



# WACO



## The Wisconsin Association of Campground Owners - Monthly Newsletter

### Contact Information

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## Fall Workshops: Still Time!

There's still time to register for this year's Fall Workshops! The dates for this year are September 15 & 16, hosted by Rivers Edge Campground; and 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 for one workshop / \$75 for both

**Non-Member Fee:** \$55 for one workshop / \$105 for both

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>

**Sept. 15 - 16:** Rivers Edge Campground; Stevens Point, WI  
Lake DuBay Shores Campground; Mosinee, WI  
Wild West Campground & Corral; Amherst, WI

**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



## The Gilbert Brown Foundation presents: Wisconsin Association of Campground Owners Golf Outing

**Monday, September 21st - 11 am to 7 pm**

**Come join the Foundation and friends in  
playing a round of golf and checking out some  
great auction items!**

### **Mascoutin Golf Club**

**W1635 County Trunk A  
Berlin, WI 54923**

**\$100.00 per  
player**

**4-Person Scramble | 11:00am Shotgun Start  
Golf Cart Included | Practice Balls**

**Hole Event Prizes | Par 3 & Putting Contests  
Betting Holes | Low Gross & Low Net Winners  
Dinner | Awards | Auction**

**For more information or to register, visit [www.wisconsincampgrounds.com](http://www.wisconsincampgrounds.com) or  
contact Randy Sondalle at (608) 564-7818**

**Autograph Session with Gilbert Brown, Dorsey Levens, Santana Dotson and Tyrone Williams!**

thank  
you!



Our Board has all worked hard on legislative issues this year but 2 people in particular are responsible for some amazing fixes! Bud Styer and Adam Malsack. Please be sure to talk to them and thank them at the fall workshops. It's so hard to make time for things like this during our busy season, yet these guys got the job done. Thanks to all your Board members the new campground code is something we can live with and work with over many years. This has not been accomplished in 38 years! Our working relationship with the folks that write and enforce the code has become better and better! Please know this is an amazing example of your organization working for you!

## RV Show Dates

RV Shows are a great marketing tool for campground owners!

Milwaukee: January 8th - January 10th, 2016 *\*New\**  
 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](mailto: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](mailto: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 1st, 2015.

If this is something you wish to be a part of, please send the form below to the WACO office by October 1, 2015 with payment.

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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](mailto:carrie@seversonandassociates.com)



## Reservation Survey Results

Last month, WACO sent out a survey about current reservation systems that our members are using. We are hoping this helps fellow members in choosing a reservation system if they are in the market for upgrades! The following are results of the survey from 20 respondents and their thoughts concerning their current system.

As we suspected, the usual "Paper and Pencil" answer showed up a couple times along with the explanation of "Can't beat the old-fashioned way!". However, for those of you that have tried the "old-fashioned way" and are ready for an upgrade, here are the three that were most recommended:

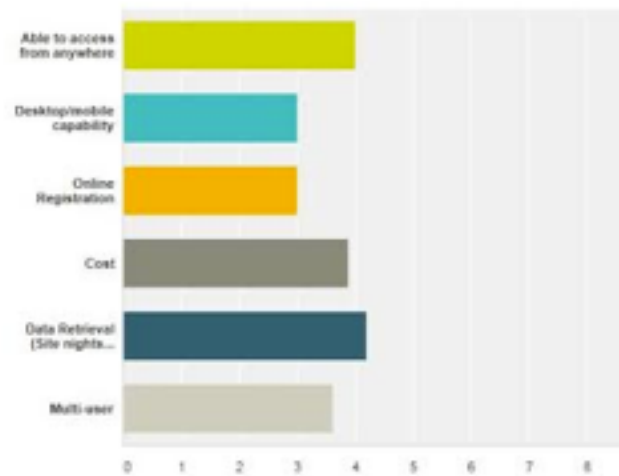
1. Campground Master
2. Parcs
3. ros2000

Each were rated at a 3 or higher when asked "How would you rate your current system?". Comments about all three included user-friendly, great option of reports, database tracking, and reasonable cost. While it will vary from campground to campground, these three are definitely ones to consider!

To view the full results of this survey in our blog post, please visit the following link:  
[http://www.wisconsinincampgrounds.com/blog/members\\_posts/reservation-systems](http://www.wisconsinincampgrounds.com/blog/members_posts/reservation-systems)

Which factors do you look for most when deciding on a Reservation system? Please rank from 1 (most important) to 6 (least important).

Answered: 20 Skipped: 0



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](mailto: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.wisconsinincampgrounds.com](http://www.wisconsinincampgrounds.com)

## Small Business Summit

The 2015 Governor's Small Business Summit was held September 9th in Eau Claire, WI.

This summit brought cabinet secretaries and state agencies together with small business owners, entrepreneurs and innovators to discuss topics of interest. A lunch with Governor Walker and Lt. Governor Rebecca Kleefisch included an update on Wisconsin's business climate and economy.

### "Ask a Secretary Anything" Panel included:

**Sec. Reed Hall**; Wisconsin Economic Development

Corporation; **Director**

**Wyman Winston**;

Wisconsin Housing and Economic Development;

**Assistant Deputy Sec.**

**Tom Rhatican**;

Department of

Transportation; **Sec.**

**John Scocos**;

Department of Veterans

Affairs; **Sec. Dave Ross**;

Department of Safety

and Professional Services **Deputy Sec. Cate Zeuske**; Department of Administration;

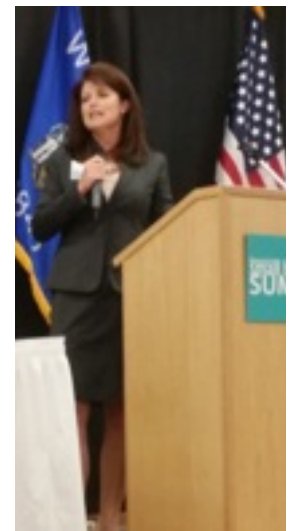
**Commissioner Mike Huebsch**; Public Service Commission.



**Ann Rigsby,**  
**Annie's Campground**  
**Gresham, WI**



**Senator**  
**Terry Moulton**



**Lt. Governor**  
**Rebecca Kleefisch**

## 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

## Camping Fun For Everyone!