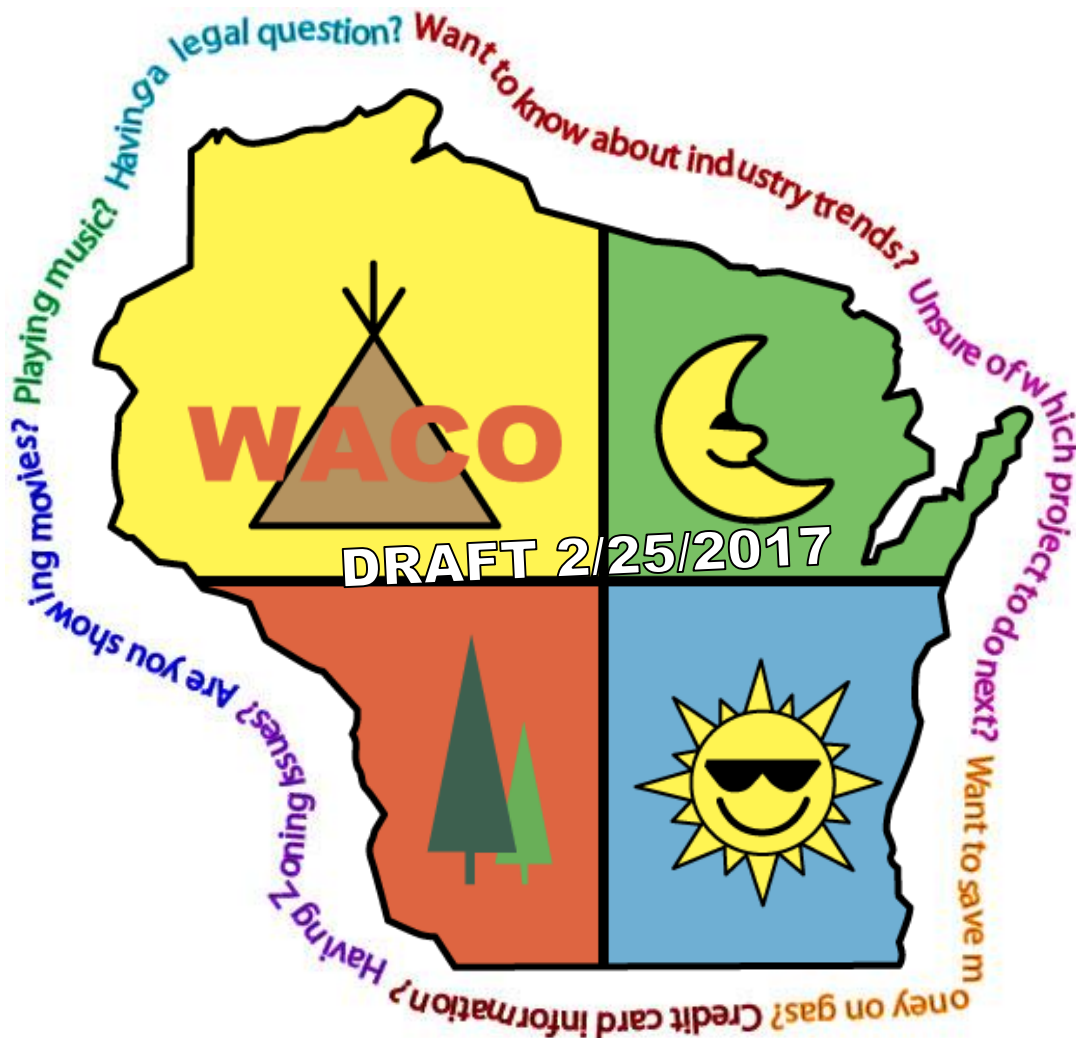


54th Annual

# WACO CONVENTION

March 15th - 19th, 2017



## BACK TO THE BASICS

It's all about the **BASE!**

Holiday Inn Hotel & Convention Center  
1001 Amber Avenue  
Stevens Point, WI 54481  
715-344-0200



**THANK YOU FOR  
ATTENDING THE  
2017 WACO  
CONVENTION!**

### Things to remember

- Check-in begins Tuesday
- Pick up your Directories
- Earn tickets for chance to win a Golf Cart from Jim's Golf Cars
- Seminars run Wed - Friday
- Trade Show: Friday 1p - 7p & Saturday 9:30a - 4:30p
- Live Auction on Friday
- Annual Meeting Saturday 8a - 9:30a
- Sunday Round Tables 9a - 11a

# WACO BOARD OF DIRECTORS

WELCOME TO CONVENTION



**Scott Kollock – President**

Vista Royale Campground  
skollock@uniontel.net  
715-335-6860



**Judy Buchta – Past President**

Duck Creek Campground  
duckcrcg@frontier.com  
608-429-2425



**Joyce Stenklyft**

Stoney Creek RV Resort  
joyce@stoneycreekrvresort.com  
(715) 597-2102



**Bert Davis – ARVC Representative**

Badgerland Campground  
bert@badgerlandcampground.com  
1-608-695-9775



**Jim Button**

Evergreen Campsites and Resort  
evergreencampsites@gmail.com  
920-622-3498



**Julie Michaels**

Scenic Ridge Campground  
scenicridgecamp@gmail.com  
608-883-2920



**Adam Malsack**

Lake Arrowhead Campground  
adam@lakearrowheadcampground.com  
920-295-3000



**Pat Rehwinkel**

Merry Mac's Campground  
camp@merrymacscampground.com  
608-493-2367



**Robert Weiss**

Wilderness Campgrounds  
info@wildernesscampground.com  
608-297-2002



**Becky Gussel**

Sherwood Forest Campground  
becky@sherwoodforestcamping.com  
608-254-7080



**Randy Sondalle**

Pineland Camping Park  
connie@pinelandcamping.com  
608-564-7878



**Bud Styer**

Smokey Hollow Campground  
mrbud@budstyerassociates.com  
608-592-2128



**Mike Dricken**

Lake Lenwood Beach and Campground  
mmdricken@gmail.com  
262-334-1335



**Lori Severson – Executive Director**

P.O. Box 228, Ettrick, WI 54630  
lori@seversonandassociates.com  
Phone: 800-843-1821  
Fax: 608-525-2327



**Mark Hazelbaker - Attorney**

3555 University Avenue, Madison, WI 53705  
mhazel@tds.net  
Phone: 608-663-9770  
Fax: 608-204-9631

Our goal is to make this conference easy for you to attend and enjoy. Please don't hesitate to tell a staff member immediately if you need assistance.

Our members mean the world to us and we are happy to help in any way we can.

If you have an experience that is not world class please let a member of the WACO Board or your executive director know immediately. Your experience here is important to us.

**If you are new to the convention – just look for a STAFF member or a Board Member. There are no silly questions – we are happy to help!**

# THINGS TO KNOW

ALL ABOUT CONVENTION

## Money Made Simple

- Set up your Charge Card at WACO Registration on Tuesday Night. Your charge card will be included with your badge. Please be sure you receive a receipt with all of your purchases. Simply show your card with your auction number on it and sign for the charge.
- Your auction number can be used to bid on silent auction items, live auction items, buy raffle tickets, etc.
- PAC items are the only exception (they must be paid by personal check or cash).
- You may check your balance at any time during the convention.
- You can pay your balance by check, credit card, cash, WACO bucks or a combination!
- Plan to have your account balance settled no later than 9:00am on Sunday.
- Not from Wisconsin? No problem! We take all "out of state" currency!

## Silent Auction Rules

- To place a silent auction bid, write your bidding number in the starting bid space or on the line following the highest current bid.
- Indicate your bid in the appropriate space on your bidding row.
- In order to be valid, all new bids must be higher than the previous bid by at least the minimum raise indicated at the top of the bid sheet. \$5.00 is the usual amount but please check each auction item.
- A bid is construed as an agreement to purchase the listed item(s) at the amount indicated.
- All bidders must be 18 years of age or above.
- All winning bids must be settled before 9:00am on Sunday by cash, check or credit card.
- In order to protect the integrity of all bidders, please do not scratch out bids. Simply contact one of our volunteers for assistance if you wish to withdraw your bid.
- The auction will close at the announced time at which time the highest bid on each bid sheet will be declared the winner. If multiple people are still interested in bidding at the end – a final bid off will be allowed where each participant puts in a final sealed bid on a piece of paper. The highest final bid will be awarded the item.
- Don't leave the convention without written documentation of what you have purchased and won.
- **Bids may only be voided by an auction volunteer or staff member.**

### Want the Whole Family Educated?

Pets are allowed at the **Holiday Inn Express** for just \$25 per night!



# THINGS TO KNOW

ALL ABOUT CONVENTION

## Basket Social

The donated basket that brings in the most money will earn 20 additional tickets to win the Golf Cart donated by Jim's Golf Carts, Inc.!

## Valet Directory Pickup

Pick up your Wisconsin Association of Campground Owners directories from the trailer! Simply ask any trade show associate for help loading them to your vehicle. It can be done any time throughout the tradeshow. (Note: only throughout daytime hours please.) Distribute them to your community while getting our directories in the hands of your guests. **Earn 10 Golf Cart tickets by picking up your directories!**

## Can't Attend a Seminar?

All seminars and information (if provided by the speaker) are available for our members. If you were unable to attend a session, please feel free to pick up the materials near the WACO desk. This information is available on a first come, first serve basis and if seminar information is provided prior to convention. Information from seminars will also be available on the WACO Website in the "Members" tab the Tuesday after convention week.

## Tuesday Evening Check-in & Registration

Tuesday evening early registration will be open for the WACO Convention from 5:00pm - 8:00pm. Our registration area is open 7:00am on Wednesday, Thursday, Friday, and Saturday for your convenience. Registration is set up at the Holiday Inn Convention Center, directly outside of the Trade Show area. The hotel has the schedule of convention activities at the front desk if you have a question. The auction items and baskets should be taken to the Auction Center Table in the Banquet Room or to the registration table where they will be logged in.

## Vendor Set up Schedule

Thursday, 2:00pm - 7:00pm & Friday, 7:00am - 10:30am. Vendors who cannot meet this requirement should contact Rick at 608.498.3760.

## Tradeshow Deal!

Win a total of \$3000! \$500 per day just by visiting our Hallway Booths!

Win \$100 a day: If you have purchased from that booth you will be in the drawing for \$1000.00 EACH DAY to purchase items at the trade show. **MUST Be present by any booth to win!** Purchase must be made at this show!



Visit the WACO  
Website! Scan me!



# PARTICIPATE TO WIN MORE

CHANCES TO WIN A GOLF CART FROM JIM'S GOLF CARS

## Earn your tickets...

- Earn 20 tickets for every auction item you bring.
- Earn 20 tickets for bringing a basket for us at the auctions.
- Earn 10 tickets for being a sponsor....one ticket for every \$100 sponsorship.
- Earn 10 tickets for donating to Kids Kamp.
- Earn 2 tickets for every vendor in the hall or hotel area you talk to.
- Earn 5 tickets for each bottle of liquor brought for the auction...any kind will do!
- Earn 1 ticket for each educational course you attend.
- Earn 1 ticket for each course evaluation turned in.
- Earn 1 ticket for any PAC fund donation you make.
- Earn 10 tickets for every \$100 you spend at the auction or on raffles.
- Earn 5 tickets for every vendor you purchase from. Bring your slips to registration.
- Earn 10 tickets by picking up your directories.
- Earn 2 tickets for attending the round tables on Sunday
- Earn 2 tickets for turning in Convention critique on Sunday.
- Earn 20 tickets for becoming a GBF 93 member
- Earn 10 tickets for signing up to attend the Campground Code Training
- Earn 10 tickets for holding a fundraiser for GBF this summer.
- Earn 10 tickets for selling raffle tickets for GBF this summer.



Participants are responsible for collecting their tickets. Sunday morning simply rip your tickets in half. You keep one half and the other half goes in the bucket for the drawing. Good luck!

**Must be present on Sunday at 11:00am to win!**

# TECHNOLOGY TIME

DON'T WANT A PAPER PROGRAM? NO WORRIES!

## COMING SOON!

Wednesday Thursday Friday Saturday Sunday Kids Kamp

## QR Codes

- Some times having everything on your phone or tablet can be convenient. We understand that. You are now able to download each convention day's schedule onto your mobile device to ensure you are in the loop for that days activities..
- Using a QR Code Reader App, scan the codes above and watch as each day appears!

## HAVE YOU JOINED OUR TEXT CLUB YET?

Receive updates and urgent messages  
concerning WACO on your phone!

**Simple Text "WACO" to 25827**



Information from seminars (if available from presenter in digital form) will be available on the WACO Website in the "Members" tab the Tuesday after convention week.

# SCHEDULE

Wednesday , March 15

Please note that there will be two different daylong classes available. *Must preregister\**

- 8:30am – 4:00pm ServSafe – Katie Dempsey – Harvest Room
- 8:30am – 4:00pm CPO Pool School – Cyndi Robertson – Stonefield Room

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
9:00am – 10:00am	ServSafe Katie Dempsey (8:30am–4:00pm)	CAMP Professionals 101 Lori Severson	CPO – Pool School Cyndi Robertson (8:30am-4:00pm)	Technology for Campgrounds Pete Hagen	
10:00am – 11:00am					Outdoor Weather Safety for Campgrounds Jeff Last (10:00am-11:00am)
11:00am – 12:00pm					

12:00pm - 1:30pm	<b>Lunch on your own today!</b> Nearby options: Amber Grill, Mexican Buffet, Arby's, & McDonalds				
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2:00pm - 3:00pm	ServSafe Katie Dempsey (8:30am–4:00pm)	Making Your Smart Phone Smarter! Jessica Malsack & Emily Truell	CPO – Pool School Cyndi Robertson Carrico Aquatics (8:30am-4:00pm) <i>**Please note that lunch will be from 12:00pm – 12:30pm if you registered for this course.</i>	Training Your Seasonals to be Social Carrie Geary	Craft Ideas Workshop Diane Stanek & Renee Kollock <i>*Bring your examples!</i>
3:15pm - 4:15pm		Security & Safety Sheriff Mike Lukas		Facebook Advertising Ann Illig	RV Quick Fixes & Standard Maintenance Shawn Diamond

4:00pm	<b>Cash Bar Opens</b>				
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5:00pm	<b>Bus Trip to Bull Heads \$25 Per Person</b> <ul style="list-style-type: none"> <li>• True or False - Campground Owner Trivia with Bud Styer</li> <li>• Best Ideas with Adam Malsack</li> <li>• Special Guest: Nick Fosberg</li> </ul>  <p>Nick Fosberg is the author of the new #1 selling book <i>Bar &amp; Restaurant Success: How To Attract New Customers, Turn Them Into Raving Fans, &amp; Become Unbeatable In Any Market</i>. He owns 2 bars in the Chicagoland area. He's the president of Bar Restaurant Success and he's responsible for some of the highest grossing promotions in the industry with zero marketing dollars being used.</p> <p><b>Bus will be back by 8:00pm latest – More information on the next page!</b></p>				
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8:00pm	<b>Meet in the Little Bar for some socializing and “Get-to-know-you” activities! Prizes! Overnight hotel stay!!!</b>				
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**For information on seminars and speakers, please look in the back.**

# BUS TRIP TO BULLHEADS

Wednesday , March 15 5:00pm – 8:00pm

**\$25/ Person Please Pre-register!**

## Your \$25 Ticket includes:

- Dinner at Bullheads, transportation on the bus, and a personal drinking glass
- Materials geared for running a successful bar, grill or snack bar!
- Dinner: Chicken, coleslaw, mashed potatoes, dinner roll & coffee.

## Schedule:

**5:00pm (sharp) Depart Holiday Inn**

**5:30pm Introduction of Nick Fosberg**

- Author of "Bar & Restaurant Success: How To Attract New Customers, Turn Them Into Raving Fans, & Become Unbeatable In Any Market"

**5:45pm – 6:00pm True or False –Campground Owner Trivia with Bud Styer**

**6:00pm Chicken Dinner**

**6:30pm- 7:00pm Best Ideas with Adam Malsack**

- Everyone who brings a list of 20 best ideas will be awarded
- 20 Golf Cart tickets! All ideas will be combined on the WACO website.
- Group will vote on the best idea presented – best idea wins 50 Golf Cart tickets.

***Sign up early!  
Limited to two  
buses only!***

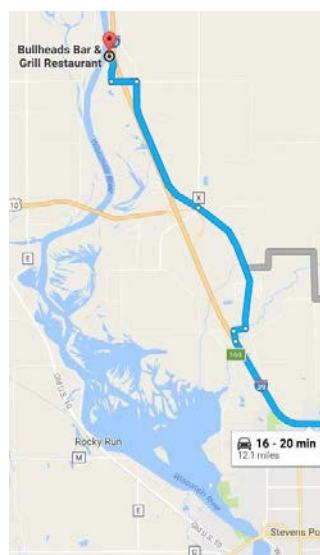
**New or old to the industry you are sure to learn from this session! We will discuss 20 things you are dying to ask about but too afraid of the answers!**

## BULLHEADS

3368 Campsite Drive, Stevens Point, WI 54482

**715-344-5990**

River's Edge Campground has a bar adjacent to the campground... **Bullheads Bar & Grill** will be our host for this event & will provide the meal that is included in your ticket. Jerry's 30+ years experience with bars will make this educational.



### Holiday Inn Stevens Point - Convention Ctr

1001 Amber Ave, Stevens Point, WI 54482

- ↑ Head south on Amber Ave toward Woodland St  
48 s (0.2 mi)
- > Take I-39 N/US-51 N to Casimir Rd in Hull. Take exit 163 from I-39 N/US-51 N  
7 min (6.2 mi)
- > Take N 2nd Dr and N Sunset Dr to Campsite Dr N in Dewey  
9 min (5.7 mi)

### Bullheads Bar & Grill Restaurant

3368 Campsite Dr, Stevens Point, WI 54482



# SCHEDULE

Thursday, March 16

Please note that there will be one daylong class available. *Must preregister\**


- 8:30am – 4:00pm CPO Pool School – Cyndi Robertson - Stonefield Room

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:00am - 9:30am	<b>How To Double Your Bar &amp; Campground Sales &amp; Stand Out From Your Competitors</b> Nick Fosberg	<b>Customer Service</b> Larry Brownfield	<b>CPO – Pool School</b> Cyndi Robertson (8:30am-4:00pm)	<b>Panel: Lessons Learned</b> Alice Ward, Leland Nelson & Jim Button	<b>Low and No cost Marketing Promotions</b> Jeff Slutsky
9:45am - 10:45am	<b>Making the Most out of Organizational Systems</b> Nick Fosberg	<b>Successful Bar Promotions</b> Pete Madland		<b>Banker + Accountant = Sale</b> Bud Styer	<b>Low and No cost Marketing Promotions</b> Jeff Slutsky
11:00am - 12:00pm	<b>Panel: Social Media</b> Jill Brenner & Ann Illig	<b>Panel: Best Bar Ideas, Biggest Bar Blunders</b> Pete Madland, Lori Severson, Kim Krayecki, Mike Hagen & John Jaszewski		<b>Navigating State Regulations &amp; Issues</b> Nancy Mistele & Joe Knilans	<b>Campground Frequently Asked Questions and Answers</b> Mary Ellen Bruesch MS, RS, RHSP & Jim Kaplanek
12:00pm - 1:45pm	<b>Lunch served in the Banquet Room</b> <b>Jeff Slutsky - Street Fighter Marketing: Out-thinking, Not Out-Spending the Competition</b> Singing of the National Anthem by Faith Klick Color Guard Presentation Lunch with WACO Members				
2:00pm - 3:00pm	<b>Mock Sales Tax Audits: Part 1</b> Janet Abrams, Holly Hoffman & Dave Steines	<b>Activities &amp; Ideas</b> Hannah Piper & Jim Button	<b>CPO – Pool School</b> Cyndi Robertson (8:30am-4:00pm)	<b>Meeting the Requirements as an Employer:</b> The Paperwork You Must Have If You Have Employees & Why Mark Hazelbaker	<b>Bed Bugs</b> Samantha Fiscus Learn how to detect and deter them.
3:15pm - 4:15pm	<b>Mock Sales Tax Audits: Part 2</b> Janet Abrams, Holly Hoffman & Dave Steines	<b>Panel: Activities</b> Renee Kollock, Tia Anderson, Tiffany Pargman & Hannah Piper		<b>DNR Round Table</b> Cathy Stepp Q& A with the Secretary of the DNR	<b>Cash Management and Q &amp; A</b> Larry Brownfield

**For information on seminars and speakers, please look in the back.**

# SCHEDULE


Thursday, March 16

4:15pm	<b>Cash Bar Opens</b> <i>Bigger Better Menu!</i>
5:00pm	<b>Serving Line Starts - Banquet Room</b> <i>*Sponsored by Reinhart Foods &amp; Brakebush - Campground Cookout</i> <i>(Included with your registration) Served to you by the WACO Board of Directors!</i> Beer Tasting & Root beer, Chicken, Brats, Hamburgers, Hotdogs, Baked Beans, Salads, Chips, Pickles   <b>Grilled Food by Merrill &amp; Mad Dog and Gilbert Brown!</b> <b>Root beer floats by Taylor &amp; Point Brewery</b>
5:30pm - 6:30pm	<b>Legislative / Awards!</b> Lori Severson & Mark Hazelbaker <ul style="list-style-type: none"> <li>• <b>Jeff Weigand</b> - Assistant Deputy Secretary of the Department of Safety and Professional Services. Jeff Weigand was appointed Assistant Deputy Secretary of the Department of Safety and Professional Services in January 2016. Jeff has worked at DSPS in numerous capacities since 2012. Prior to joining DSPS, he worked for three years at the State Capitol as a Legislative Aide to Senator Glenn Grothman and Senator Joe Leibham.</li> <li>• <b>Jason Culotta</b> - Wisconsin Manufacturers &amp; Commerce (WMC)</li> <li>• <b>Adam Malsack</b> - WACO</li> <li>• <b>Bud Styer</b> - WACO</li> <li>• <b>Jim Kaplanek</b> - Education award for all the new code training</li> <li>• <b>Jim Button</b> - Outdoor Recreation Act</li> </ul>
6:30pm - 7:00pm	<b>Paul Bambei - ARVC News &amp; Benefits</b> ARVC Executive Certificates AWARDS
7:00pm - 8:30pm	<b>PAC Auction with the Weiss Family - Jason Culotta Introduction</b>  All the money goes to the PAC Fund for WACO! Buy as many paddles as you like – bid for each item for only a dollar! <ul style="list-style-type: none"> <li>• Packer Merchandise</li> <li>• Wellness Weekend Package</li> <li>• Liquor Basket</li> <li>• Two Packer Tickets</li> <li>• Wine Package</li> <li>• Purse Package</li> </ul>

**For information on seminars and speakers, please look in the back.**

# SCHEDULE

Friday, March 17

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:00am - 9:30am	<b>Keeping Customers Engaged Year Round</b> Tia Anderson	<b>Standing Up For Yourself: Handling Employees, Guests and Public Officers</b> Mark Hazelbaker	<b>Panel: Man Cave</b> Wade Elliott (Facilitator), Jim Button, Scott Kollock, Adam Malsack & Bert Davis	<b>Personality Styles</b> Lori Severson Determine how to communicate and value the differences.	<b>Leadership</b> Larry Brownfield
9:45am - 10:45am	<b>Organizing Your Business</b> Nancy Rothwell	<b>Handling Accidents and Injuries</b> Mark Hazelbaker	<b>Current Electrical Code Update</b> Wade Elliott	<b>Panel: Putting on Special Events</b> Wade Asher, Lori Severson & Randy Isaacson	<b>Benefits to Partnering with Booking.com</b> Matt Garcia & Robert Marshall
11:00am - 12:00pm	<b>Preparing to Sell:</b> Developing your 3 year plan, Preparing your margins, books & money! John Jaszewski	<b>Resources for Small Businesses</b> Bill Smith	<b>Add Ons &amp; Upsells</b> Bud Styer	<b>Adjusting Your Insurance To Address New Risks &amp; Exposures</b> Rex Dachenbach	<b>Organizing Your Important Financial Information</b> <i>**Leave with an organizer!</i> Becky Nommensen
12:00pm - 1:45pm	<b>Lunch served in the Banquet Room</b> <b>Mad Dog &amp; Merrill Branding Grilling Seminar</b>  				
1:00pm - 7:00pm	<b>Trade Show Open</b> <i>More information on the next page!</i>				

**BEER SPONSORS**

**COVERRA INSURANCE**

**JIM'S GOLF CARS**



**REFRESHMENT SPONSOR**

**ASTRA BY CAMPGROUND MANAGER SOFTWARE/BOOKYOURSITE.COM**



# TRADE SHOW

1:00PM - 7:00PM

**Keep your registration costs low by shopping with these vendors!**

Appearance by the

## Wisconsin Badgers Marching Band

to kick off the Trade Show at 1pm!



Win a total of \$3000

\$500 per day just by visiting our Hallway Booths!

**Packed with New Booths!**



### Win \$1000 A DAY

If you have purchased from that booth you will be in the drawing for \$1000.00 EACH DAY to purchase items at the trade show.

### Wine, Cheese & Beer

starts at 5:00pm

Located at stations in the EXPO AREA

**Shop & enjoy your favorite beverage at**

Beer Sponsors

- Coverra Insurance
- Jim's Golf Cars

Refreshment Sponsor

- Astra by Campground Manager Software  
/Bookyoursite.com

The Hotel Registration area will have a great station set up for your easy access!  
A great way to see those fantastic booths in the Front Hall.

Sponsored by



Convention Center



# Friday Night Dinner Buffet



## **Dinner Buffet at 7pm: \$1000.00 Vendor Drawing**

\$500 Campground purchaser drawing! Get \$500 to spend at the trade show on Saturday just for shopping Friday!

Special thank you to all our suppliers! Without them we could not have a show of this magnitude! Remember to support those who support us! Thank them in the best possible way... Buy your goods and services from them!



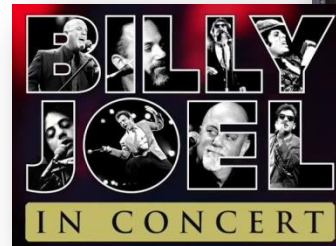
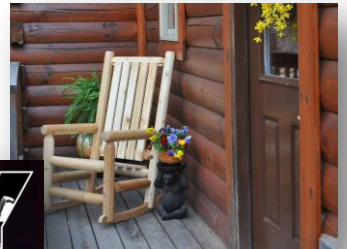
## **DINNER PRESENTATION: Gilbert Brown – Bud Styer**

*Gilbert Brown Foundation*

Partnering with schools: Getting the Anti-bullying message to schools. Fundraising \$1 at time – How to do it! Where we've come, where we need to go & how WACO can help!

## **LIVE AUCTION ITEMS... *Just a preview!***

- Packer Tickets
- Autographed items
- Outdoor KY Rocking Chair
- Vacation Packages
- Billy Joel at Lambeau Field Tickets
- Booze Basket



## **WACO SHARK TANK**

Kids Kamp will present their ideas to the Shark Panel with a chance to win up to \$2,500!

- Bud Styer
- Wade Elliott
- Anne Klinker
- Wade Asher
- Jill Brenner



# SCHEDULE

Saturday, March 18

8:00am - 9:30am	<b>ANNUAL MEETING</b>  Scott Kollock– Call to order Secretary's Report - Approvals Treasurer's Approvals Nominations from the floor Nominations Elections PAC Report ARVC update Any other new business Adjourn  Celebration & WACO Updates Board Member Recognition	<b>Learn where the organization has been &amp; where we are going!</b>	
9:30am – 4:30pm	<b>Saturday Trade Show</b> <b>9:30am – 4:30pm</b> <i>Greatest Show on Earth!</i>  Just visiting with vendors gives you an opportunity to win fabulous prizes! Remember placing orders at this show keeps your convention costs down! Please support our suppliers who support you! Please thank your sponsors!		
11:00pm - 1:30pm	<b>Grab-and-Go Lunch served in the Banquet Room</b>		

## 3:00PM DRAWING

**\$1000 VENDOR PLUS \$500 Hallway Booth Drawing!**

**\$1500 given away to buy at the show!**

**MUST Be present by any booth to win! Purchase must be made at this show!**

# SCHEDULE

Saturday, March 18

## WACO AUCTION 5:30pm – 8:00pm

Items include:

- Verlo Mattress
- Large Fiberglass Bear
- Futon
- Mini 1 Drawer End Table with Shelf
- 3 Drawer chest
- Kentucky Log Bed
- Signature Square Indoor Dining Table 36x36 with Low Ladderback Dining Chair
- 2018 Good Sam Advertising (Print and Online)
- MORE COMING SOON!

**Wine, Cheese & Beer**  
starts at 5:00pm

*Located in the Banquet Room*

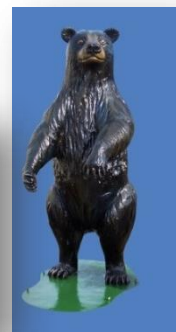
**Thank you to our sponsors!**

Beer Sponsors

- Coverra Insurance
- Jim's Golf Cars

Refreshment Sponsor

- Astra by Campground Manager Software /Bookyoursite.com



## JEFF MICHAELS HYPNOSIS 8:00pm



Meet Jeff Michaels. He is quickly becoming one of the most popular and amazingly talented hypnotists in the country. Jeff will have you, along with the rest of his audience, mesmerized by his abilities to sway human behavior through subconscious suggestions. Jeff's shows are fast paced and full of spectacular demonstrations of his hypnotizing power.

Jeff selects volunteers from his audience to come on stage and become a willing participant during the show. The Hypnotized volunteers are taken through an amazing journey of imagination while they become the true stars of the Jeff Michael's hypnosis show. Jeff's shows are filled with a creativity that is appropriate for all types of audiences and done in a family friendly, good taste style you will enjoy. His shows are really intriguing and entertaining, and guaranteed to keep you laughing and completely amazed. Jeff is a certified hypnotist and has been trained in Las Vegas by some of the most well known hypnotists in the country.

[www.jeffmichaelshypnosis.com](http://www.jeffmichaelshypnosis.com)



# SUNDAY ROUND TABLES

9:00AM - 11:00AM

## Stay seated your table – Speakers come to you!

Join a table and speakers will come to you with their topics! Smaller groups at each table so you will have time to ask any questions you like! The speakers come to you so you will hear every topic!

- Ask me anything if it's Legal! Mark Hazelbaker
- Accounting Q & A Christine Metcalf
- Stump Bud Bud Styer
- Activity Angel Renee Kollock
- WACO Lessons Leland Nelson

## GOLF CART DRAWING



## KIDS KAMP GRADUATION



Pick up hand outs that are still available - Drop off your badges  
Say our good lucks & farewells

End of Conference Drawings



# SEMINAR INFO

## SEMINARS / WEDNESDAY

**ServSafe**, 8:30am – 4:00pm, **Presenter: Katie Dempsey, Certified ServSafe® Instructor**

WHO SHOULD TAKE THIS COURSE? Individuals who have never been ServSafe® certified.

This course covers critical principles for foodservice operators including: personal hygiene, allergens, cross contamination, proper time/temperature control, receiving and storage, food safety management systems and training hourly employees. These principles all play a key role in reducing the risk for foodborne illness. This course fulfills the Wisconsin statutory requirement that each campground that serves food to the public must have at least one individual, who has taken an approved course and passed an exam.

The normal fee for this course can be up to \$225.00 per person. This course will be offered to WACO members for only \$75 (the cost of the materials). You will receive a workbook prior to the course. You will be required to send in the fee for the certificate to the State of Wisconsin. Those who are taking this course and taking the test are required to bring their ServSafe® books because it has the test answer sheet right inside the cover. You will receive a letter from the instructor that comes with your ServSafe® book. If you do not receive this by February 28, please call the WACO office! The letter will have all of the information you need for the day of the course and the instructors contact information on it.

**CAMP Professionals 101**, 9:00am – 12:00pm, **Presenter: Lori Severson, Severson & Associates**

This session is geared to managers and right hand people who are called on to make decisions and coach others in their organization. You will leave with ideas on how to balance your workload & prioritize without adding additional stress. Discover how to motivate yourself and others during the season. Understand empowerment and learn how to train others to do the same. Determine how to use basic sales skills to handle those truly difficult customers. Develop a resource and connection network you can use all year long!

**CPO – Pool School**, 8:30am – 4:00pm, **Presenter: Cyndi Robertson, Carrico Aquatics**

The NSPF® Certified Pool/Spa Operator® Certification is recognized by local and state authorities as the most widely-accepted, verifiable pool and spa training credential. The program includes a two-day course (14-16 hours) of instruction in pool and spa chemistry, testing, treatment, filtration, maintenance, automatic feeding equipment, government requirements and the NSPF® Pool & Spa Operator™ Handbook – a globally-recognized resource manual.

The CPO® Certification is valid for five years. Must pre-register! This course runs Wednesday & Thursday. Save \$\$\$ by getting your NSPF® Certified Pool/Spa Operator® Certification with WACO!

*\*Please note this course will break for lunch from 12:00pm – 12:30pm*

**Technology for Campgrounds**, 9:00am – 12:00pm, **Presenter: Pete Hagen, Pride of America Camping Resort**

A discussion on a vast array of “Geek” related topics and how they fit into your park. The first hour will be an in depth discussion of WIFI and requirements for you park. Then we will go into a general overview of lots of different topics with the ability to explore, in depth, those that have the most interest. Possible topics: Backup, disaster recovery, phone systems, network security, security cameras, DirecTV, network monitoring, “The cloud”, remote access, digital signage, credit card processing, software packages, cell phone boosters and anything else you want to talk about.

**Outdoor Weather Safety for Campgrounds**, 10:00am – 11:00am, **Presenter: Jeff Last, National Weather Service**

Severe weather occurs each year in Wisconsin. The presentation will highlight the hazards associated with thunderstorms, the climatology of severe weather in Wisconsin, and how campground owners can stay ahead of the storm so that camp visitors are safe.

# SEMINAR INFO

**Making Your Smart Phone Smarter!**, 2:00pm – 3:00pm, **Presenters:** Jessica Malsack & Emily Truell, *Lake Arrowhead Campground*

All things smart phones and social media! Come down to the Little Bar to make sure you are getting the most out of your smart phone! With help from the social media gurus, you will be able to set multiple different social media apps to help you with your campground. They won't just tell you what apps, they will help you get started on them! From there you will learn how to make posts, posts photos, and more! Another cool thing that will be covered is new logo overlay software and how to post photos and videos in real time during activities. Questions about other social media apps are welcome as well. Make sure to bring your Usernames and Passwords to access the accounts.

**Training Your Seasonal to be Social**, 2:00pm – 3:00pm, **Presenter:** Carrie Geary, *Severson & Associates*

Learn how to get your seasonals to like your Face book page and interact with your campground to give you better exposure in the social world and broaden your ability to communicate with your customers and their friends. Leave with a detailed how to hand book. We will leave plenty of time for Questions and Answers!

**Craft Ideas Workshop**, 2:00pm – 3:00pm, **Presenters:** Diane Stanek, *Lake Du Bay Shores Campground* & Renee Kollock, *Vista Royale Campground*

Don't throw that away! Make crafts from things you have around you. Attendees are encouraged to bring your examples!

**Security & Safety**, 3:15pm – 4:15pm, **Presenter:** Sheriff Mike Lukas, *Portage County Sheriff's Office*

Campgrounds are becoming a safe haven for criminals. Understand what to look for and how to ensure your campground is safe for your customers determine what to do when you have a problem. Learn to identify drug smells and report problems.

**Facebook Advertising: Small Budget, BIG Results for the Campground**, 3:15pm – 4:15pm, **Presenter:** Ann Illig, *Social Caterpillar*

Your campground has a Facebook page, but are you getting the biggest bang for your social media buck? In this session, Ann shares some tips, tricks and tools that will help you get fantastic results even from a small advertising budget.

You will learn how to:

- Create effective, compelling ads
- Use video to enhance your message
- Deploy Contests and Giveaways that increase your visibility
- Measure your results

**RV Quick Fixes & Standard Maintenance**, 3:15pm – 4:15pm, **Presenter:** Shawn Diamond, *Master Certified Technician for RVDA – Greeneway RV*

This master Certified Technician will walk you through basic maintenance and quick fixes for RV's Learn overall Maintenance. Understand the biggest issues and what to check out for spring and fall.

## SEMINARS / THURSDAY

**How To Double Your Bar & Campground Sales & Stand Out From Your Competitors**, 8:00am – 9:30am, **Presenter:** Nick Fosberg, *Bar & Restaurant Success*

In today's digital world, old school marketing methods are not working like they used to. Nick Fosberg, Author of the #1 selling book Bar Restaurant Success will reveal today's easiest, fastest, and most profitable ways to attract new customers to your bar and fill your empty campground spaces without wasting your marketing dollars.

**Customer Service**, 8:00am – 9:30am, **Presenter:** Larry Brownfield, *Kampground of America (KOA)*

The value of a local customer – Retention and return business. The workshop takes participants through the nature of customer loyalty, customer turnoffs and customer retention. The workshop aims at developing staff who understand their contribution towards making their campground successful.

# SEMINAR INFO

**CPO – Pool School**, 8:00am – 4:15pm, **Presenter:** **Cyndi Robertson**, *Carrico Aquatics*

The NSPF® Certified Pool/Spa Operator® Certification is recognized by local and state authorities as the most widely-accepted, verifiable pool and spa training credential. The program includes a two-day course (14-16 hours) of instruction in pool and spa chemistry, testing, treatment, filtration, maintenance, automatic feeding equipment, government requirements and the NSPF® Pool & Spa Operator™ Handbook – a globally-recognized resource manual.

The CPO® Certification is valid for five years. Must pre-register! This course runs Wednesday & Thursday. Save \$200 by getting your NSPF® Certified Pool/Spa Operator® Certification with WACO! Sign up today to earn your certificate for only \$85.00!

*\*Please note this course will break for lunch from 12:00pm – 1:45pm*

**Panel: Lessons Learned**, 8:00am – 9:30am, **Presenters:** **Alice Ward**, *Holiday Shores Campground & Resort*; **Jim Button**, *Evergreen Campsites & Resort*; **Leland Nelson**, *Past Owner of Keyes Lake Campground*

Learn the success and failures straight from the mouths of successful owners.

**Low and No Cost Marketing Promotions**, 8:00am – 9:30am, **Presenter:** **Jeff Slutsky**, *Street Fighter Marketing*

Tactics on how to advertise, market and increase sales without spending a lot of money.

**Making the Most out of Organizational Systems**, 9:45am – 10:45am, **Presenter:** **Nick Fosberg**, *Bar & Restaurant Success*

Determine tricks and tips for successful organization for yourself and your team.

**Successful Bar Promotions**, 9:45am – 10:45am, **Presenter:** **Pete Madland**, *Wisconsin Tavern League*

Is business slow? Are you getting "stale"? Every business could use a little shot in the arm now and then and this seminar could provide just that. Pete will discuss proven promotions that he used during his 20+ years in business. He will also interact with the audience to find out what promotions they have used to help boost sales. Pete will not be talking about Facebook, websites or other "modern" methods to promote. Instead, he will talk about practical, hands on promotions that anyone can implement at their places of business, no matter how large or small that business may be. Pete's program has been presented at previous Tavern League conferences as well as other state and national conventions. You are guaranteed to walk away with a least one promotional idea to help improve sales. This is a fun seminar that passes quickly. Come and pick up some new promotional ideas and share yours.

**Banker + Accountant = Sale**, 9:45am – 10:45am, **Presenter:** **Bud Styer**, *Bud Styer & Associates*

Learn what you need to have in place to be attractive to your banker and your buyer!

**Low and No Cost Marketing Promotions**, 9:45am – 10:45am, **Presenter:** **Jeff Slutsky**, *Street Fighter Marketing*

Tactics on how to advertise, market and increase sales without spending a lot of money.

**Panel: Social Media**, 11:00am – 12:00pm, **Presenters:** **Ann Illig**, *Social Caterpillar* & **Jill Brenner**, *Country Fest & Rock Fest*

These rock star social media presenters will share their most valuable tips and tricks and save time for Q&A

**Panel: Best Bar Ideas, Biggest Bar Blunders**, 11:00am – 12:00pm, **Presenters:** **John Jaszewski**, *Properties Plus*; **Kim Krayecki**, *Kim's Barrel Inn*; **Lori Severson**, *Severson & Associates*; **Mike Hagen**, *Pride of America Camping Resort*; **Pete Madland**, *Wisconsin Tavern League*

Here's your chance to learn the biggest success stories and the biggest failures. Learn what works and doesn't work based on your clientele and region. We'll leave time for questions and answers.

# SEMINAR INFO

**Navigating State Regulations & Issues**, 11:00am – 12:00pm, **Presenters:** **Joe Knilans**, *Office of Business Development* & **Nancy Mistele**, *Office of Business Development*

Working statewide with business owners, trade associations, affiliated organizations and Chambers of Commerce, the OBD ensures that business has a seat at the table and their voices are heard at the appropriate agency or in the Legislature. Working with the Small Business Regulatory Review Board, its goals are to get government rules and red tape out of the way so you can focus on running your business!

**Campground Frequently Asked Questions and Answers**, 11:00am – 12:00pm, **Presenters:** **Mary Ellen Bruesch**, *WI Department of Agriculture, Trade and Consumer Protection* & **Jim Kaplanek**, *WI Department of Agriculture, Trade and Consumer Protection*

Do you have questions on the Campground Code update? Meet the experts that will walk you through campground frequently asked questions and answers. Get your licensing questions answered here.

**Mock Sales Tax Audits: Part 1**, 2:00pm – 3:00pm, **Presenters:** **Dave Steines**, *Wisconsin Department of Revenue*; **Holly Hoffman**, *Wisconsin Department of Revenue*; **Janet Abrams**, *Wisconsin Department of Revenue*

Sales tax audit oh my! This session will walk us through a mock sales tax audit. Learn what information is needed.

**Activities & Ideas**, 2:00pm – 3:00pm, **Presenters:** **Hannah Piper**, *Evergreen Campsites & Resort* and **Jim Button**, *Evergreen Campsites & Resort*

Discover great activities you can use in your campground.

**Meeting the Requirements as an Employer: The Paperwork You Must Have If You Have Employees & Why**, 2:00pm – 3:00pm, **Presenter:** **Mark Hazelbaker**, *Kasieta Legal Group*

Determine what requirements are required by law for you.

**Bed Bugs**, 2:00pm – 3:00pm, **Presenter:** **Samantha Fiscus**, *Wisconsin Department of Health Services*

Understand what bed bugs look like, how to determine if you have them and how to get rid of them. Learn what you can do to help prevent an infestation.

**Mock Sales Tax Audits: Part 2**, 3:15pm – 4:15pm, **Presenters:** **Dave Steines**, *Wisconsin Department of Revenue*; **Holly Hoffman**, *Wisconsin Department of Revenue*; **Janet Abrams**, *Wisconsin Department of Revenue*

Part one is required – witness an actual mock sales tax review.

**Panel: Activities**, 3:15pm – 4:15pm, **Presenters:** **Hannah Piper**, *Evergreen Campsites & Resort*; **Renee Kollock**, *Vista Royale Campground*; **Tia Anderson**, *Stoney Creek RV Resort*; **Tiffany Pargman**, *Indian Trails Campground*

The best of the best in one room discussing activities that work! Bring your notepad because you will leave with great activities for your campground and feeling creative!

**DNR Round Table**, 3:15pm – 4:15pm, **Presenters:** **Secretary Cathy Stepp**, *Wisconsin Department of Natural Resources*

Ask this Secretary anything related to State Parks and the DNR

**Cash Management and Q & A**, 3:15pm – 4:15pm, **Presenter:** **Larry Brownfield**, *Kampground of America (KOA)*

From formal needs assessment to short and long term forecasting this seminar will help you take an objective look at your business and identify how to improve your business for better results.



# SEMINAR INFO

## SEMINARS / FRIDAY

**Keeping Customers Engaged Year Round**, 8:00am – 9:30am, **Presenter:** **Tia Anderson**, *Stoney Creek RV Resort*

Learn how to keep your campers engaged and entertained both on and off property. Join us as we discuss different themes and activities to keep your guests happy while they are on grounds. We will also discuss the benefits of social media, camping apps, and online marketing for all year around engagement.

**Standing Up For Yourself: Handling Employees, Guests and Public Officers**, 8:00am – 9:30am, **Presenter:** **Mark Hazelbaker**, *Kasieta Legal Group*

Mark will discuss case studies of campground owners who have had to handle difficult situations with employees, guests and public officials. Learn what to do and what not to do!

**Panel: Man Cave**, 8:00am – 9:30am, **Presenters:** **Adam Malsack**, *Lake Arrowhead Campground*; **Bert Davis**, *Badgerland Campground*; **Jim Button**, *Evergreen Campsites & Resort*; **Scott Kollock**, *Vista Royale Campground*; **Wade Elliott** (Facilitator), *Utility Supply Group*

Here is your chance to ask questions about maintenance issues, roads, electricity, handling waste and more!

**Personality Styles**, 8:00am – 9:30am, **Presenter:** **Lori Severson**, *Severson & Associates*

Take an assessment to learn to understand why people think and conduct themselves in a certain way. Learn how you can change what you say and how you say it to establish communication quickly and effectively. Understand why conflict can be good and why it helps you make the best decisions. This information can be used on the job, and in your personal life. Learn how to teach others to recognize and value the differences. You'll leave with a book to take back and share with your work & family team.

**Leadership**, 8:00am – 9:30am, **Presenter:** **Larry Brownfield**, *Kampground of America (KOA)*

An introduction to the concepts & processes involved in establishing create and engaging operating standards, service levels work environment & business growth in a campground environment. The primary focus is on understanding the value of a proactive management style that requires specific and adaptive techniques for enhancing and stimulating the growth of the outdoor hospitality business.

**Organizing Your Business**, 9:45am – 10:45am, **Presenter:** **Nancy Rothwell**, *Straighten-Up Organizing*

Is your "stuff" camping out in places it shouldn't be? Join Nancy Rothwell, Professional Organizer and owner of Straighten-Up Organizing as she discusses ways of controlling clutter & making "camp sites" for each possession in your campground.

**Handling Accidents and Injuries**, 9:45am – 10:45am, **Presenter:** **Mark Hazelbaker**, *Kasieta Legal Group*

Determine what documentation you need for handling accidents. Q&A

**Current Electrical Code Update**, 9:45am – 10:45am, **Presenter:** **Wade Elliot**, *Utility Supply Group*

This session will cover issues concerning the 2017 National Electric code. Also you will learn common practices for upgrading and adding sites to your park from an electrical standpoint.

**Panel: Putting on Special Events**, 9:45am – 10:45am, **Presenters:** **Lori Severson**, *Severson & Associates*; **Randy Isaacson**, *United Bank*; **Wade Asher**, *General Manager of Country Fest & Rock Fest*

Learn the best ideas about putting together your special events. Determine what makes them highly successful from owners who make events work!

# SEMINAR INFO

**Benefits to Partnering with Booking.com**, 9:45am – 10:45am, **Presenters:** Matt Garcia, *Booking.com*; Robert Marshall, *Booking.com*

Global exposure to an audience looking to experience camping in the United States.

**Preparing to Sell: Developing Your 3 Year Plan, Preparing Your Margins, Books & Money!**, 11:00am – 12:00pm, **Presenter:** John Jaszewski, *Properties Plus*

Discover how to develop your 3 year plan and prepare your margins and books for the bank, buyer and of course the seller. Now is the time to prepare yourself – not when you are ready to sell.

**Resources for Small Businesses**, 11:00am – 12:00pm, **Presenter:** Bill Smith, *National Federation of Independent Business - Wisconsin*

Discover resources available for small business owners in Wisconsin. Q&A

**Add Ons & Upsells**, 11:00am – 12:00pm, **Presenter:** Bud Styer, *Bud Styer & Associates*

Its all about the money! Learn how to gain additional sales in your campground.

**Adjusting Your Insurance To Address New Risks & Exposures**, 11:00am – 12:00pm, **Presenter:** Rex Dachenbach, *Coverra Insurance*

We will discuss Cyber Liability, liabilities from drones, and other threats.

**Organizing Your Important Financial Information**, 11:00am – 12:00pm, **Presenter:** Becky Nommensen, *Nommensen Financial*

Half the battle is knowing what you have and where you keep it! Attend this session and get a chance to win a great organizational tool all set up!

**Did we miss something important to you?  
Would you like to be a speaker in the future?  
Simply contact your WACO office!**

**This is your conference and you are very  
important to us. Please be sure to give us  
feedback to make it the best it can be!**

# PRESENTER INFORMATION

## **Adam Malsack**, *Lake Arrowhead Campground*



Adam has been in the camping industry all his life, starting with weekend garbage collection at the age of 9 and advancing to full time Manager at 17. In 2009 he became co-owner of the Lake Arrowhead and Lakeside Campgrounds in Montello, marking the third generation of family ownership.

Adam has undergraduate degrees from Ripon College in Computer Science and Mathematics, and received a Master of Science in Electrical engineering from the University of Wisconsin in Madison. In his free time Adam enjoys being involved in theatre, photography and most of all, he loves to camp.

## **Alice Ward**, *Holiday Shores Campground*

Co-owner of Holiday Shores in Wisconsin Dells.

## **Ann Illig**, *Social Caterpillar*



Ann Illig is the owner of Social Caterpillar, a digital marketing company. She works with small business owners who don't have the time or knowledge to promote their companies using today's social media channels. In addition to managing her clients' social media needs, she has launched and overseen websites as well as designed and edited numerous e-newsletters, blogs, and magazines.

With her unique blend of business, technical and communications expertise, Ann is a natural mentor and coach who loves sharing her knowledge with others. Ann holds a bachelor's degree in English and education from Illinois State University and a Master of Business Administration (MBA) degree from University of Illinois at Chicago.

When she's not posting or tweeting, Ann and her husband spend time at their farm near Baraboo, Wisconsin.

## **Becky Nommensen**, *Nommensen Financial*



Becky Nommensen is an Independent Financial Advisor who has joined WACO as a way of providing support and education to its membership. She is able to provide comprehensive financial planning with a relationship of trust approach. Your membership in WACO will also provide you discounts not otherwise available to the general public.

Becky has her Bachelors of Science through the University of Platteville in Business Administration. She is series 6,63,26 and 65 licensed, as well as Life and Health Insurance licenses. She has continued to stay current by obtaining the CLF and LUTCF designations.

Check out my new retirement planning website: <http://www.bnommensen.incomeforlifemodel.com>

## **Bert Davis**, *Badgerland Campground*



Bert Davis is the Owner/Manager of Badgerland Campground in Stoughton, WI, formally Kamp Kegonsa. He was elected to National Association of RV Parks and Campgrounds (ARVC) Board. Please do not hesitate to contact him with any ARVC related questions or concerns. He completed Oglebay Campground Management School in 2013. He has been in the camping industry for 12 years, 10 with Pride of America and two at Badgerland Campground. He is also a Certified Pool Operator.

## **Bill Smith**, *National Federation of Independent Business - Wisconsin*

The National Federation of Independent Business is America's leading small business association. We work with and for you to protect your right to own, operate, and grow your small business. Our state and federal advocacy, business advice, and membership benefits cover a range of small businesses across many industries. You can count on NFIB to carry your voice on the issues that matter most.

## **Bud Styer**, *Bud Styer & Associates*



In addition to over 30 years experience in the industry, Bud Styer is an owner and operations consultant for nine campgrounds in Wisconsin and a National Consultant in the industry. He is a board member for the Wisconsin Association of Campground Owners (WACO) and Association of RV Parks and Campgrounds (ARVC).

Bud, a member of both State and National professional associations, not only attends national and state conventions, but has spoken numerous times for the National Association of RV Parks and Campgrounds (ARVC), Wisconsin Association of Campground Owners (WACO), University of Illinois, Lewis University, IL, St. Mary's College, MN, and numerous state wide training courses.

Bud is a committee member for the State of Wisconsin DNR, Governor's Small Business Committee, NFIB's Small Business Committee and Wisconsin's Business Voice Small Business Committee. At the local level, he actively participates in the Chamber of Commerce in five different communities in towns/cities near the Madison area.

# PRESENTER INFORMATION

## **Carrie Geary**, *Severson & Associates*



Carrie Geary is the Vice President of Severson & Associates. She manages social media, webs content, marketing and event coordination for several clients. Carrie graduated from Winona State University in 2015 majoring in Recreation and Tourism with an emphasis in Commercial Recreation and minoring in Computer Technology. After graduation, she continued working for Severson & Associates as an Event Marketing Manager. In 2016, Carrie interned with the Minnesota Twins and Target Field Events as an Assistant Event Coordinator. She now enjoys spending time traveling, playing with her dog, and volunteering with the Gilbert Brown Foundation.

## **Chris Metcalf**, *CSAW Associates, LLC - Coulee Region Bookkeeping & Tax*



Serving all of the Coulee Region, Chris is a Viterbo University and Western Technical College graduate with more than 30 years of accounting experience. Married for over 30 years with four children and four grandchildren, Chris and her family have lived in the West Salem area since 1987. She is eager to help clients build their businesses and achieve their financial goals.

## **Cyndi Robertson**, *Carrico Aquatics*

Cyndi is a consultant for Carrico Aquatic Resources Inc. is commercial swimming pool company serving Wisconsin, Eastern Iowa, and Northern Illinois

## **Dave Steines**, *Wisconsin Department of Revenue*

Dave Steines is a Revenue Tax Specialist with the Wisconsin Department of Revenue's Office of Technical Services. He drafts various department publications, administrative rules, tax releases, and private letter rulings related to Wisconsin sales and use tax. Prior to joining the Technical Services staff, Dave was a field auditor with the department. Since January 2007, Dave has been educating taxpayers through audits and presentations on sales and use, individual income, and corporate franchise taxes. He has a bachelor's degree in Accounting from the University of Wisconsin-Eau Claire and a bachelor's degree in Business Administration from the University of Wisconsin-Stout.

## **Diane Stanek**, *Lake Du Bay Shores Campground*

Along with her family Diane works at Lake Du Bay Shores Campground. Crafting and sewing are her passion.

## **Emily Truell**, *Lake Arrowhead Campground*

Emily Truell is the third generation in her family to own and operate Lake Arrowhead Campground. Over the 40 years that the Malsack family has been in the camping industry Lake Arrowhead Campgrounds Inc has grown to 3 properties and over 400 sites. Emily is the youngest sibling of Jessica and Adam Malsack. She is the Administrative Manager and handles the office, retail space, reservations, HR, and bookkeeping. Emily graduated from Western Washington University with a bachelor's degree in Recreation.

## **Gilbert Brown**, *Hall of Fame Green Bay Packer/Gilbert Brown Foundation*



Gilbert Brown is a former nose tackle who played for the Green Bay Packers from 1993 to 1999 and from 2001 to 2003. His best season was 1996, when Green Bay won Super Bowl XXXI. He was also part of the Kansas team that won the 1992 Aloha Bowl, and was selected for the All-Academic Big Eight team in 1991. On December 11, 2007, the Green Bay Packers Hall of Fame announced that Gilbert would be inducted into the Hall at the 38th Annual Hall of Fame Induction Banquet. Gilbert, with the strong influence of his mother and family, felt that he wanted to give something back to the community, so he started focusing on his foundation which now benefits over 144 children's charities throughout Wisconsin. Gilbert's 2017 initiative is the Anti-Bullying campaign, where he is reaching students to educate them on the tragedy of bullying.

## **Hannah Piper**, *Evergreen Campsites & Resort*

Hannah Piper has worked at Evergreen Campsites & Resorts for 10 years. Hannah has graduated with restaurant and hotel management associates degree from FVTC and Outdoor Campground Management School (arvc). She has received the Outdoor Hospitality Executive Certification (arvc). Hannah is currently on the Waushara Chamber of Commerce board.

## **Holly Hoffman**, *Wisconsin Department of Revenue*

Holly Hoffman is a sales tax specialist for the Wisconsin Department of Revenue. Mrs. Hoffman has worked for the department since June 2012. She spent four years as a revenue field auditor prior to her current position. She has been a sales tax speaker since 2013 for the Department of Revenue's Speaker's Bureau. She holds a Bachelor of Technical Management degree in Accounting and a Master of Science in Accounting.



# PRESENTER INFORMATION

## James Kaplanek, WI Department of Agriculture, Trade and Consumer Protection



- Currently the Chief of Food Safety and Recreational Licensing Section with the State of Wisconsin--Department of Health and Family Services.
- In the process of a merger with the Department of Agriculture, Trade and Consumer Protection
- Will be the Chief of Technical Services for Retail Food and Recreational Businesses
- Has been with the State for 15 years.
- Before State employment spent 6 years with the Public Health Madison/Dane county
- BS Environmental Public Health—University Wisconsin-Eau-Claire,
- Wisconsin Delegate to the National Conference for Food Protection
- Registered Sanitarian

## Janet Abrams, Wisconsin Department of Revenue

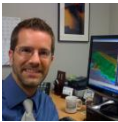
Janet Abrams is a sales tax specialist with the Department of Revenue's Office of Technical Services. She is responsible for dealing with inquiries from the public and department employees and for drafting various department publications, administrative rules, tax releases, and private letter rulings relating to Wisconsin sales and use taxes. Ms. Abrams has been employed by the department since July 1988. Prior to joining the Technical Services Staff in 1997, Ms. Abrams was an Office Auditor. She attended Chippewa Valley Technical College and Upper Iowa University.

## Jeff Slutsky, Street Fighter Marketing



With a background in both advertising and public relations, Jeff Slutsky had an opportunity to practice what he preached when he became part owner of a night club and later a health club. With the marketing dollars now coming out of his own pocket, he soon began to discover and develop result-oriented, low-cost tactics to build sales. His grassroots marketing program has received a great deal of national media attention including The Wall Street Journal, USA Today, Inc Magazine, and CNN. Jeff has presented and consulted with many organizations including AT&T, American Express, Chevron, Walt Disney, Pizza Hut, Honda, Sony, Goodyear, The US Army, Marvel Entertainment and McDonald's. He's the founder of Street Fighter Marketing which specializes in teaching businesses how to market, promote and increase sales on a shoe-string budget. He has authored and published 10 books including *Street Fighter Marketing Solutions*. Plus he's produced three audio albums and six video training programs. But his most successful production to date . . . is the birth of his triplets.

## Jeff Last, National Weather Service (NWS)



Jeff Last is the Warning Coordination Meteorologist (WCM) at the National Weather Service (NWS) Office in Green Bay. As WCM, Jeff manages forecast and warning operations at the Green Bay office and is the liaison between the NWS and emergency management, media, and the public.

Jeff attended the Univ. of Wisconsin-Milwaukee where he received his degree in Atmospheric Sciences. He then joined the National Weather Service in 1987 at the agency's office in Peoria, Illinois. Jeff has also worked at the Weather Service's Regional Headquarters in Kansas City, Missouri and at the NWS Forecast Office in Milwaukee. He has been Warning Coordination Meteorologist at NWS Green Bay since 1994.

## Jessica Malsack, Lake Arrowhead Campground

Jessica Malsack is the third generation in her family to own and operate Lake Arrowhead Campground. Over the 40 years that the Malsack family has been in the camping industry Lake Arrowhead Campgrounds Inc has grown to 3 properties and over 400 sites. She is the Recreation Manager and handles everything fun at the campground. She books the bands, she plans the egg tosses, she organizes Father's Day breakfasts. The most traveled of the Malsack children, Jessica has spent half a decade-worth of winters in Africa with her husband, Mustapha, until they moved to Wisconsin together. Also the most artistically inclined of the family, Jessica is great at the creative component of campground planning and management. She has a keen interest in people which led to her degree in Anthropology while in college in Texas and makes her especially good at understanding the needs and wants of a family of campers. In her free time Jessica enjoys reading, volunteering, traveling, and spending time outdoors.

## Jill Brenner, Director of Marketing, Media & Corporate Sponsorships with Country Fest & Rock Fest



Jill Brenner is the Director of Marketing, Media & Corporate Sponsorships with Country Fest & Rock Fest in Cadott, WI (Chippewa Valley Music Festivals, Inc). She has worked there from 2010 – Present (7 years).

# PRESENTER INFORMATION

## **Jim Button**, *Evergreen Campsites & Resort*



Jim has been in the campground business since 1983. He bought the campground from his parents in 1996. In 1999 he married to his wife Dawn and they have had 4 children. Jim has been involved with the national Group 20 #4 since its inception and went to the Outdoor Hospitality Education program and received his CPO and OHCE certification. Jim is very passionate towards the camping industry and continues to strive to give every family that amazing vacation experience. His hobbies the past 20 years have been being on the local fire department as a firefighter and being on the fire board.

## **Joe Knilans**, *Office of Business Development*



Working in various industries in the private sector coupled with serving a term in the Wisconsin State Legislature, Joe Knilans has seen the creation of regulation and the effects that regulation has on the business community. The son of a Rock County Veterinarian, Joe grew up knowing the hard work and challenges a small business faces.

Governor Walker recently appointed Joe as a Director of the Office of Business Development. Working in this position gives Joe the opportunity to advocate for the small businesses in our state. Joe also works with the Small Business Regulatory Review Board to reduce regulations that burden small business owners.

While serving in the State Legislature, Joe worked alongside a pro-growth Governor on many promising pro-business pieces of legislation. He understands that there is much more to be done in creating a smart regulation environment in Wisconsin. While meeting with many groups of business owners, associations and economic development groups he is learning what changes need to be made. Using this information to make changes sometimes can be a challenge however working in the Office of Business Development gives Joe a unique opportunity to make changes that small businesses owners need to succeed.

## **John Jaszewski**, *Properties Plus*



20 years in corporate management focused on Information Technology and Manufacturing automation. For the past 8 years opened a real estate company and sold over \$64 million dollars in real estate. Focused on real estate investments for customers and built a portfolio program for all investors. Currently has just under 250 tenants and owns or manages over \$10 millions of rental property.

## **Katie Dempsey, RD, LD, CD**, *Certified ServSafe® Instructor*



- Certified ServSafe® Instructor - #2657961 (November 2012)
- Registered Dietitian and Certified Dietitian (State of WI - #2619-29)
- ServSafe® Certified Manager (December 2013)
- MN Certified Food Manager #FM38032
- Certified ServSafe® Instructor FDA Seafood HACCP Certified
- HACCP Certification Course Completion (2013)
- B.S. Degree, Dietetics/Nutrition (Biology Minor), Viterbo University, LaCrosse, WI (May 2012)
- B.S. Degree, Business Administration, Winona State University, Winona, MN (May 1989)
- More than 20 years' experience in food service, food safety, sanitation, HACCP, nutrition and customer service
- Nearly 10 years of instruction experience in food safety/sanitation courses

## **Larry Brownfield**, *Kampground of America (KOA)*



In January of 2008, Larry joined the Business Development Team of KOA as a Business Development Consultant in Franchisee Services where he had responsibilities for the Northeast and then the Southwest Regions. In this position he assisted the franchisees with all matters of general campground operations management; marketing strategy, rate and revenue analysis as well as providing training on a wide variety of issues. Currently he is the Director of Franchise Development, responsible for property acquisition, working with independent campgrounds in the KOA conversion process, and franchise sales. Larry has been a recurring presenter at ARVC's Outdoor Hospitality Conference & Expo and is invited regularly to speak at State and Regional Owners Associations around the country.

## **Leland Nelson**, *Past Owner of Keyes Lake Campground*

Leland and Agnes Nelson are past owners of Keyes Lake Campgrounds in Florence, WI. They worked in the campground industry for 18 years. Leland has served on the committee to help rewrite the Campground Code with the Department of Health Services. Leland has been a committed team member in keeping up the by-laws and committed to assuring the Board follows the intent of the organization.

# PRESENTER INFORMATION

## Lori Severson, *Severson & Associates*



Lori has owned Severson & Associates for 20 plus years, a training, consulting and marketing company. Her energetic presentations are filled with forward thinking ideas you can immediately put to use in your business. Her interactive training style allows you to gather ideas from your peers as well. Her passion for success and management excellence will inspire, challenge and encourage you to take action toward continuous improvement in yourself and your organization. Lori has presented to companies like Walt Disney World, Camp Snoopy, Six Flags, IBM, Global Access, TRW, WinCraft, Behrens, Crenlo, GKN, Artsway, Wells Fargo, Merchants Bank, Farmers Bank, Ho-Chunk Nation, ARVC, Jellystone Parks, McDonalds, St. Mary's University, TACO, CONY, KOA, PCOA, Iowa Campground Association, along with a wide variety of other companies that help her bring a strong knowledge of today's business to you. She owns Champions Riverside Resort along with her husband Rick. She is the Executive Director for WACO, the Wisconsin Association of Campground Owners, and volunteers for the Gilbert Brown Foundation.

## Mark Hazelbaker, *Kasieta Legal Group*



Mark Hazelbaker focuses on delivering high-quality legal services equal to the standards that big law firms follow without the costs of a flashy law office, making us the more affordable attorneys without sacrificing what is important.

## Mary Ellen Bruesch, *WI Department of Agriculture, Trade and Consumer Protection*

Mary Ellen Bruesch has a bachelor's degree in biology and a master's in microbiology and is a Registered Environmental Health Specialist. She also is a WI-DNR Certified Water Operator. Her background includes managing beach and watershed monitoring projects at the City of Milwaukee Health Department for over 12 years, and also 8 years with the State's food safety and recreational licensing activities (at DHS and DATCP). In 2016 she accepted the position of Recreational Technical Specialist-Recreational and Educational Camps and Campgrounds. She enjoys hiking, cross-country skiing and bicycling and just spending time outdoors.

## Matt Garcia, *Booking.com*



Matt enjoys working with campgrounds and RV resort owners across the United States for Booking.com. As well as discovering new locations to visit for future travels is one of his greatest passions.

## Mike Hagen, *Pride of America Camping Resort*



Mike is a co-owner of Pride of America Campground and has been in the camping industry many years.

## Mike Lukas, *Portage County Sheriff's Office*



Sheriff Lukas is in his first term at the Portage County Sheriff's Office. He has been a member of the sheriff's office since 1994 and has worked his way up the organization from patrol to detective sergeant, to court services supervisor and now to sheriff. Sheriff Lukas is a very active member of the community along with his wife and two children. Sheriff Lukas has visited numerous campgrounds throughout the state with his family and safety is a priority in his position. The Sheriff's Office offers not only campgrounds in Portage County but residents the opportunity for deputies to come out and walk through the buildings and properties to give safety tips to help the community.

## Nancy Rothwell, *Straighten-Up Organizing*



Nancy launched Straighten-Up Organizing in 2003, although she has been helping people get organized her whole life. It all started when a friend needed organizational help; it was then that she recognized her gift for organizing in addition to helping friends simplify their lives. *Word got out and the rest is history.* Nancy has helped hundreds of individuals and families organize their homes and businesses. Areas she has helped organize include garages, kitchens, offices, toy rooms, craft rooms, closets, attics, photo albums, vehicles, purses, and paper areas. She also leads seminars on organizing. Nancy understands the importance of living and working in organized environments that are functional and free from 'visual clutter'.

# PRESENTER INFORMATION

## **Nancy Mistele**, *Office of Business Development*



Nancy Mistele has seen both sides of government rules and regulations. She has more than 30 years as a private sector entrepreneur and 15 months within a regulatory agency for the State of Wisconsin.

Working for a pro-business, pro-growth Governor, Nancy sees tremendous opportunity for business owners to reduce the impact of government on their everyday lives. Nancy meets with business owners, economic development and trade associations to gather firsthand knowledge of what they see as needed changes. She then takes this information back to the legislature, state agencies and the Governor's office to help improve the business climate in Wisconsin.

## **Nick Forsberg**, *Bar & Restaurant Success*



Nick Forsberg owns 2 bars in the Chicagoland area and author of the #1 selling book *Bar Restaurant Success: How To Attract New Customers, Turn Them Into Raving Fans, & Become Unbeatable In Any Market*. Over the last few years Nick's been responsible for some of the highest grossing bar and restaurant promotions in the industry, using zero marketing expenses. One client generated just over \$30,000 in sales from sending out 3 e-mails. Another one generated \$59,625 in sales from 3 e-mails and few hundred dollars in Facebook ads.

Nick's passion is being able to help bar and restaurant owners around the country, automate and grow their business by using strategic follow up marketing systems that build instant trust, credibility, and relationship with every customer. Visit his website [www.BarRestaurantSuccess.com](http://www.BarRestaurantSuccess.com) to learn more about his marketing & promotional secrets.

## **Paul Bambei**, *National Association of RV Parks & Campgrounds (ARVC)*



Paul Bambei, a marketing and business development expert and entrepreneur with a track record of success at some of the nation's best-known companies, including Time Inc., and Comcast Corp. He is now the president and CEO of the National Association of RV Parks & Campgrounds.

## **Pete Hagen**, *Pride of America Camping Resort*



Peter Hagen has been a full time IT professional at the University of Wisconsin for 16+ years. His family has owned Pride of America Camping Resort (POA) for 40 years where he has "grown up" with the implementation of technology in the camping industry. In addition to supporting 3rd party applications, Peter has developed several custom applications to fit the unique needs of POA. He has a broad range of expertise in hardware, software, networking as well as TV and audio distribution. He received a BS in Mechanical Engineering from the University of Wisconsin - Madison in 1989.

## **Randy Isaacson**, *United Bank*



Randy Isaacson is a V.P./Commercial Lending Officer that specializes in National RV Park/Campground Financing. While a Lender for 33 years, he started this United Bank financing program 16 years ago which has originated approximately \$120 million of RV Park/Campground Loans in 22 states. The United Bank office south of Milwaukee is exclusively dedicated to RV Park/Campground Financing with Megan Kroes, Office Assistant/Loan Processor and Herschel Carrier, Credit Analyst and Randy Isaacson.

Randy has made presentations for Jellystone Symposiums and Spring Meetings, ARVC and WACO. He has visited over 380 campgrounds throughout the US. He has attended TACO, IAPPA and has been a member of 20 Group 2 for about 10 years. His wife Theresa is on the Jellystone System Yogi Advisory Committee. His daughters Bridget Bender and Marley Behnke have been on various committees and speakers for Jellystone.

Randy's family camped themselves for 23 years before becoming involved in ownership and management in Yogi Bear's Jellystone Park Camp-Resort in Caledonia.

Randy's wife Theresa, daughters Bridget Bender, Rachel Heinson, and Marley Behnke plus son-in-law Adam Heinson manage the Jellystone Caledonia park and have helped increase the revenue to over 4X what it was their first year. Remaining son-in-laws Scott Bender and Ryan Behnke are involved as well. With 9 grandchildren of whom 7 are ages 5 and under, childcare for park management has become an interesting challenge.

Randy grew up on a family farm in Wisconsin. Up until recently, he was an EMT and for 16 years was the Service Director for a municipal ambulance service. He is a graduate of LeTourneau University in Longview, Texas with a Bachelor of Science Degree in Business Administration.



# PRESENTER INFORMATION

## **Renee Kollock**, *Vista Royale Campground*



Renee Kollock has been the Activities Coordinator for the Vista Royale Campground for the past 15 years. She lives in Wisconsin Rapids with her husband Jim, and they have three wonderful sons. (All of whom will be in college in the coming year). With coffee and wine running through her veins, she enthusiastically welcomes each new day.

## **Rex N. Dachenbach, CPCU**, *Coverra Insurance*



Rex is a Wisconsin native who enjoys beer, cheese, and P & C insurance; sometimes in that order. He has worked in Business Insurance for 38 years, has taught insurance classes for over 25 years including teaching online courses in Commercial Property, and has presented hundreds of hours of insurance knowledge to producers.

## **Samantha Fiscus**, *Wisconsin Department of Health Services*

## **Scott Kollock**, *Vista Royale Campground*



Scott & his wife Diane are the second generation owners of Vista Royale Campground in Bancroft, WI. The park was built 40+ years ago and has been run by the family since day one. Scott has valuable long term experience with all aspects of the camping business. Scott loves camping and looks forward to promoting it and WACO into the future. Scott is now serving as President of the WACO Board of Directors.

## **Shawn Diamond**, *Greeneway RV's RVDA Master Certified Mobile Service Technician*



Shawn Diamond is Greeneway RV's RVDA Master Certified Mobile Service Technician. He brings a wealth of experience to his job as well as a personable touch. He enjoys getting to know people and making the kind of repairs that just might save someone's vacation. Greeneway's Mobile Service Center serves all of Wisconsin and Shawn has built relationships with many campgrounds-providing their customers with this valuable on-site service.

## **Tia Anderson**, *Stoney Creek RV Resort*



Tia Anderson is the Operations Manager at Stoney Creek RV Resort in Osseo, WI. Tia was raised in the campground industry and has over 10 years experience working in campgrounds. At Stoney Creek, she manages the front desk/reservations and recreation; she also handles all of the online marketing, social media, web design/maintenance and promotional material.

## **Tiffany Pargman**, *Indian Trails Campground*

## **Wade Elliot**, *Utility Supply Group*



Wade is the founder and owner of Utility Supply Group headquartered in the Seattle suburb of Preston, WA. Utility Supply Group was founded in 2001 as a nationwide distributor of electrical, gas and water utility supplies to RV and Manufactured Housing communities. Wade and the staff of Utility Supply Group collectively have over 50 years of experience designing electrical layouts in RV parks to meet the needs of the park and follow National Electric Code.

Wade has a B.S. from the University of Nebraska and an MBA from the University of Nebraska. Wade is a former member of the Arizona Travel Park Association Board of Directors and currently sits on the National Association of RV Parks and Campgrounds board. He sits on this board as a representative of the ARVC Business Forum where he serves as its Chairman. Wade is a member of the Underwriters Laboratory Standards Technology Panel 231, Power Outlets. Additionally, Wade is an alternate member of the National Fire Protection Association's National Electric Code CMP(Code Making Panel) 19. Wade sits on this panel as a representative of the National Association of RV Parks and Campgrounds. (ARVC)

## **Wade Asher**, *General Manager of Country Fest & Rock Fest*

Wade's duties include advertising, budgeting, booking acts, going to conventions and managing the office staff of five employees. When the festivals are held, the workforce blooms to 750. Wade has run the stage crew for the past 18 years, making sure everything was prepared for the acts and the bands were on schedule.

He is the behind-the-scenes voice in determining which rock acts are hot and should be pursued for an appearance at the festival.

# Trade Members with Booths as of Feb.25<sup>th</sup>

- Abuilding4you / North Star Portable Buildings
- Accel Pedal Karts
- Access Security Inc.
- Ad-Lit, Inc
- Alaskan Ice
- Ants
- Artisans
- Astra by Campground Manager Software/Bookyoursite.com
- Badger Popcorn & Concession Supply
- Best Craft Furniture
- Boland Recreation INC
- Bongard Corp
- Booking.com
- Brew Pub Lotzza Motzza Pizza
- Brian Loveland Sales
- C & L Distributors
- CampersAPP
- Campfire Log Inc
- Canterbury RV20
- Carrico Aquatic Resources, Inc
- Cason & Associates, LLC
- Castle Rock Realty
- Central Payments
- CG Novelties/Store on Wheels
- Chadwick Mfg Ltd
- Champion Homes/Athens Park Model RV
- Characters Unlimited
- Check Box Systems LLC
- Coffee Queen Coffee
- Commercial Laundry Sales
- Commercial Recreation Specialists, Inc.
- Coverra Insurance Services, Inc.
- Cruise Inn
- CSAW Associates LLC
- Darrell J. Sykes and Associates
- DNA Sales
- Dura-Bilt Products, Inc
- E.A. Graphics
- Eagle Graphics
- Eco Water Way
- Emerald FX LLC
- FAST Corporation
- Fleming Sales
- Freedom Flag and Pole LLC
- Gaga Ball Pits
- GAMA Sonic USA Inc.
- Gerber Tables LLC
- Gilbert Brown Foundation
- Glowworks Imports
- Great Lakes Commercial Laundry Sales, Inc.
- Harris Yamaha Golf Cars
- Hidden Bay Graphics
- Hillbilly Silly Science Spectacular
- Holiday Wholesale, Inc.
- Jeff Michaels Hypnosis
- Jim's Golf Cars, Inc
- JLB Sales
- John's Welding LLC
- Kampgrounds of America KOA
- Kindling Cake
- Klinkner Electronics
- LaCrosse Graphics
- Lakeshirts/Blue 84
- Landmark Studio & Design
- Leavitt Recreation & Hospitality Insurance
- Lil' Orbits, Inc.
- Lynkris Patio Furniture
- Mad Dog & Merrill Brand
- Mass Appeal Specialties, Inc.
- Metropolitan Food Service Equipment
- Metsa Machines
- Miller & Associates- Sauk Prairie, Inc
- Minnesota Chemical Co.
- Mjotech
- Mod-U-Dock
- Mouse Mix
- Name Drops LLC
- National Exchange Bank & Trust
- Nature's Niche LLC
- North Park Mfg
- Northwoods Sewing LLC
- Paddlesports Warehouse

# Trade Members with Booths as of Feb.25<sup>th</sup>

- Partymachines.com
- Performance Corporation
- Phelps Honey Wagon, Inc
- Premier Golf and Utility Vehicle INC
- Premier Outdoors, LLC
- Pretzelhaus Bakery
- Properties Plus
- Radtagz Inc.
- Rain Deck
- Reserve America
- ResNexus
- Rocky Top Furniture, LLC
- Severson & Associates S&H Ad Specialties
- Signs By Tomorrow
- Skyline Homes
- Skyweb Networks, Inc.
- Small Town Products LLC
- Smart Industry Products
- Squire Boone Village & Toy Smith
- Star Log Cabins
- Star Spangled Displays
- Swank Motion Pictures
- Taylor Ent. of WI, Inc.
- TC Networks, Inc.
- Terrainables
- The Jump Pad
- Total Toys, Inc.
- Trail Mate Inc.
- Tree Wise Design
- Tri-Mart Company, LLC
- TSF Company, Inc.
- United Bank-Unity Bank
- US Bank
- Utility Supply Group
- Verlo Mattress- Commercial Sleep
- Von Eschen's Designs
- Water Wars & Whirlwhims
- Wieser Concrete Products
- Wilcor International
- Winter Woods, Inc
- Wisconsin Flowgate and Culvert
- Wisconsin Lake & Pond Resource, LLC
- Your Electrical Solutions YES
- Zacho Sports Center
- Zingler Sign & Design

**Check to see if the vendors you use for your campground are on this list. If they aren't please call them and ask them to become a trade member at minimum.**

**Remember buying from those that support WACO keeps your registration at a minimum!**

**Let us know what other supplies you would like to see!**

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