

WACO Newsletter

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WACO HALL OF FAME

BUFFALO LAKE CAMPING RESORT GETS INDUCTED IN THE THE WACO HALL OF FAME AT 2016 WACO CONVENTION

The 2016 WACO convention is over but Buffalo Lake Camping Resort lives on in the WACO Hall of Fame. With a week full of educational seminars, a five-day kids camp, special guests, and much more. The highlight of the week was honoring a very special campground that is alongstanding member of the association and inducting the owners, Linda and Gary Doudna into the Hall of Fame.

continued on next page



3

FOR SALE BY MEMBER

Make sure to check out today's deal from one of your own members!



4

SUMMER NEWS

New threat, that you want to be aware of.

Buffalo Lake Camping Resort, located in Montello, Wisconsin, has been a family owned and operated resort for more than 20 years. Resort hosts (and new grandparents!) Linda and Gary Doudna were ecstatic to receive the award. As they stood in front of all association members in attendance and spoke about how they were first introduced to the campground industry, the Montello community and their family, the entire room could feel the pride and excitement the couple has about their business

Lori Severson, the association’s Executive Director, presented the award to Linda and Gary on stage. “The WACO organization really couldn’t have chosen a better recipient of the Hall of Fame award this year. Linda and Gary are a pleasure to work with in this industry. Their knowledge and expertise in the business really is second to none.” said Severson. “Linda, Gary and their entire family are respected members of this association and we sincerely thank them for all they have done and continue to do for our organization and the Wisconsin camping industry as a whole.”



CHECK IT OUT!



If you haven't looked at the new and improved WACO website, make sure to do that. If your campground listing needs any changes send all the info to Danielle at danielle@seversonandassociates.com

EVENT HAPPENING?



If you have an event that you would like to post on the WACO website for the campers to see, please all of the info to Danielle at danielle@seversonandassociates.com

Item for Sale:	Honey Wagon Nuhn Minivac 1000 gal tank
Last Used:	2001 Needs Work
Price:	\$500.00
Condition:	Used
Contact Name:	Cheryl Spruce
Campground Name:	Snug Harbor
Contact Number:	608-883-6999

Don't miss out on this great sale, CALL TODAY!

FOR SALE BY MEMBER

If you are a member who has something to sell, make sure you go to the WACO website and go to the members section and click on "For Sale By Member" to upload your item!



ZIKA VIRUS

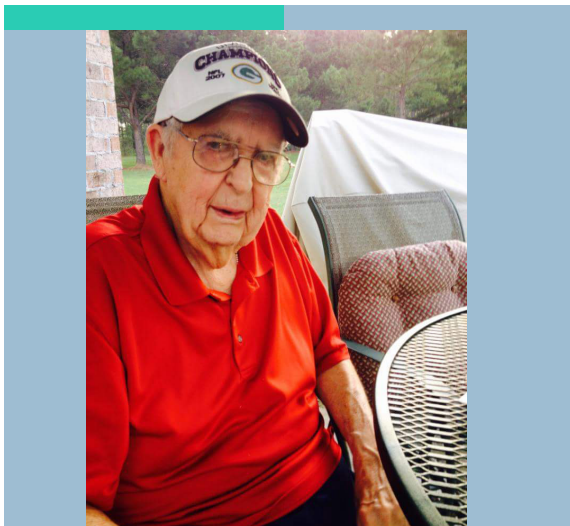
WITH THE INFORMATION AND MISINFORMATION CAUSED BY THE ZIKA VIRUS IT'S A GREAT IDEA TO HAVE PLENTY OF BUG SPRAY, AND MOSQUITO REPELLENT ON HAND AT YOUR CAMPGROUND. HERE IS AN ARTICLE FROM FOX NEWS THAT HAS SOME TIPS FOR YOUR INFORMATION.

Mosquitoes cause more human suffering than any other organism, according to the American Mosquito Control Association.

As Zika virus spreads across Latin America and the Caribbean, it's more important than ever to know how to protect yourself.

The Zika virus was first discovered in Uganda in 1947, and chiefly transmitted by Aedes mosquitoes. It was first reported in humans in 1950s. Now the World Health Organization (WHO) has warned that the Zika virus is "spreading explosively" in the Americas and that as many as four million people could be infected by the end of 2016. There is no current vaccine to prevent the Zika and related mosquito-borne viruses.

About one in five people infected with Zika virus will develop symptoms, the most common ones being fever, rash, joint pain, conjunctivitis or red eyes, muscle pain, mild headache. Symptoms can last several days to a week.



SENDING WARM THOUGHTS

WACO would like to send thoughts to the family of Michael and Barbara Smith, of McCaslin Mountain Campground, who lost their father. He was laid to rest on March 19th. Thoughts also go out to Rhonda Oines, of River Bay Premier Camping Resort, who recently lost her father as well. This is a hard time for both families so please keep them in your thoughts. We all know the importance of family and how they help us make it through the camping season year after year. Today is a great day to thank them!

Rhonda's Riverbays, dad (left)



DOES YOUR CAMPGROUND LISTING ON THE WACO WEBSITE HAVE PHOTOS?

IF NOT, THE TIME IS NOW!

Maybe you made some changes to your campground and want to show them off the world, maybe your pictures are outdated. No matter the case, 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.

Send your campground pictures to Danielle at danielle@seversonandassociates.com

Story continued on next page

ZIKA VIRUS CONTINUED

There is no specific treatment or vaccine to prevent Zika virus, so prevention is key. Because of the suspected link between Zika virus and microcephaly in newborns of mothers affected with the virus, the Centers for Disease Control and Prevention (CDC) has issued special precautions for pregnant women and women trying to become pregnant. The agency is advising these women to postpone travel to areas where Zika virus transmission is ongoing. And women who do choose to travel should talk to their doctor first and be vigilant when it comes to protecting themselves from mosquito bites.

The best way to prevent diseases spread by mosquitoes is to avoid being bitten altogether.

Here are some tips on how to do it:

1. Stay in places with air conditioning or that use window and door screens to keep mosquitoes outside.
2. Remove sources of standing water, which can become a breeding ground for mosquitoes.

3. Remember that mosquitoes that spread Zika virus may be more likely to bite during daytime hours.
4. Apply insect repellents and reapply as directed. Check with your doctor about what kinds of repellents are safe to use in pregnancy.
5. Wear long-sleeved shirts and long pants and tuck your pants into your socks when outdoors.
6. Wear light-colored clothing, since mosquitos are thought to be more attracted to darker colors.
7. Avoid the use of scented skin care products.
8. Sleep under a mosquito net.

Understanding prevention now is key, and that means taking the necessary precautions to avoid being bitten. In the mosquito belt, where *Aedes aegypti* — whose bite transmits Zika — is particularly plentiful.

MARCH 2017						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

SAVE THE DATE!

Whether you are someone who loves to use their ICalendar or you are just someone who loves the annual WACO Convention, make sure to write these dates down.

**54TH ANNUAL WACO
CONVENTION
MARCH 15TH - 19TH, 2017**

LOG CABIN RESORT & CAMPGROUND

John of Log Cabin Resort and Campground was recently diagnosed with pancreatitis it came on fast and is still hanging on. He was hospitalized during our convention for pain control. With spring cleaning around the corner their local church group has volunteered to help. Currently in Rochester Mayo hospital. John is being prepped for emergency surgery to remove his pancreas Please send your thoughts and prayers to them!



CHECK IT OUT!

Presenters at the WACO convention altogether scored an all together average of 4.59! That means, over all everyone did a fantastic job. Make sure to thank a presenter next time you see them, we at WACO thank all of you for helping out and making the convention great again!

2016 COLUMBIA COUNTY
TOURISM AWARD



LODGING/CAMPING AWARD

Smokey Hollow Campground/Bud Styer
Through his consulting business, Camping for the Fun of it, Bud Styer helps other entrepreneurs achieve their dream of making their

profitable and viable camping destinations.

Bud serves as a board member for the Wisconsin Association of Campgrounds Owners (WACO) and National Association of RV Parks and Campgrounds, a committee member for the Wisconsin DNR, Governor's Small Business Committee, and participates in a number of local chambers of commerce.

An educator at heart, Bud likes nothing better than to share what he's learned in 40 plus years in business.

Bud has become a successful businessman and recognized leader in the RV and campground industry.



Columbus CVB Meeting



Waiting for bill signing outside the Governor's office.



SPECIAL THANKS

TO **JASON CULOTTA**, SENIOR
DIRECTOR OF GOVERNMENT
RELATIONS FOR ASSISTING US
WITH THIS BILL!



CHECK IT OUT!

Make sure to take a look at the Bill 174 that just passed. You can go to page 7 to read the details of the bill now.

Bill signing on Wednesday, March 30, 2016.

WHAT DOES IT TAKE TO PASS A BILL?

It takes no effort at all – you simply stroll up to the Governor and make a request, correct? We only wish! This bill was in the making for many years. Bud was explaining to Governor Walker how we had gotten this far during Governor Doyle's Reign but the bill was veto'd by the governor and did not get signed. The headlines in 2006 read

DOYLE VETOES NINE BILLS

May 27, 2006

Among other bills vetoed Friday were measures that would have:

Provided private campground owners, operators and their employees with immunity from civil liability for injuries caused by someone else, such as another camper;

The victory on Thursday March 30, 2016 was amazing....it took ten whole years! I can not even begin to thank our Board members who have all contributed to our successes Legislatively. Can you imagine VOLUNTEERING to make multiple trips to various Representatives to first find a Senator to sponsor the bill and then do all the legwork to get it through the process! I am so proud of the work our board has done with Jason & Mark! It's really awesome to watch them work. They send in Mr. Bud to work the room with his famous shirt, when it gets to writing & word smithing Adam Malsack and team(sisters) come in to make it sound amazing! Mark checks the legal stuff and we send it up – usually about 20 times! If you use Jason the number becomes 4 or so! My point is that your Board Members spend a crazy amount of time getting the job done for our INDUSTRY for all of us. Please recognize their incredibly hard work when you see them!

Thursday, March 10th, 2016

Assembly Bill 174/Senate Bill 131, introduced by Rep. Joel Kitchens (R-Sturgeon Bay) and Sen. Devin LeMahieu (R-Oostburg), as amended, would create immunity from civil liability for a private campground in certain circumstances. WCJC supported this legislation that passed the Assembly on February 16, 2016, and the Senate

on March 16. The enrolled legislation now awaits gubernatorial approval.

Under the legislation, as amended by substitute amendments, a private campground owner, operator or employee is immune from civil liability if a person is injured or killed, or property is damaged, as a result of an inherent risk of camping. "Inherent risk of camping" means a danger or condition that is an integral part of camping, including dangers posed by any of the following:

- Features of the natural world, such as trees, tree stumps, roots, brush, rocks, mud, sand, and soil
- Uneven or unpredictable terrain
- Natural bodies of water
- Another camper or visitor at the private campground acting in a negligent manner
- A lack of lighting, including lighting at campsites
- Campfires in a fire pit or enclosure provided by the campground
- Weather
- Insects, birds, and other wildlife

The legislation would not provide immunity if the person seeking immunity does any of the following:

- Intentionally causes the injury, death, or property damage.
- Acts with a willful or wanton disregard for the safety of the party or the property damaged. "Willful or wanton disregard" means conduct committed with an intentional or reckless disregard for the safety of others.
- Fails to conspicuously post warning signs of a dangerous inconspicuous condition known to him or her on the property that he or she owns, leases, rents, or is otherwise in lawful control of or possession.

2015 ASSEMBLY BILL 174

April 22, 2015 - Introduced by Representatives Kitchens, Jacque, Allen, Ballweg, E. Brooks, Czaja, Edming, Horlacher, Kleefisch, Knodl, Krug, Murphy, A. Ott, Quinn, Ripp, Steffen, Thiesfeldt and Tittl, cosponsored by Senators LeMahieu, Lasee, Nass, Olsen and Tiffany. Referred to Committee on Judiciary.

1 An Act to create 895.519 of the statutes; relating to: immunity of private
2 campgrounds.

Analysis by the Legislative Reference Bureau

This bill provide s immunity from civil liability to private campgrounds, to owners and operators of private campgrounds, and to their employees and agents. Under the bill, a private campground, an owner or operator of a private campground, and the employees and agents of that private campground or private campground owner or operator are immune from civil liability for property damage or for the death of or injury to an individual that is caused by or occurred during use of the campground, unless the property damage, death, or injury is caused by a willful or wanton act or omission of the owner or operator of the campground or of an employee or agent of the campground or campground owner or operator. The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

3 Section 1. 895.519 of the statutes is created to read:

4 895.519 Civil liability exemption; private campgrounds. (1) In this
5 section, "private campground" means a facility that is issued a campground permit

1 under s. 254.47 and that is owned and operated by a private property owner, as
2 defined in s. 895.52 (1) (e).

3 (2) A private campground, an owner or operator of a private campground, and
4 any employees and agents of a private campground or private campground owner or
5 operator are immune from civil liability for damage to property or for the death of or
6 injury to an individual that is caused by or occurred during the use of the
7 campground, unless the damage to property, death, or injury is caused by a willful
8 or wanton act or omission of the owner or operator of the campground or an
employee
9 or agent of the campground or campground owner or operator.

10 Section 2. Initial applicability.

11 (1) This act first applies to acts or omissions that occur on the effective date of
12 this subsection.



Department of Health & Safety 178 New Campground Code Training

Presented by: James Kaplanek DHS
Learn all about the new campground code!
Training and Q&A session.

All sessions will run from **9:00 am to 2:00 pm** and include lunch.
There is no cost for these sessions.

_____ **April 5th** *Evergreen Campsites & Resort*

W5449 Archer Lane | Wild Rose WI 54984

_____ **April 6th** *Stoney Creek RV Resort*

50483 Oak Grove Road | Osseo , WI 54758

_____ **April 12th** *Smokey Hollow Campground*

W9935 McGowan Road | Lodi, WI 53555

_____ **April 13th** *Lake Arrowhead Campground*

W781 Fox Ct. | Montello, WI 53949

_____ **June 7th** *Quietwoods South Camping Resort*

9245 Lovers Lane | Brussels, WI 54204

Campground Name: _____

Number of participants: _____

Phone Number: _____

Email: _____

Please pre-register at least one week prior to the course.

WACO | PO Box 228 | Ettrick, WI 54627

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

Email: lori@seversonandassociates.com

Please indicate above which session you plan to attend.

**GET A HEAD START ON YOUR AD FOR
THE 2017 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

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.

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 ADD: \$200.00 ONE TIME

1/2 PAGE AD: \$300.00 ONE TIME

FULL PAGE AD: \$500.00 ONE TIME

**20% DISCOUNT FOR 6 MONTHS
30% CONSECUTIVE DISCOUNT FOR
12 MONTHS**

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

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Lawyer 608-663-9770

JIM BUTTON
Evergreen Campsites LLC 920-622-3498

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Badgerland Campground 608-873-5800

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Scenic Ridge Campground 608-883-2920

PAT REHWINKEL
Merry Mac's Campground 608-493-2367

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Wilderness Campgrounds 608-297-2002

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Sherwood Forrest Camping 608-254-7080

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Pineland Camping 608-564-7818

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Smokey Hollow Campground 608-592-2128

LELAND NELSON
Keyes Lake Campground 715-528-4907

JOYCE STENKLYFT
Stoney Creek RV Resort 715-597-2102