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Multitasking—Mastering the Mythical Activity

40% of people multitask while at work. But is it effective? Here's 4 tips to help you make the most of your M-Word.

Multitasking is a buzzword we all hear in the workplace, during interviews, at school—its everywhere! But how effective is this strategy? Psychologist, Edward Hallowell, describes multitasking as a "mythical activity".

Numerous studies have shown that multitasking makes absorbing new information nearly impossible. A 2015 observational study of students showed that folks who consistently multitask switched tasks on average every six minutes, and tended to have a lower Grade Point Average than those that were able to focus on one thing. The same study noted that multitaskers tended to complete tasks slowly, or make mistakes. Many busy people will claim multitasking is the only way to get it all done. However, research has shown that people just *appear* to be handling more than one task at the same time – and that multitasking is largely counter-productive, the lack of attention given to any one particular task results in: (a) that task longer than it would otherwise have taken to complete and (b) that task being more prone to errors, errors which then consume more time (maybe later on, but still) to be corrected.

Greater efficiency is actually achieved by being able to concentrate fully on one task at a time.

Now, I know what you're thinking. "Hey, I multitask!" You aren't alone! *Over 84% of us multitask on a daily basis*. And let's be honest, in our industry, we don't always have the luxury of concentrating on one task at a time. The power is out on site #14, your favorite seasonal is having issues with her water, the magician is late, and someone had a little issue in the pool. And that's all before lunch!



Luckily for all of us, multitaskers are better at more creative tasks. As journalist Tim Harford writes, it's "easier to think outside the box if you spend a lot of time clambering between different boxes". Since multitasking is part of our lives, here are four tips you can apply to make it as effective as possible:

1. Know when to focus

You can spend your day hopping from your inbox to registration, from team meetings to the game room, and back to your inbox. But be clear about those tasks that demand your full attention and set aside time to complete the task or a set portion. When it's time to focus, shut down your email, browser, and phone. Shut your door if need be—show others that you're in do-not-disturb mode. Two words—POWER HOUR.

2. Live by your to-do list

Incomplete tasks take up brain space that divides your attention. Productivity guru, David Allen, calls these "open loops" and suggests writing down the next step of an incomplete task to close a loop. Create a comprehensive to-do list and let it control your day. Only the day's most urgent incoming requests should displace the tasks on your to-do list.

3. Get the right tools and use them

If email is your primary tool for getting

things done, you will invariably be distracted by the volume of messages you see during your day. Unless you flag messages for follow up, delegate tasks, and update your to-list in conjunction with your inbox, you aren't getting the most out of your tool. Look at what options there are and find something that holds you accountable, allows for tracking, and let's you assign duties as necessary.

4. Review to remember

A 2016 experiment found that even when multitaskers completed tasks successfully, they found themselves later unable to recall details of what they had done. Set aside time to review tasks and projects carried out concurrently so you can actually understand and remember the important details.

ONE MORE NOTE:

People who think they are good at multitasking are often the worst performers in experiments! So if these four tips do improve your mastery of multitasking, don't ever believe you've completely cracked it.

Strive to be mindful instead!

DELIVERING THE GOODS:

3 Tips for Successful e-Campaigns

Before your message compels customer to visit your campground or book a reservation, it first needs to reach an inbox—and be readily visible to the recipient. Easier said than done in today's digital age! Here are three tips to help increase the open rate of your next e-Campaign!

NO SPAN

1. CHECK YOUR LIST TWICE

Many subscribers on a typical email list are inactive. Maximize efficiency by doing a little spring cleaning on your database. Make sure every email address listed is operational, up-to-date, and worth reaching out to. This is especially important if you are using a service that charges per email to send out a blast.

2. WEEKENDS ARE NOT FOR EMAIL

Consumers are very unlikely to open marketing email son Saturday or Sunday. Weekdays are the best times to launch a campaign to ensure your emails don't go unnoticed. Research has shown that Tuesday—Thursday seem to be the days in which people are more likely to make a decision based on an email campaign—food for thought!

3. CONSISTENCY

Brands that send an average of FOUR messages per month via email see higher open rates than those who send ONE. That said, make sure you aren't bombarding inboxes with more than TWO messages per week. You want to be memorable, not annoying!



Featured WACO Visit:

Hancock / Stevens Point



Executive Director, Lori Severson, was able to stop out and visit Ivan Gaetan and Patti Newcomb recently to congratulate them on their second season as a new KOA campground, as well as a WACO member. Ivan and Patti say, "We love meeting new people and hearing all about their travels. Wisconsin may be a cold place in the winter but now we are being rewarded with heautifu



evenings made for camping, enjoying friends, family and new acquaintances."

From all the WACO members, we wish Ivan and Patti success in the 2016 camping season! More Featured Visits to come—contact the WACO office at (608) 525-2327 to get your campground on the list!

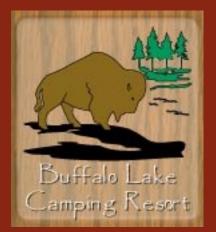


"Building the new KOA campground was challenging and fun. The yellow gates are now opened to welcome all Campers to stop in and set up camp to either rest or explore the area."

- Ivan Gaetan & Patti Newcomb

Buffalo Lake Camping Resort Grade "A"

GuestRated.com named Buffalo Lake Camping Resort a 2015 Grade "A" recipient



Congratulations on being one of only TWO campgrounds in Wisconsin to receive a Grade "A" from GuestRated.com. Recipients of a Grade "A" have

received consistently high ratings from their guests for the entire year. To qualify, a park must receive at least 100 individual reviews and maintain an Overall Experience grade of "A" for the entire year. In 2015, more than 30,000 surveys, including reviews from 4,000 publically and privately-owned and operated campgrounds in the U.S., we conducted to compile the results. Visit



GuestRated.com for more information on ratings and results in other categories. **CONGRATULATIONS BUFFALO LAKE!**



Department of Health & Safety 178 New Campground Code Training

Presented by James Kaplanek, DHS

Learn all about the new campground code from the Department of Health and Safety and what it means for your campground.

FINAL SESSION!

Training, Q&A Session, and Lunch

June 7th from 9:00 AM to 2:00 PM

Quietwoods South Camping Resort 9245 Lovers Lane, Brussels, WI 54204

THERE IS NO COST FOR THIS SESSION!

Please pre-register ASAP!

The following information is needed to complete registration:

- 1. Campground Name
- 2. Number of Participants
- 3. Phone Number
- 4. Email

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IT'S OFFICIAL

WACO Theme Song Copyrighted!

The WACO Theme Song

Sung to the tune of "Camptown Races"

Verse:

Camp ground owners sing this song:
WACO, WACO
Camp ground owners sing this song

All the WACO day.

Chorus:

Camped all around
Best that I found

Finale:

Campground owners sing this song
All the WACO day!

HEY!

© Jay Horowitz, March 17, 2016



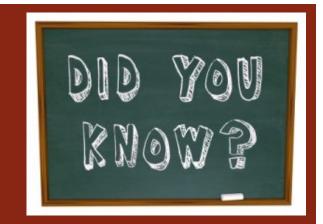
Campground Customer Service

Campground Customer Service
June 21st at Evergreen
Campgrounds, 9am -12 noon.

See the website for registration details!

Sales and Use Tax Q & A's

By: Janet Abrams and Dave Steines, Wisconsin Department of Revenue



Q: When you collect seasonal money for an upcoming year in Nov & Dec – when do you pay the tax?

A: Campground admissions/fees should be reported when you receive the money or when you furnish the service (whichever comes first). Therefore, when campground admissions are paid in advance, you should report them when received.

If a person pays in advance for property (rather than services), the tax is reported based on when the customer receives the property. For example, if a customer pre-pays for a campsite and three bundles of firewood, the campsite fee (taxable admission) should be reported when the customer pays for the campsite. However, the sale of the firewood should not be reported until the customer receives the firewood.

Q: How do you handle seasonals who pay different amounts?

A: The tax is based on the amount that you, the seller, receive. Therefore, if different customers are charged different amounts, the tax will be based on those different amounts charged.

Janet K. Abrams, Sales Tax Specialist Wisconsin Department of Revenue (608) 264-7779

Janet.Abrams@revenue.wi.gov



Transactional Sales Tax

Sales tax is a tax on the sale price of retail sales of taxable services and tangible personal property. This applies to the "end user" of the property. Sales tax is a "transactional tax" on a retailer. Retailers should look at each transaction separately to determine taxability.

This sounds like the same information we have heard before but there are some variations that involve use tax. For instance, if a campground buys cups to sell in the store (which would be non- taxable) and then uses some of the cups in the restaurant use tax is due on the purchase price of the cups used. If t shirts are purchased tax free for sale in the store but then used for campground staff there is use tax due on those shirts.

During parade season some campgrounds purchase frisbees to throw out to the crowd. Frisbees purchased for this purpose should be taxed because the campground is the end user. If purchased tax free then use tax has to be paid on the items. If some are for sale then only those can be purchased tax free. If you give t- shirts away for some event use tax



has to be paid on the purchase price of those shirts.

The presenter for sales and use tax at the Wisconsin Tax Seminar Lattended on May 17 was a sales and use tax auditor. One of her comments was "If I look at the Sales and Use Tax reports and don't see any use tax being paid, I know something is wrong." She also reiterated what was said at the convention by that sales tax presenter that for any items that are sold tax included there needs to be a sign displayed so customers and tax auditors can see it. It doesn't have to be obnoxiously large but the auditor said that if she doesn't see it she will assume that sales tax is owed on every sale from the bar, concession stand, game, etc. I don't know if this auditor is an extreme example but I would rather err on the side of caution than pay the consequences of not following her guidelines.

Christine Metcalf, CPB
CSAW Associates, LLC
Coulee Region Bookkeeping and Tax
(608)-779-2143

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.

ADVERTISE HERE!

Business Card Size Ad: \$100/Issue

Double Business Card Size Ad: \$150/issue

1/4 Page Ad: \$200/issue

1/2 Page Ad: \$300/issue

Full Page Ad: \$500/issue

20% Discount when you place ad in 6 issues

30% Discount when you place ad in 12 consecutive issues

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