

# WACO NEWSLETTER

THE WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS

Monthly Newsletter | March 2016

## SHARK TANK WIN

Kids won big this WACO convention by sharing their big ideas with the panel of business sharks. In front of a live audience and five panel judges the kids were pouring out their ideas from whistling frisbees to a create-your-own campground app. Picture on the right is of Gilbert Brown and Logan Rehwin-kle from Merry Mac's Campground celebrating his victory of winning over the judges minds with his co-created idea of anti-anxiety blankets for dogs. Just like the reality show, these kids learned the art of negotiating to get investments from members of the panel for a stake in their company. In hopes that by next years convention that they will all be making millions....or at least hundreds.



## CAMPGROUND IMMUNITY



Bud Styer giving Representative Kitchens a certificate of appreciation for his work on the Campground Immunity Bill which passed on Thursday during convention! Senate Bill 131 (Campground Immunity Bill) provides immunity from civil liability to private campgrounds in the case of property damage, injury or death unless such case is willfully done or not done by campground or employee. See bill on pg 9

## REP. KITCHENS



Rep. Kitchens was born in Washington, D.C. in 1957. The son of an FBI Special Agent, his family relocated throughout the United States every few years during his childhood. Joel graduated from high school in Louisville, Kentucky and received his Bachelor of Science degree from Ohio State University. He graduated from veterinary school at Ohio State in 1983 and accepted a position as a farm animal veterinarian in Mayville, Wisconsin. He and his wife, Sherry, a pet animal veterinarian, moved to Sturgeon Bay in 1984 and started their own veterinary practice. He has continued to work as a farm animal veterinarian in Door and Kewaunee Counties for the past 30 years.



## THURSDAY SESSION

**GREAT TO SEE THE NUMBER OF PEOPLE WHO ARRIVED THURSDAY TO TAKE ADVANTAGE OF ALL THE GREAT CLASSES!  
THANKS TO EVERYONE FOR MAKING OUR CONVENTION A TRUE SUCCESS!**

WACO is a time to learn what's out there and reunite with old friends. Thursday's sessions were filled with fun how to's from how to work with family better, how to market with a little budget to how to get people engaged in activities on your campground. The convention days were filled with such a variety you never ran out of things to see and hear.

Thursday sessions concluded with a warm welcome by Miss Wisconsin and Gilbert Brown giving you a cold beverage to start out your evening right. Followed by the infamous PAC Auction with the Weiss Family where we gave away Packer

Merchandise, Liquor Baskets, Packer Tickets, Purse Packages, Wine Packages and more!

If you missed out on a class or want to learn more about something next year, let us know! We want to help your business grow and help you get the tools you need to do that! Email Lori at [lori@seversonandassociates.com](mailto:lori@seversonandassociates.com) with any suggestions or questions about next years convention.

**The 54th Annual WACO Convention will be held March 15th-19th, 2017!** So make sure to put it in your calendars to save the date!

## POINT BREWERY



Ed Brennan from KOA Wisconsin Dells (left) Getting ready for some auction time with a great taste testing from Point Brewery served by Gilbert Brown himself.

Santana Dotson heads in straight off the plane to assist in our Taste Testing event. Miss Wisconsin served the Point Root Beer and Santana Dotson and Gilbert Brown served the Point Beer! Thanks so much for Point Brewery's sponsorship and help!





# TRADE SHOW

THIS YEARS TRADE SHOW WAS FULL OF EVERYTHING FROM MOTORIZED TRANSPORTATION TO NEON INFLATABLES TO A LOG HOME BUILT INSIDE THE TRADE SHOW. IT WAS SOMETHING TO SEE AND SOMETHING NEVER TO FORGET!





# KIDS KAMP GRADUATION

Graduation is a time set aside at the end of convention week where the kids get recognized for their time at the convention. They get to celebrate a week well spent with balloons, candy and even a certificate that says that made it through the kamp in one piece! Some of the older kids in kamp received special recognition and prizes for being leaders throughout the week and helping out with our tiny tikes. We want to thank you again and all of the parents that shared their kids with us!



## REBECCA KLEEFISCH



Rebecca Kleefisch is a former television news anchor and politician, who is currently serving as the 44th Lieutenant Governor of Wisconsin, and made time to visit with our campground owners for the Thursday lunch. We were thrilled with her message and her camping stories! Great to know we have someone who truly lives our industry! Thanks so much for the "Tweet".

## NETWORKING TIME



Would anyone care to guess what John Jaszewski and Jim Button are in deep conversation about....probably not world peace haha! It's so nice to see our suppliers join in with us! We are very lucky to have such a wonderful group of people to bounce ideas off of.

# Sign up today for the training of the New campground code! See pg 10

# GILBERT BROWN FOUNDATION

## HELP GILBERT BROWN FOUNDATION GIVE BACK

**BELOW ARE A LISTS OF CAMPGROUNDS ALREADY SIGNED UP TO HELP AND THE ACTIVITIES THEY ARE OFFERING TO HELP THE FOUNDATION GIVE TO KIDS IN NEED**

Champions Riverside Resort	Jellystone Fort Atkinson
Pineland Camping Park	Scenic Ridge
Country Fest	Hidden Valley
Wilderness Campground	Indian Shores
Stoney Creek	WACO Golf Outing
Riverbend	Great River Harbor

### Want to be on the list?

Email Lori at [lori@seversonandassociates.com](mailto:lori@seversonandassociates.com) to get on the Monday Morning Motivation Call with Gilbert. Where you can share highlights of your weekend. Each campground will have one minute to update your campground event! Gilbert will start us out with a story about a football story or a child story!

- 50/50 Raffles Each Week
- Golf Cart Raffle
- Packer/Badger Tickets Raffle
- Events at your campground
- Ice cream socials
- Meat Raffles
- Autographed items

## GIVING TO THOSE IN NEED



The great thing about the foundation is that you get the chance to give to so many kids. Gilbert personally touches so many lives through his foundation and listed are just some of the ones he has given to in the past. We hope you find it in yourselves to open your hearts so you can open doors for so many kids.

- Teddy Bear Fund – Prison inmates
- Scholarships
- Donations to The American Red Cross
- Gilbert puts on FREE football camps for intercity youth
  - This year Madison is planned
- Sends footballs to the troops
- Supports Make a Wish Foundation
- St. Jude's Kids from Wisconsin
- MS
- Camp Sunshine for Kids with Cancer
- Boys & Girls Clubs
- Supports Raw Hide Boys Ranch
- Children's Hospital
- Shriners Hospital
- Gas cards





## GILBERT BROWN & SECRETARY CATHY STEPP

**L**ook who stopped in to help us on the Ask a Secretary anything! Cathy addressed important issues like State Park expansion. She also thanked Gilbert personally for assisting with a fundraiser for her staff. (left)



## SHARK TANK GIVES BACK

**N**ot only did the kids who won money in the Shark Tank give their money to the Gilbert Brown Foundation but the panel of judges came and matched the kids as well. All in all it was a day full of giving.

## GILBERT IN ACTION



**C**aleb pictured above during MNRI therapy is just one of the kids that benefits from the Gilbert Brown Foundation. The foundation relies purely on donations to help kids all over that truly have no where else to turn. Email [lori@seversonandassociates.com](mailto:lori@seversonandassociates.com) to get on the email list and for more details on how to help the Gilbert Brown Foundation keep helping those in need refer to pg 7.



## WACO'S 2 SUPERMEN!

**J**ason Culotta of WMC has been extremely helpful in assisting WACO in forging forward with legislation that is extremely important to our industry. We truly have had some Super Hero's in our WACO family! Thanks Mr. Brown and Mr. Culotta!

# Fundraising for GBF

Call every Monday Morning at 10am Central Time:  
Conference call information:  
712-432-0800  
Access code 787305#

Agenda for the call:  
Gilbert will start off the call with either a report on one of the kids or where we spent the money and a quick motivational quote.  
Each person on the call will report what amount they raised and how they did it. We will limit each person to no more than 1 minute so we have a quick call!  
Items you can request as sales tools:

\_\_\_\_ Send me a 50/50 poster with my campground logo – make a note of specifics day and time you draw\_\_\_\_\_

\_\_\_\_Send me a poster for a meat raffle with my campground logo – Make a note of specifics day and time you will draw\_\_\_\_\_

\_\_\_\_Make me tickets for a specific drawing I will do – Must include day and time of drawing and what the item is\_\_\_\_\_

\_\_\_\_Send me \_\_\_\_\_Golf cart tickets 250 in a pack includes Poster

\_\_\_\_Send me \_\_\_\_\_Badger raffle tickets at Lambeau 250 in a pack includes Poster

\_\_\_\_Other items I need to be successful  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Keep in contact via email as well\_\_\_\_\_

Appearances: Must be a minimum of \$2500 per player per activity.  
If you are planning an appearance fill out the checklist for your activity and discuss with Lori 2 months prior to the appearance. Update on the Monday morning call.

Who can get on the call?  
Anyone you choose to be your spokesperson – can be a seasonal – employee etc!

# STYER FUNDS TRIP TO DISNEY WORLD

Mr. Bud has been a true friend and supporter to the Innovative Entrepreneurs class I teach. His generosity and willingness to share his many years of business experience with my students and myself has been amazing. My students have enjoyed having him present in class, and been happy just to sit and chat with him. From the very first time he presented to my class he began by asking what each student's startup idea was. It was clear right away he really wanted to help each and everyone of them on their entrepreneurial journey. He has shared with us presentations that could only be given by someone with a tremendous amount of insight in business and how to successfully run one. His vast knowledge in customer relations is something the students really learned from, and will impact how they run their business. Mr. Bud's desire to help the students have an experiential learning opportunity like no other provided a life long memories in Disney for the students. Thank you so much for all you have done for the Innovative Entrepreneurs, and caring about their success. -Julie Hinman, Instructor



The above letter was written by an instructor who teaches Innovative Entrepreneurs class where Styer stepped in to help. She had the chance to take her whole class to Disney World because of Styer has chosen to give a lot of his time to help the future of business by starting with young entrepreneurs.

Letters below are from the students who got to spend time with Styer and reap the benefits of his help inside and outside the classroom.

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Bud,  
Thank you so much for joining us on our Disney trip and helping us make it a reality. It meant a lot to us that you took a weekend out of your busy life to help us have such a magical weekend. The Keys to the Kingdom was great, and I am truly amazed and inspired by what Disney continually does. Thanks again for joining us for the weekend!  
Alex Hopper

Dear Bud,  
Thank you again for everything that you have done for our class. Not only have you helped all of us along in our paths as young entrepreneurs but you have also helped to provide us with an unforgettable experience at Disney. Having dinner with you and talking about everything from business to politics was one of my highlights of the trip! Thanks once more!  
Nick Showalter

Dear Bud,  
Thank you for giving the students of IE the opportunity to explore the underworld of Disney and learn how to incorporate the four keys of success into our own business start-ups. Learning how to take the opinions and feelings of Disney workers and guests into account before and

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through the decision making process really emphasized the need to not only provide a safe and friendly working environment but a comfortable space for guests to enjoy themselves. I can't wait to use the concepts we learned in my own business! Thank you again Bud!  
Taylor Barnard

Dear Bud,  
Thank you for supporting our class. The opportunities your help allowed us to experience were truly "magical." The Disney Leadership Course offered a unique insight into the world of Disney, and the behind the scenes of Disney added more meaning to the four keys we learned about. Your participation in our class has made such a large impact on my journey and my views of business. Once again, thank you for all you have done for us.  
Marcia Rolofson

Dear Bud,  
Again, thank you for your generosity and time that brought this unique class to another level. You have truly made an impact on all of our lives and our perspective on business. Both the Disney Leadership Course and The Keys to Disney Tour were unforgettable and I am forever grateful I could attend both. Much appreciated,  
Sabrina Gomez



## 2015 - 2016 LEGISLATURE 2015 SENATE BILL 131

April 20, 2015 - Introduced by Senators LEMAHIEU, LASEE, NASS, OLSEN and TIFFANY, cosponsored by Representatives KITCHENS, JACQUE, ALLEN, BALLWEG, E. BROOKS, CZAJA, EDMING, HORLACHER, KLEEFISCH, KNODL, KRUG, MURPHY, A. OTT, QUINN and RIPP. Referred to Committee on Judiciary and Public Safety.

1AN ACT to create 895.519 of the statutes; relating to: immunity of private  
2campgrounds.

Analysis by the Legislative Reference Bureau

This bill provides 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:

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

4895.519 Civil liability exemption; private campgrounds. (1) In this  
5section, "private campground" means a facility that is issued a campground  
6permit

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1 under s. 254.47 and that is owned and operated by a private property owner,  
2as

3defined in s. 895.52 (1) (e).

4(2) A private campground, an owner or operator of a private campground,  
5and

6any employees and agents of a private campground or private campground  
7owner or

8operator are immune from civil liability for damage to property or for the  
9death of or

10injury to an individual that is caused by or occurred during the use of the

11campground, unless the damage to property, death, or injury is caused by a  
12willful

13or wanton act or omission of the owner or operator of the campground or  
14an employee

15or agent of the campground or campground owner or operator.

16SECTION 2. Initial applicability.

17(1) This act first applies to acts or omissions that occur on the effective  
18date of

19this subsection.

20(END)

## 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  
All seasons run **9am to 2 pm** and include  
Lunch - there is no cost for these sessions.

\_\_\_\_\_ April 5<sup>th</sup> Evergreen Campsites & Resort  
W549 Archer Lane Wild Rose WI. 54984

\_\_\_\_\_ April 6<sup>th</sup> Stoney Creek 50483 Oak Grove Rd,  
Osseo , WI. 54758

\_\_\_\_\_ April 12<sup>th</sup> Smokey Hollow Campground W99335 McGowan  
Road, Lodi WI. 53555

\_\_\_\_\_ April 13<sup>th</sup> Lake Arrowhead Campground W781 Fox Ct.  
Montello, WI. 53949

\_\_\_\_\_ June 7<sup>th</sup> Quietwoods South Camping Resort 9245 Lovers  
Lane, Brussels, WI. 54204

**Campground Name** \_\_\_\_\_

**Number of participants** \_\_\_\_\_

**Phone**

**number** \_\_\_\_\_ **Email** \_\_\_\_\_

**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](mailto:lori@seversonandassociates.com)

Please indicate above which session you plan to attend.