



WACO

Wisconsin Association of Campground Owners

Why Be a WACO Member

Time to take full advantage of your WACO Membership

With the 2016 season coming to a close, it gives each campground member time to think about what will help improve their campground for the 2017 season. When going over your advertising, themed weekends, perks of the park, and logistics, remember that WACO is here to help you!

The Wisconsin Association of Campground Owners has worked to make WACO an organization that will help each and every campground member in Wisconsin. By being a member of WACO, you will have an immense amount of resources at your disposal such as:

- Education
- Strategic Planning
- Advertising Arm
- Purchasing Power
- Relationships
- Legislative
- Marketing
- Networking Opportunities
- Convention Vendor
- Buying Program
- Hospitality and Customer Training
- Industry Knowledge

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The Executive Director of WACO, Lori Severson, explains the resources WACO offers best by saying, "Always look at your WACO family as your parks personal board



of directors. Many times, the problems you are going through are exactly the same problems others have faced and already found the solution to. The WACO family should always be your go-to for issues for this reason! We can save you the trouble of finding a solution!" WACO has campground owners ranging in experience of owning a campground for 40+ years to owners that are just building their first campground. This type of dynamic offers all members a true win-win situation.



As a WACO Campground Member, be sure to take full advantage of the advertising opportunities, Fall Workshops, An-

nual Convention and classes, website, RV shows, free WACO lawyer, legislative issues, and more! If you want more information on a topic, please call the WACO office for guidance on where to find more.

WACO would not be what it is today if it wasn't for the amazing members and the dedication to the organization!

2017 WACO Convention

Back to the Basics

The 2017 WACO Convention will be March 15th - 19th, 2017 in Stevens Point, Wisconsin. This year, WACO is taking it back to the basics with campground 101. In today's society, the little things that don't matter can sometimes become the focus, but it is time to look at your campground and check your basics.

Seminars will include information on time management, ways to use technology in your campground, social media, stress relievers, low to no cost marketing options, customer service, alcohol rules and regulations, know your legislators, activities, fundraising 101 and more! Amongst many new sessions this year, there will be two sessions on special events and how to implement them at your campground with Country Fest and Rock Fest General Manager, Wade Asher. We will once again be having ServSafe classes, CPO Pool certification, and CPR Training. Seminars and classes will be held on Wednesday, March 15th 8:30am - 4:15pm, Thursday, March 16th 8:00am - 4:15pm, and Friday, March 17th 8:00am - 12:00pm.

The tradeshow is going to be the perfect shopping spree for all campground owners! Come ready to learn about the latest technology for your campground, find awesome store merchandise, and spend time talking with the WACO Trade Members. If you have a suggestions for a company that would make an awesome WACO Trade Member, let us know! Contact Carrie at carrie@seversonandassociates.com with your recommendation. The Tradeshow will open on Friday, March 17 from 1:00pm - 7:00pm and Saturday, March 18th from 9:30am - 4:30pm.

As always, the WACO Convention brings the fun! Wednesday evening welcomes a bus trip to Bull Heads for time to catch up with other campground owners, have some wonderful food, and relax.

If you have not registered, please fill out the form on the following page and send it to the WACO Office. The early bird special for registration ends on January 31st so do not procrastinate! Also, make sure to call the Holiday Inn Convention Center in Stevens Point, Wisconsin to make your hotel arrangements. The hotel can be reached at 715.344.0200.

Looking forward to seeing everyone at Convention!



WACO 2017 Convention & Trade Show
March 15th – 19th, 2017
Holiday Inn Hotel & Convention Center
1001 Amber Avenue

Campground Name _____

Address _____ City _____ State _____ Zip _____

Signature _____ Date _____ Phone: _____

Fax _____ E-Mail _____ Cell Phone: _____

Please print names of registrants as you would like them to appear on badges.

1. _____ 2. _____ 3. _____
 4. _____ 5. _____ 6. _____
 7. _____ 8. _____ 9. _____

WACO Members

Early Bird Price Pay Before January 31, 2017 Must be postmarked or verifiable

Full Convention per person	_____	\$200	_____	_____
Full Convention Out of State ARVC	_____	\$250	_____	_____
Full Convention non ARVC	_____	\$325	_____	_____

After 1/31/17

Full Convention per person	_____	\$300	_____	_____
Full Convention OOS ARVC	_____	\$375	_____	_____
Full Convention non ARVC Members	_____	\$425	_____	_____

Pool Certification Course _____ \$100 Name _____

_____ \$100 Name _____

Please print names of registrants

1. _____ 2. _____ 3. _____
 4. _____ 5. _____ 6. _____

EXPO ONLY per person /per day **\$75 S** _____

ServSafe Certification per/person **Must be pre-registered** **\$75 \$** _____

Kids Kamp (Wed – Saturday)

Rate for entire convention

(No discounts for less days) _____ Wed. thru Sat. \$95 each _____

Teen program _____ Wed. thru Sat. \$95 each _____

Non-registered Kids _____ Per Day \$50 each _____

Children's Name and Age

1. _____ 2. _____ 3. _____
 4. _____ 5. _____ 6. _____
 7. _____ 8. _____ 9. _____

Total Amount Enclosed \$ _____ **Check #** _____ **Credit Card #** _____

MC _____ **Visa** _____ **Expiration Date** _____ **Signature** _____

Room reservations should be made directly to Holiday Inn & Convention Center, Phone: 715-344-0200

Standard double Suites \$74.00 King Suites \$103.99 Plus tax

Other Accommodations: Holiday Inn Express (Across the Street) same rates Plus tax, includes Breakfast.

Phone: 715-344-0000 Please mention that you are attending the WACO Convention or use code WGI.

Other lodging options include: Fairfield (715-342-9300)

Reservations must be made by February 8, 2017 to insure these prices....No exceptions this year!

Complete and mail this form to: WACO – P.O. Box 228 – Ettrick, WI 54627

Phone: 608-525-2327 Fax: 608-525-2328

CURRENT LEGISLATIVE ISSUES

arvc Opposes Department of Treasury's Proposed Changes to Section 2704

arvc has been working with the Family Business Coalition (FBC) to oppose the Department of Treasury's proposed changes to Section 2704 (US 87426 2016) on estate and gift tax valuation discounts. These rules will significantly change family businesses' succession plans and make it harder for family owner businesses to transition to next generation.

FBC has launched a new webs portal which makes it easy fro arvc members to submit comments directly to the Treasury Department regarding the impact the proposed regulations could have on their family business. Please visit noestatetaxhike.org to leave comments. **The comment period deadline is TODAY.**

For more information visit the articles [page at arvc.org or contact Jeff Sims at jsims@arvc.org.

Prime Karts announces Commercial Recreation Specialists as new distributor partner

Pensacola, FL, (October, 2016) – Prime Karts announced today that it has appointed Commercial Recreation Specialists (CRS) as its exclusive distributor for commercial-grade pedal karts in the Camp, Campground and Municipal markets throughout the United States. The agreement includes distribution of pedal karts and spare parts.

"We are very excited to partner with CRS for distribution of our Prime Karts in the camping and recreation markets" said Jeff Fisher, Executive Vice President of Prime Karts. "I have known Ron and Rich for over 15 years and our companies hold the same core values regarding quality, service, innovation, and continuous improvement so this is a great fit for Prime Karts. We believe that together we can better service our customers and leverage our strengths and core competencies. "

"Over the last 17 years CRS has established itself as a premier supplier of commercial-grade recreation equipment. The relationship with Prime Karts allows us to extend our land-based solutions by adding their pedal kart line to our portfolio" said Ron Romens, President of CRS. "With the addition of Prime Karts' offerings to CRS' extensive product portfolio and by leveraging our support infrastructure we can provide our customers with a total recreation solution."



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About Prime Karts

Prime Karts is a family owned and operated business with over 50 years of

innovative manufacturing and engineering experience.

Since introducing pedal karts in the North American market over 17 years ago, PRIME has applied the knowledge and expertise learned from our customers into manufacturing the BEST commercial pedal karts available.

About Commercial Recreation Specialists

CRS is headquartered in Verona, Wis., with representatives in New Jersey and Minnesota. It serves customers throughout the United States and the Caribbean. With over 40 years of combined industry experience, CRS not only supplies the highest quality equipment, it also offers design, planning, installation and operations services. It provides careful analysis of each client's facility and business goals in order to achieve the best recreation solution possible. CRS delivers unparalleled industry knowledge and proven success in the commercial recreation market with clients including municipalities, schools, YMCAs, athletic facilities, sports venues, amusement parks, family entertainment centers, campgrounds, resorts, summer camps, zoos and other recreation venues.

Printing Program

Please look through the list below to make sure your campground is listed for the 2017 Printing Program. If you are not on there and would like to be, download and fill out the form found here.

The Printing Program consists of 30,000 pieces of double-sides glossy paper with your campground's artwork. We are able to keep the price at the low amount of \$500 by having more than one campground order at a time. We really struck a great deal here!

All artwork must be turned into the WACO office by November 1st. If you are interested or have art ready, send it to Carrie at Carrie@seversonandassociates.com.

- 1 Annie's Campground
- 2 Champions Riverside Resort
- 3 Champions Riverside Resort
- 4 Chapparral Campground LLC
- 5 Dell Boo Family Campground
- 6 Evergreen Campsites & Resort Inc.
- 7 Flanagans Pearl Lake Campsites
- 8 Lake Arrowhead Campground
- 9 Lake Arrowhead Campground
- 10 Lake Arrowhead Campground
- 11 Lake Arrowhead Campground
- 12 Lake Arrowhead Campground
- 13 Pineland Camping Park
- 14 Pineland Camping Park
- 15 Pineland Camping Park
- 16 Silver Springs Campsites, Inc
- 17 Vista Royale Campground
- 18 Wilderness Campground
- 19 Wilderness Campground
- 20 Yogi Bear Jellystone Park Wis Dells

WACO Member Login

Username: member

Password: born2camp



2017 RV Shows

As you near the end of your season and start to look ahead at all your “free” time (haha –what’s free time?), plan for the 2017 RV Shows you want to attend. Here are the dates of shows that WACO will be attending:

- Milwaukee RV SuperShow: January 6-8
- **NEW** Chicago SuperShow: January 13-15
- WBAY Green Bay RV Show: January 26-29
- Madison RV Show: February 3-5
- Minneapolis RV Show: February 9-12
- Rochester, MN RV Show: February 17-19
- Milwaukee RV Show: March 2-5
- Rockford RV Show: March 10-12



Other shows to keep on your radar

- Minnesota Sportsmen’s Vacation Show: January 12-15
- La Crosse Boat, Sports, Travel, RV and Hunting Show: February 9-12
- Duluth Boat, Sports, Travel, and RV show: February 15-19
- Boat, Sport, and Travel Show - Indianapolis: February 17-26
- Fox Valley RV and Boat Show: March 3-5
- Milwaukee Sentinel Sport Show: March 8-12
- Central Wisconsin RV and Camping: March 10-12
- East Iowa Boat, RV and Vacation Show: March 10-12

Campground Activities

Start planning themed weekends with help from WACO

Every campground searches for campground activities to add to their schedule and themed weekends. Some pull out their hair trying to make the perfect weekend schedule while others use their creative to design a fun-filled time. For the campgrounds that are looking to shake up their activities or themed weekends, WACO has you covered. Take a look at the ideas the WACO staff has come up with!

Themed Weekends

- Pirates Weekend - Arrgh!
- Christmas in July
- Disney Weekend
- Death by Chocolate
- Country Hoe down
- Mother’s Day Bliss
- Father’s Day
- Wet and Wild
- Kids Rule
- Murder Mystery
- Vegas
- Fishing
- Mardi Gras
- Secret Agent/Spy
- Relay/Olympics
- Nature
- Animal
- Board Game

Have a weekend that works great at your campground and might do wonderful at other WACO campgrounds? Let us know!

Final Rule: Overtime

On May 18, 2016, President Obama and Secretary Perez announced the publication of the Department of Labor's final rule updating the overtime regulations, which will automatically extend overtime pay protections to over 4 million workers within the first year of implementation. This long-awaited update will result in a meaningful boost to many workers' wallets, and will go a long way toward realizing President Obama's commitment to ensuring every worker is compensated fairly for their hard work.

Key Provisions of the Final Rule

The Final Rule focuses primarily on updating the salary and compensation levels needed for Executive, Administrative and Professional workers to be exempt. Specifically, the Final Rule:

1. Sets the standard salary level at the 40th percentile of earnings of full-time salaried workers in the lowest-wage Census Region, currently the South (\$913 per week; \$47,476 annually for a full-year worker);
2. Sets the total annual compensation requirement for highly compensated employees (HCE) subject to a minimal duties test to the annual equivalent of the 90th percentile of full-time salaried workers nationally (\$134,004); and
3. Establishes a mechanism for automatically updating the salary and compensation levels every three years to maintain the levels at the above percentiles and to ensure that they continue to provide useful and effective tests for exemption.

Additionally, the Final Rule amends the salary basis test to allow employers to use nondiscretionary bonuses and incentive payments (including commissions) to satisfy up to 10 percent of the new standard salary level.

The effective date of the final rule is December 1, 2016. The initial increases to the standard salary level (from \$455 to \$913 per week) and HCE total annual compensation requirement (from \$100,000 to \$134,004 per year) will be effective on that date. Future automatic updates to those thresholds will occur every three years, beginning on January 1, 2020.

All information was collected from the United States Department of Labor and the Wage and Hour Division. For more information and questions, please visit <https://www.dol.gov/WHD/overtime/final2016/>.

WACO in the news

WACO Campground Owners are making headlines!



The Door County Visitors Bureau is soon to announce that Tim and Kathy Guckenberg of Wagon Trail Campground will be awarded the Certified Tourism Ambassador Employer of the Year! What an awesome accomplishment and in only 3 years. Congratulations to Wagon Trail Campground on their hard work and dedication.



Shout out to Evergreen Campground, Smokey Hollow Campground, Utility Supply Group, and others for being in the running for arvc's "Plan-it Green Friendly Park", "Park of the Year", and "Supplier of the Year". Congratulations for the nominations!



MUSIC LICENSING

Time is running out for members to sign up for the arvc Combined Music License. Enrollment deadline is **November 30, 2016**

Big things happening with your campground? Tell WACO and your campground could be featured on social media & newsletter!

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.

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

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 SONDALE	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
MIKE DRICKEN	Director
Lake Lenwood Beach and Campground	(608) 429-2425