



WACO



The Wisconsin Association of Campground Owners - Monthly Newsletter

Contact Information

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
lori@seversonandassociates.com

Inside This Issue

- Final Fall Workshop Reminder
- RV Show Dates Reminder
- Social Media & Reminders
- 30,000 Printing Program
- 2015 WACO Golf Outing Recap
- Convention Reminder
- September Fall Workshop Recap
- Board of Directors
- Directory Ad Reminder and Ad Size Listing



Attend the final Fall Workshop!

There's still time to register for this year's final Fall Workshop! The dates for this workshop are October 6 & 7, hosted by Yogi Bear's Jellystone Park™ - Bagley. Bring your family & employees! The fee is the same if you have 1 or 20 members from your park!

WACO Member Fee: \$40.00

Non-Member Fee: \$55.00

For more detailed information on the workshops, lodging, or to pre-register, please visit the following link:

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

Oct. 6 - 7: Yogi Bear's Jellystone Park™, Bagley, WI
Spook Cave & Campground; McGregor, IA
Lake Joy Campground; Belmont, WI
Skyline Shore Park Factory; Lancaster, WI

RV Show Dates

RV Shows are a great marketing tool for campground owners!

Milwaukee: January 8th - January 10th, 2016 ***New Show***
 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



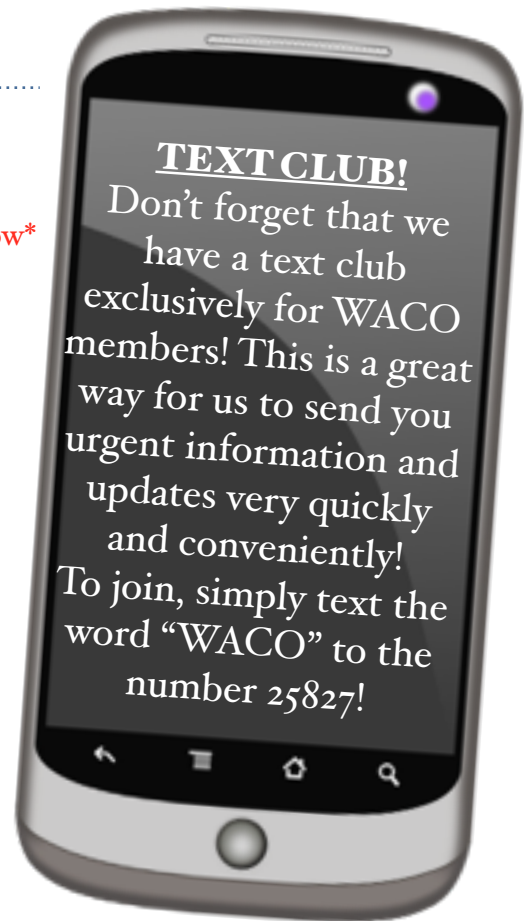
Are you near a Gordy's in Wisconsin?

They are going to partner with WACO this year to help display and distribute our WACO directories! Please email us and let us know about a location near you!

They plan to put 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!



If you have a certain event that you would like to post about on the WACO website for campers who visit our site to see, please send all of the information and any graphics to Carrie at

carrie@seversonandassociates.com



Let's Get Social!

Twitter: @wicampgrounds

Instagram: @wicampgrounds

Facebook: WACO - Wisconsin Association of Campground Owners

Google +: WACO - Wisconsin Association of Campground Owners



Trouble with social media? Talk with Carrie at carrie@seversonandassociates.com!

Join in on the 30,000 Printing Program

Perks of being a WACO member? Great Deals! NEW OPTION! More Value!

As a WACO member, we are offering a great deal on brochures! NEW VENDOR – HIGHER QUALITY! Brochures will be double-sided, glossy, colored flyers. Use these for the brochure distribution program or for your own use! You can also use these for your site maps, advertising partners, brochures, etc. This is a great price and is ONLY available when we get 20 or more campgrounds on board, so be sure to think ahead!

Cost of the 30,000 Printing Program is \$550.00 per campground, plus shipping. Artwork is needed no later than November 15th, 2015. Payment deadline is October 10th, 2015.

If this is something you wish to be a part of, please send the form below to the WACO office by October 10, 2015 with payment.

Name: _____

Campground: _____

Email for proofs: _____

Credit Card Number: _____

Expiration Date: _____ / _____ CVS: _____ Zip Code: _____

Brochure Type: (Please choose one.)

☐ One Side

☐ Two Side

☐ Tri-Fold

Artwork will be sent by: (Please choose one.)

☐ Email

☐ By mail on flash drive

Artwork can be emailed to Carrie Geary at carrie@seversonandassociates.com

2015 WACO Golf Outing

On September 21st, WACO hosted their annual Golf Outing at Mascoutin Golf Course in Berlin, Wisconsin. WACO and participants were joined by the Gilbert Brown Foundation for the day with special appearances by Gilbert Brown, Dorsey Levens, and Tyrone Williams. There was a great turnout for the outing this year! The weather was definitely on WACO's side with the gorgeous sun light and perfect temperature. After completing the course, participants joined in on social time and a delicious dinner. The night concluded with an auction. A big thank you to everyone who participated as well as Randy and Connie Sondalle of Pineland Camping Park for planning the outing! In total, \$14,105 was raised at the golf outing! Start practicing for next year's outing folks; we hope to see you there!



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

Fall Workshop Recap

Thank you to everyone that attended the September Workshop! It was a blast to catch up with the WACO family and learn new ideas that can be implemented in campgrounds. In case you were not able to attend, here is a quick recap.



We started off on Tuesday at Rivers Edge Campground in Stevens Point. WACO's new accountant, Christine Metcalf, and her husband attended to answer any questions members had about the accounting and dues portion. After, WACO's lawyer, Mark Hazelbaker taught us how to collect money that is owed as well as the ins and outs of small claims court.



Following lunch at Bullheads (sponsored by Coverra Insurance), we had an interactive session about "Training the Trainer". This customer service training taught campground owners how to work with staff on satisfying the customers. Main things to remember: employee engagement, employee empowerment, and employee recognition.



The night concluded with a tour of Rivers Edge Campground at dinner at Bullheads.

The following day started with a cracker barrel and then onto a tour of Lake Du Bay Shores Campground. After the first tour, lunch was served at Grazzies in Stevens Point. Finally, the September workshop ended with a tour of Wild West Campground & Corral.

Remember that the October Workshop is next week already on October 6th & 7th starting at Yogi Bear's Jellystone Park - Bagley. Hope to see you there!



Campground Code

There has been modifications made to the campground code. This rule was adopted by the Secretary and filed with the LRB on Wednesday, September 20, 2015.
The scheduled effective date is February 1, 2016.

For details and the full report, please visit the following link:

<http://www.wisconsincampgrounds.com/blog/posts/campground-code-full-modifications>



CSAW Associates, LLC

Coulee Region Bookkeeping and Tax

CHRISTINE METCALF

(608) 779-2143

9542 E 16 Frontage Rd.
Onalaska, WI

COULEEBOOKKEEPING.COM



Better Books = Better Business



With flexible pricing and optional service plans, we can provide affordable and convenient bookkeeping with a personalized touch!

Contact us today!

Board of Directors

SCOTT KOLLOCK | 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
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

Deadline for WACO Directory ads is Oct. 10th! \$25 per day late fee if submitted after.

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