



WACO



The Wisconsin Association of Campground Owners - Monthly Newsletter

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Thank You!

Thank you to the campground members that attended the October Fall Workshop on October 6th and 7th. It was a wonderful time gathering new ideas and recapping about the 2015 camping season. A huge thank you to our host campground, Yogi Bear's Jellystone Park –Bagley , and more specifically, Samantha and Travis! The tours at Yogi Bear's Jellystone Park – Bagley, Spook Cave & Campground in McGregor , Lake Joy Campground in Belmont, and Skyline Shore Park Factory in Lancaster were all equally insightful and sparked many new campground concepts. Of course we made a pit stop at Lady Luck Casino in Marquette, Iowa, but hey, we work hard and play hard. Once again, it was a lovely time seeing you all and thank you to everyone that joined.



Reservation Systems

It is that time of year when each campground is considering new ideas for 2016. While some campgrounds are thinking activities and themed weekends, others are pondering upon reservation systems. The following are systems that current WACO members are using along with their lists of pros and cons.

Campground: Lynn Ann's Campground

Reservation System: Campground master

Pros: Easy to use; easy to read; generates nice forms; fairly inexpensive; can have networked contacts.

Cons: Doesn't easily generate multiple reservations roentgens and client; cannot change the forms and the emailed forms are very basic; cannot find contact information quickly.

Campground: Baraboo Hills Campground

Reservation System: Rez Expert (Digital Rez, but in the cloud now)

Pros: Biggest advantage is being in the cloud. I can access my system wherever there is internet. This is helpful, for instance, for when we are all at WACO conference and I do not have staff back home to take reservations. Never having to worry about "losing" everything in a computer crash. Their server is backed up by another server overseas. I've been in a position where I've lost my database and it took \$1,000 from Geek Squad to get it back. I rate their tech dept. a 7.5 out of 10. If they are busy, it can take a bit to respond to you, but when they do, it's so easy now being in the cloud because they can log right in and take care of your problem. The program has the reports you need including site nights, site revenue, sales by each employee, daily sales by VISA, MC or Discover.

Cons: Knock on wood the server has only been down once that I can remember. But when it goes down you are momentarily blind. They are slow to understand how the camping world works sometimes. We are not a hotel and I feel the program is geared toward the hotel business. For instance, they just now, after me whining for 2 full years now, allow us to print all the check-ins for one day opposed to printing each one individually like a hotel does. If you ask for certain reports they will attempt to create them for you. I doubt I will ever switch. The pain of switching is unbearable! It's NOT just a flip of a switch. Your entire database has to be exported into something new. Each system has pros and cons, it's about how painful you want it to be, what reports you want and how great their tech department is. A friend of mind owns and operates "Campfire Booking". That seems to be a user-friendly program and Chad, the owner, is very, very open to new ideas so it works for YOU. If I were to switch, that is who I would go to next.

Campground: Crazy Horse Campground

Reservation System: Premier from stainless

Pros: Easy, Efficient, Cloud based, Worldwide access, Cost effective for a cloud based product, No yearly upgrades, Designer very flexible and open to industry input, Powerful analytics tools, Powerful marketing tools...email/text capable, Customers making their own reservations

Cons: Must have very good/stable Internet, Relatively new launch

Campground: Merry Macs Campground

Reservation System: Campfire Booking (Chad Ross: 608-313-4199)

Pros: He is the programmer to the system and he knows the camping industry because he is a camper. He takes feedback and implements it. He is flexible and good support system

Cons: Still Working on a map to make reservation from. To my knowledge it doesn't send invoices but I believe it will send a reminder of payment due.

Campground: Whitetail Bluff Camp and Resort

Reservation System: Express Camp Cloud

Pros: Store customer data, emails reservations & online booking. I can book from my cell phone or computer. Express view availability. Can customize rates by site type & seasons, and coupon codes for discounts. Tab system for clubhouse purchases, and electrical billing for seasonals. System stores payment info & comments. Sites are color coded so you know who's checked in, out & paid. Great customer service & support - the team has modified the system for our park & is working on new things; such as a point of sale system.

Cons: Report feature was a recent addition & needs some work - but they are working on it.

Campground: Apple Creek Campground

Reservation System: Campground Master

Pros: I love this system. It does many things and easy to integrate with credit cards

Cons: NA

Campground: Waupaca S'more Fun Campground

Reservation System: Resnexus

Pros: Easy to learn, Powerful online booking system (Free), Excellent customer service, On the Cloud for constant auto updates, Feedback or ideas taken seriously, Resnexus really seems to be trying super hard to make sure they can be number one

Cons: Still evolving into campground software. It works excellent, but new release is coming with a huge campground specific update.

Campground: Wisconsin Riverside Resort

Reservation System: Campground Master

Pros: Inexpensive, Online Reservations was easy to add, Easy to use, It can act as a Point of Sale, although we don't.

Cons: The reports are difficult to get the info you want.

Campground: Treeland Farm RV Resort

Reservation System: Bay Lakes Info. Systems

Pros: Can integrate all charges at all point of sales onto master bill. Can see reservation charts simultaneously at each computer. Once change is made and saved, it is instantly broadcast to whole system. Can send confirmations, process credit cards all on same system and then send confirmation without having to re-post the transactions.

Cons: Pricey to get onboard. Pricey quarterly fees. Running monthly reports to get sales tax info. is clumsy.

Campground: Stoney Creek RV Resort

Reservation System: Resnexus

Pros: Very user friendly, easy to learn and operate, online booking made easy, hundreds of report options including build your own report, reservations can be made anywhere including your mobile device- don't have to pay per computer like other systems, great customer service.... highly recommended.

Cons: No grid feature on the reservations end- only online (However, I've been told that the new update will have this feature). Meter reading issue- we still have to figure it out manually and then put it in their reservation- again they told me they are working on this. Most issues I've found they have fixed within a few days.

Campground: Pride of America

Reservation System: Astra

Pros: Newest product by Mission Management. A big improvement on Campground Manager.

Cons: NA



PROS & CONS

WACO Kids Kamp Shark Tank!



Are you interested in seeing our WACO kids grow or start their campground business?

We are planning a cool program with the help of Bud Styer & friends!

Please let us know if you are interested in seeing this program get implemented!

WACO Convention Seminars

We have some great seminars planned for you at the 2016 WACO Convention! Here are just SOME of the topics we have planned!

- Sales Tax – Learn about the new sales tax guide just for campgrounds!
- Campground Code: Train the Trainer – Learn how the new code has changed!
- Marketing – Learn low and no cost marketing options & ideas!
- Figure out Fun – Determine how to add or expand the fun in your park!
- Customer service – Determine how to keep that customer loyalty!

Do you have a great idea for a seminar or something specific you would like to see happen?

Please contact your WACO office today and let us know!

Inherent Risk Substitute Amendment

On Wednesday, October 28, 2015, Jason Culotta, Director of Tax & Transportation Policy, along with Mark Hazelbaker met with Rep. Kitchens and Luke from Sen. LeMahieu's office on the inherent risk issue. Sen. LeMahieu the draft found at the link below right before the meeting and is confident that it will resolve the outstanding issues with the earlier drafts; Mark concurs and the legislators will introduce the substitute amendment shortly. Senator LeMahieu is asking to have this bill with this substitute amendment added to the Senate floor calendar for next week, which is great news. We will be requesting a public hearing from the Assembly Judiciary Committee and will see how soon we can get a hearing. The Assembly will not be on the floor after the first week of November until the second week of January. The goal would be to have the Assembly hearing in mid-November or early December.

Please visit the following link to read the entire draft:

<http://www.wisconsincampgrounds.com/member/documents/legal>



Campers love to see a little bit of the place they are going to be spending time with their friends and family, especially if it's their first visit to your campground. Does your campground listing on the WACO website have photos?

If not, don't wait!

Send **up to four photos** to Carrie today!
carrie@seversonandassociates.com

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

**March 16 - 20, 2016
Stevens Point, Wisconsin
Holiday Inn Convention Center**

For more information on the convention, how to register and for registration forms, please visit
www.wisconsincampgrounds.com

RV Shows - 7 Tricks of the Trade Show!

Milwaukee:	January 8th - January 10th, 2016 <i>*New Show*</i>
Green Bay:	January 28th - January 31st, 2016
Madison:	February 5th - February 7th, 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

Having a booth at a campground and RV show can be a huge asset to you and a great marketing tool for campground owners!

Whether you're a veteran of the shows or a newbie, we've got you covered with this list of tips!

1. **Be on the offense, not the defense.** Some campgrounds who think of trade shows as an "expense" tend to defend their turf from those around them. Others see trade shows as investments: Those are the campgrounds that end up building real relationships on the floor. "Don't just buy space and expect miracles because that's like Russian roulette," says trade show coach Susan Friedmann. "Maybe you win, maybe you won't. It's an expensive exercise just to find out it doesn't work." In order to make your trade show experience an investment, set measurable objectives before the event and stick to them.
2. **Focus on quality over quantity.** "People have this idea that a successful trade show is one where you have 10,000 people walking past your booth," says Malcom Gilvar, vice president of sales for the Trade Group, a trade show design and consulting service. "But that can be a barrier to your success." Getting the right kind of traffic to your booth starts before the trade show, with pre-show activity such as e-mail blasts or marketing campaigns. "Define who you want to come to your exhibit and target them specifically," Gilvar continues. "If people did nothing but that, it would be an amazingly successful event."
3. **Strut your (new) stuff.** Showing something new to your possible campers is an easy way to succeed at a trade show. Only, shows aren't exactly always timed to fit with the launch of your new amenities or services. You can circumvent this in two ways. First, try promoting an established amenity you've never featured before. Or, if you have a new feature coming soon, feature it digitally. "You have to make your product fit with the timing of the trade show," says Peter Stevenson, president of Realtime Technology, a 3D visualization company that designs models for trade shows. "That's the beauty of digital information."

4. **Let them play.** Putting customers in an industry trade show is like putting kids in a candy store: they're going to want to touch things. So let them. Monster.com engages its trade show audiences by creating a booth entirely out of touch screens. "They don't have to wait for a guided demo," says Phil Cavanaugh, Monster.com's vice president of events. "They can approach our product right away." For companies with more limited funding, iPads simulate the same interaction, says Stevenson: "You put three or four on your stand and people will pick them up."
5. **Train early and often.** "The number one thing people remember about your exhibit isn't the great graphics, it's the staff," says Gilvar. Even the most experienced or dynamic staff needs training before each trade show they attend. "I have no doubt companies' sales staffs are terrific at doing what they do every day. But a well trained staff is the most important part of your trade show experience." Make sure your staff understands and agrees with the trade show objectives before attending""and offer refreshers on both goals and manners once there.
6. **Throw away the stress balls.** Giveaways are a point of contention for veteran trade show attendees. For some, it's a valid reminder of your brand. For others, it's a waste of money. Whichever camp you fall into, make sure any freebie serves a purpose. "I'm hoping the heyday of stress balls has come and gone," says Cavanaugh. "We still believe in giving people something tangible to walk away with, but you want something beyond the useless tchotchke." If you do use a giveaway, think critically about how that item represents your product or your company.
7. When a show is almost over, the crowds have dwindled, and energy is drained. But you couldn't be more wrong if you think your job's over. "Somebody who is really serious is walking around the show floor because they know they can spend more time with you when you're less busy," says Friedmann. "If you look like you're waiting for the minute to tick by, this person is going to ask: 'Is this someone I want to do business with?'" Staying energized and engaged until the trade show is officially over (or longer) proves to customers that you are a company committed to the trade show""and to their business with you.

Do you have any great tips on what works for you and your campground when it comes to having a booth at camping and RV shows?

We would love to hear them and share with other members!

Please contact your WACO office and let us know!

Board of Directors

SCOTT KOLLOCK | PRESIDENT

Vista Royale Campground | 715-335-6631

JUDY BUCHTA | Past PRESIDENT

Duck Creek Campground | 608-429-2425

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Evergreen Campsites LLC | 920-622-3498

BERT DAVIS | ARVC Representative

Badgerland Campground | 608-873-5800

JULIE MICHAELS

Scenic Ridge Campground | 608-883-2920

PAT REHWINKEL

Merry Mac's Campground | 608-493-2367

ROBERT WEISS

Wilderness Campgrounds | 608-297-2002

BECKY GUSSEL

Sherwood Forrest Camping | 608-254-7080

RANDY SONDALE

Pineland Camping | 608-564-7818

BUD STYER

Smokey Hollow Campground | 608-592-2128

LELAND NELSON

Keyes Lake Campground | 715-528-4907

JOYCE STENKLYFT

Stoney Creek RV Resort | 715-597-2102

You still have time to get in your ad for the 2016 WACO Directory. Contact us 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 4.875"

1/4 Horizontal: 7.5 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

Art production note:

All photoshop work should be actual size with a resolution of at least 300 and saved as a layered .tiff in CMYK. Can also be saved as PDF.

Please Note:

All art work should be actual size and saved in JPEG format.

Advertising in the WACO Newsletter

Business Card Size Ad

\$100.00 one time

Double Business Card Size Ad

\$150.00 one time

1/4 Page Ad: \$200.00 one time

1/2 Page Ad: \$300.00 one time

Full Page Ad: \$500.00 one time

INSERT TO NEWSLETTER

(One time placement)

Ad that you design/print: \$300.00

Ad designed/printed by us: \$400.00

20% discount for 6 months

30% consecutive discount for 12 months