished,
formerly North Freedom Fire Dept

> \$7995

Please contact Merrymac's for
more information at 608-493-2367

WACO Planner

Be on the lookout for your WACO
Planner! You will be receiving one in the
mail soon! It has all the important dates
and deadlines you need to know includ-
ing convention, directory deadlines, RV
shows, and more!

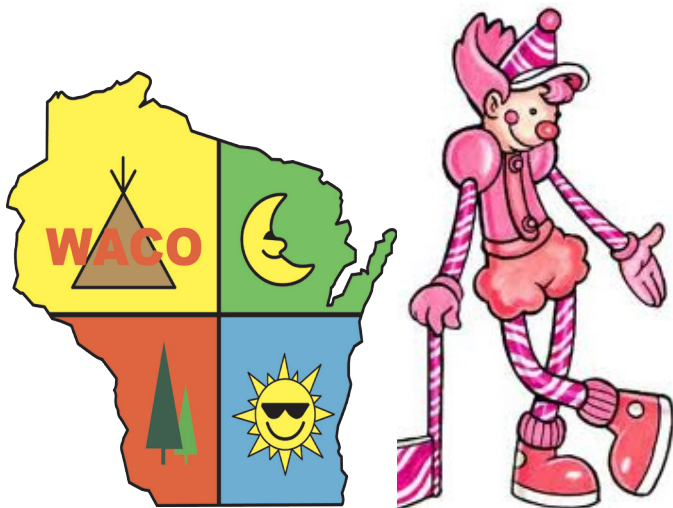
Don't forget to VOTE Nov. 4th!



New Deputy Secretary

It is with great pleasure that I introduce the new Deputy Secretary of the Wisconsin Department of Tourism. This person has 30 years of government experience, 20 years with the Wisconsin Department of Tourism. She developed the Customer Service program, which was awarded a National Marcom Award & has been presented to over 7,000 people across the state. She created the Tourism assessment program, which we are finding hard to keep up with! She restructured the Travel Green Wisconsin program, and brought it to international attention in Brugges, Belgium with a presentation that garnered rave reviews. Please congratulate Sarah Klavas. Sarah has held every position at the Department but Secretary! We are thrilled to have her in this capacity.

Stephanie Klett | Secretary | Wisconsin Department of Tourism | 608.266.2345



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.

Convention 2015

**Our theme for
next year is...**

**Camping in
WACO
CandyLand!**



HAWKINS | ASH CPAs

Recommended Record Retention Schedule

ONE YEAR

Duplicate Deposit Slips
Receiving Sheets
Requisitions
Routine Correspondence (Vendors & Customers)
Stenographer's Notebooks
Stockroom Withdrawal Forms

SEVEN YEARS

Accident Reports & Claims (Settled)
Accounts Payable Ledgers & Schedules
Accounts Receivable Ledgers & Schedules
Bank Statements and Reconciliations
Cancelled Checks (See Permanent Retention)
Contracts & Leases (Expired)
Employee Files (after termination)**
Expense Analysis & Distribution Schedules
Inventories: Products, Materials & Supplies
Invoices: Customer & Vendor
Notes Receivable Ledgers & Schedules
Option Records (Expired)
Payroll Records, Summaries incl. Pensioners
Plant Cost Ledgers
Purchase Orders (Except Purchasing Dept. Copy)
Sales Records
Scrap & Salvage Records (Inventories, Sales, Etc.)
Stock & Bond Certificates (Cancelled)
Subsidiary Ledgers
Time Books
Voucher Register & Schedules
Vouchers: Payments to Vendors & Employees
(Incl. Allowances, Travel
Reimbursement, Entertainment)

THREE YEARS

General Correspondence
Internal Audit Reports
(Sometimes longer is desirable)
Internal Reports (Miscellaneous)
Petty Cash Vouchers
Physical Inventory Tags
Savings Bond Registration Records (Employee)

PERMANENTLY

Audit Report of Accountants
Capital Stock & Bond Records:
Ledgers, Transfer registers, stubs showing issues,
record of interest coupons, options, etc.
Cash Books
Charts of Accounts
Checks: Important payments, taxes, property purchase.
File under transaction
Contracts & Leases (in effect)
Correspondence: Legal & Important Matters
Deeds, Mortgages, Bill of Sale
Depreciation Schedules
Financial Statements (end of year)
General & Private Ledgers (incl. trial balances)
Insurance: Current Accident Reports, Claims, Policies
Journals
Minute Books for Directors & Stockholders
(Incl. By-laws & Charters)
Property Appraisal (by Outside Appraisers)
Property Records (costs, depreciation reserves, end-of-year
trial balances, depreciation schedules, blueprints, plans)
Tax Returns, Worksheets, Revenue agents' reports,
income tax liability documents
Trademark Registration

Please note: Certain business entities may have specific industry requirements for document retention.

**Specific rules apply. Inquire for details.



Long-Term Care Insurance: Helping You Live Your Life...Your Way

Submitted by: Becky Nommensen
Written and Prepared by Mutual of Omaha Insurance Company

It's your life and you want to live **it your way**. That means doing all the things that are important to you and your family today plus all the things you dreamed of doing in retirement.

But what if you need help someday? Or if you were faced with providing care for a loved one? What would that do to the plans you've made?

WACO has teamed up with Mutual of Omaha Insurance Company allowing me to offer you a long-term care insurance policy to meet your individual needs. As an association member, you are eligible to apply for this insurance at lower premiums that are not available to the general public.

A long-term care insurance policy may provide funds to help pay for some of the services you may need someday – whether in your home, in an assisted living facility or in a nursing home. Consider what those costs may be if you were to pay using your retirement savings or other assets. Based on a national average* you may expect to pay:

- \$150 per month for the services of a home health aide
- \$200 per month for a one-bedroom unit in an assisted living facility
- \$200 per month for a semiprivate room in a nursing home

The high cost of long-term care services may have the potential to deplete your savings and impact your retirement plans. A long-term care insurance policy may be a good way to help protect your finances so you can keep the plans you've made.

If you would like more information on a long-term care insurance policy, contact Becky Nommensen at 608.317.4237 or call our Benefit Hotline at (800) 624.5554 and tell them you're a member of WACO. An insurance agent/producer will contact you by telephone.

Long-term Care Insurance is underwritten by Mutual of Omaha Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175. 1-800-775-6000. Policy form: ICC134-1 (13-A). This policy has exclusions, limitations, reductions and terms under which the policy may be continued in force or discontinued. For costs and further details of coverage, including exclusions, any reductions or limitations and terms under which the policy may be continued in force, see your agent/producer or write to the company. The insurance provided will be individual coverage, not group coverage.

This is a solicitation of insurance. By responding you are requesting a licensed insurance agent/producer to contact you by telephone to receive more information.

*Long-Term Care Cost-of-Care Survey conducted by Geniva, 2012. Source available upon request.

ICC134H43557