



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

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
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Joyce Stenklyft

Stoney Creek RV Resort
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Bert Davis – ARVC Representative

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Jim Button

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608-883-2920



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Becky Gussel

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Randy Sondalle

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Bud Styer

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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 54627
lori@seversonandassociates.com
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Mark Hazelbaker - Attorney

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Madison WI 53719,
Phone: 608 220 7271
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!

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!**

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.**

THINGS TO KNOW

ALL ABOUT CONVENTION

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.

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.!

Vendor Set up Schedule

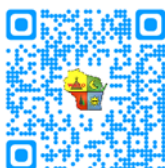
Thursday, 2:00pm - 7:00pm & Friday, 7:00am - 10:30am. Vendors who cannot meet this requirement should contact Rick at 608-498-3760.

Tradeshow Deal!

Win a total of \$2000! 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. Purchase must be made at this show! Earn extra Golf Cart tickets by visiting Hallway or Hotel Booths!

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.



Visit the WACO Website!
Scan me!

PARTICIPATE TO EARN MORE

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

How To Earn Tickets

- Earn 20 tickets for every auction item you bring.
- Earn 20 tickets by bringing a basket for us to use at the auctions.
- Earn 5 tickets for purchasing raffles from Linda.
- Earn 10 tickets for being a sponsor.... 1 ticket for every \$100
- Earn 10 tickets for donating to Kids Kamp.
- Earn 10 tickets by picking up your directories.
- Earn 5 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 5 tickets by picking up your directories.
- Earn 5 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 holding a fundraiser for GBF this summer.
- Earn 10 tickets for selling raffle tickets for GBF this summer.
- Earn 5 Tickets for participating in Little Bar Basket Raffle
- Earn 5 Tickets for being in the Bean Bag Tourney
- Earn 5 Tickets for attending the Bus Ride!
- Earn 5 Tickets for completing the WACO survey!
- Earn 5 Tickets for participating in the PAC auction!
- Earn 5 Tickets for bringing something for storage wars!



Don't miss the networking fun!

New? Check out the people begging to sit with you!

Little Bar Bean Bag Throws! Win great prizes! Nightly fun! Basket auctions end nightly!

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!

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!

Wednesday



Thursday



Friday



Saturday



Sunday



Kids Kamp



HAVE YOU JOINED OUR TEXT CLUB YET?

Receive updates and urgent messages concerning WACO on your phone!

Simple Text "WACO" to 25827



Feelin' Social? Tag Us!



/wicampgrounds



@wicampgrounds



@wicampgrounds



/wicampgrounds



WACO - Wisconsin Association of Campground Owners

#CampWithWACO
#ItsAllAboutTheBase

wisconsincampgrounds.com

wisconsincampingrentals.com

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					

Lunch on your own today!

Nearby options: Amber Grill, Mexican Buffet, Arby's, & McDonalds

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

Cash Bar Opens

5:00pm	<p>Bus Trip to Bull Heads \$25 Per Person</p> <ul style="list-style-type: none"> • True or False - Campground Owner Trivia with Bud Styer • Best Ideas with Adam Malsack • Special Guest: Nick Fosberg <p>Nick Fosberg is the author of the new #1 selling book <i>Bar & Restaurant Success: How To Attract New Customers, Turn Them Into Raving Fans, & 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><i>Bus will be back by 8:00pm latest – More information on the next page!</i></p>				
8:00pm	<p>Meet in the Little Bar for some socializing and “Get-to-know-you” activities! Prizes! Overnight hotel stay!!!</p>				



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.

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

Socialize and idea exchange with your favorite WACO family!

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.

Raffles

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

Live Auction

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.

BULLHEADS

3368 Campsite Drive, Stevens Point, WI 54482

715-344-5990



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

LITTLE BAR AFTER PARTY

BEAN BAG TOURNEY

*\$5 to enter! Win a bucket of Booze and snacks!
Mike Hagen of Pride of America is your host!*



SCHEDULE

Thursday, March 16

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

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

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

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

SCHEDULE

Thursday, March 16



4:15pm	Cash Bar Opens <i>Bigger Better Menu!</i>
5:00pm	Serving Line Starts - Banquet Room <i>*Sponsored by Reinhart Foods & Brakebush - Campground Cookout</i> (Included with your registration) Served to you by the WACO Board of Directors! Beer Tasting & Root beer, Chicken, Brats, Hamburgers, Hotdogs, Baked Beans, Salads, Chips, Pickles <div>   </div> <p>Brought to you by Your WACO Board of Directors: Grilled Food by Mad Dog & Merrill and Gilbert Brown & Santana Dotson!</p> <p>Root beer floats by Taylor & Point Brewery</p> 
5:30pm - 6:30pm	President Awards! Lori Severson & Scott Kollock, WACO President Introductions: <ul style="list-style-type: none"> • Ben Brancel Secretary of Wisconsin Dept. of Agriculture, Trade & Consumer Protection • Senator Patrick Testin 24th Senate District • Representative Scott Krug 72nd Assembly District • Jeff Weigand - Assistant Deputy Secretary of the Department of Safety and Professional Services. • Jason Culotta - Wisconsin Manufacturers & Commerce (WMC) • Bud Styer - WACO • Jim Kaplanek - Education Award for all the new code training
6:30pm - 7:00pm	Paul Bambei - arvc News & Benefits arvc Executive Certificates Awards Jim Button - Outdoor Recreation Act
7:00pm - 8:30pm	PAC Auction with the Weiss Family - Jason Culotta Introduction <div>  </div> <p>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!</p> <ul style="list-style-type: none"> • Packer Merchandise • Wellness Weekend Package • Liquor Basket • Two Packer Tickets • Wine Package • Purse Package

Autograph session with Gilbert Brown & Santana Dotson from 8:30PM-9:00PM

For additional fun join in the Bean Bag Tourney at the Little Bar - Win big!

SCHEDULE

Friday, March 17

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room	Little Bar
8:00am - 9:30am	Keeping Customers Engaged Year Round Tia Anderson	Federal and State Floodplain Campground Provisions Michelle Staff	Dealing with Town and County Approvals Robert Welch	Personality Styles Lori Severson	Navigating North: The Path to Effective Leadership Larry Brownfield	Standing Up For Yourself: Handling Employees, Guests and Public Officers Mark Hazelbaker
9:45am - 10:45am	Organizing Your Business Nancy Rothwell	Add Ons & Upsells Bud Styer	Current Electrical Code Update Wade Elliott	Panel: Putting on Special Events Wade Asher, Lori Severson & Randy Isaacson	Benefits to Partnering with Booking.com Matt Garcia & Robert Marshall	Handling Accidents and Injuries Mark Hazelbaker
11:00am - 12:00pm	Preparing to Sell: Developing your 3 year plan, Preparing your margins, books & money! John Jaszewski	Resources for Small Businesses Bill Smith	Campground Manager Software@/BookYourSite™ Assert Demo & User Group Meeting Jim Amadio	Adjusting Your Insurance To Address New Risks & Exposures Rex Dachenbach	Panel: Man Cave Wade Elliott (Facilitator), Jim Button, Scott Kollock, Adam Malsack & Bert Davis	
12:00pm - 1:00pm	Lunch served in the Banquet Room Mad Dog & Merrill Branding Grilling Seminar <div>   </div>					
1:00pm - 7:00pm	Trade Show Open <i>More information on the next page!</i>					

BEER SPONSORS
COVERRA INSURANCE
JIM'S GOLF CARS



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 \$2000 to spend at the Expo just for purchasing at the TRADE SHOW.
We pick until a campground matches a vendor!



Earn 5 extra Golf Cart tickets by visiting booths in the hallway!

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.

Beer starts at 5:00pm

Located at stations in the EXPO AREA

Shop & enjoy your favorite beverage at

- Coverra Insurance
- Jim's Golf Cars

**KIDS KAMP
POPCORN BAR**

Sponsored by



Convention Center

SCHEDULE

Friday, March 17

DINNER BUFFET AT 7PM: \$1000.00 Vendor/Campground Drawing Vendors join for Dinner – Free Booth Drawing Must be present to win!

Get \$1000 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

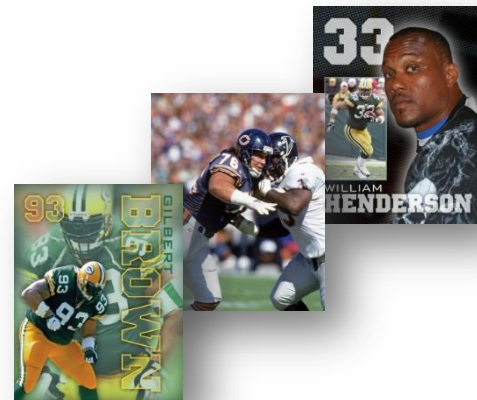
Partnering with schools: Getting the anti-bullying message to schools.
Fundraising \$1 at time – How to do it! Where we've come, where we need to go & how WACO can help!

**Harris Golf
Cart Donation**

LIVE AUCTION AT 7:30PM WITH CELEBRITY AUCTIONEERS:

Live Auction Items... *Just a preview!*

- Packer Tickets
- Autographed items
- Vacation Packages
- Billy Joel at Lambeau Field Tickets
- Booze Basket
- Aaron Rodgers Print



****Basket Raffle closes after Live Auction - check signs**

WACO SHARK TANK (Following dinner)

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



AUTOGRAPH SESSION (Following Auction until 9:30PM)

Check out the silent auctions! Some tables closing tonight!

SCHEDULE

Saturday, March 18

<p>8:00am - 9:30am</p>	<div> <div> <h2>ANNUAL MEETING</h2> <p> 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 </p> <p>Celebration & WACO Updates</p> <p>Learn where the organization has been & where we are going!</p> <p>Board Member Recognition</p> </div> <div> <p>WISCONSIN ASSC. OF CAMPGROUND OWNERS</p> <p>MARCH 18, 2017</p> <p>Board of Directors Ballot:</p> <p>_____ Pat Rehwinkel (2nd 3 year term)</p> <p>_____ Julie Michaels (2nd 3 year term)</p> <p>_____ Write In: _____</p> </div> </div>
<p>9:30am – 4:30pm</p>	<div> <div> <h2>Saturday Trade Show</h2> <h3>9:30am – 4:30pm</h3> <p><i>Greatest Show on Earth!</i></p> <p>Just visit hallway and hotel vendors for extra Golf Cart tickets. Remember placing orders at this show keeps your convention costs down! Please support our suppliers who support you! Please thank your sponsors!</p> </div> <div>  </div> </div>
<p>11:00pm - 1:30pm</p>	<div> <h2>Grab-and-Go Lunch served in the Banquet Room</h2> <h3>Vendors Welcome!</h3> </div>

3:00PM DRAWING

\$1000 VENDOR Drawing – If you bought from the vendor called you win \$1000 to be spent at the Trade show. Must be in the trade show area to win!

SCHEDULE

Saturday, March 18

WACO AUCTION 5:30PM – 7PM

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)
- AND SO MUCH MORE!



DINNER PROGRAM AT 7PM

- Hall of Fame Inductee: Evergreen Campsites & Resort
- Board Member Introduction
- Adam Malsack – Presidents Award
- Holiday Inn Award
- Drawings – Silent Auction closes at 7:30PM



STORAGE WARS AT 8PM

JEFF MICHAELS HYPNOSIS AT 8:30PM



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

SUNDAY ROUND TABLES

9:00AM - 11:00AM

Stay seated at 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
- Social Media Emily Truell
- arvc Benefits & Information Bert Davis
- Activities Lori Severson

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 your 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.

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, post 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 Seasonals to be Social, 2:00pm – 3:00pm, **Presenter:** *Carrie Geary, Severson & Associates*

Learn how to get your seasonals to like your Facebook page and interact with your campground to give you better exposure in the social world. Social Media will 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!

SEMINAR INFO

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 and 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 – Greenway 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.

What is your HQ?, 8:00am – 9:30am, **Presenter:** Larry Brownfield, Kampground of America (KOA)

To provide an understanding of:

- The distinction between Hospitality and Service and why you need both to secure market dominance
- Why taking care of your team is the first step in caring for your guests
- Language and tools that will help hospitality take hold on your team

When you successfully incorporate both aspects, your customers will "highly recommend" your campground. Positive word of mouth in turn produces loyalty and generates new business. This presentation attempts to clarify how to put hospitality at the centerpiece of your business model to yield a competitive advantage in your market.

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! **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.

SEMINAR INFO

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

Determine tricks and tips for a 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 also 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.

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.

SEMINAR INFO

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 feeling creative and with great activities for your campground!

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

Ask the 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 managing credit card payments to accepting checks and cash, this session will help you understand the importance of proper procedures and separation of duties. The biggest financial risk your business can have is not managing your cash properly. Whether you have seasonal workers that change from year-to-year or long term-employees, not managing this area of your business could result in lost income. Learn how to put procedures in place that ensure proper cash management and minimize your risk.

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.

Federal and State Floodplain Campground Provisions, 8:00am – 9:30am, **Presenter:** Michelle Staff, NFIP Coordinator for the State of Wisconsin

Learn about the Federal and State floodplain campground provisions brought to you by the Wisconsin State NFIP Coordinator!

Dealing with Town and County Approvals, 8:00am – 9:30am, **Presenter:** Bob Welch, Welch Group

Struggling with your town and county zoning and permits? Learn how to deal with various permitting and zoning issues.

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 their differences. You'll leave with a book to take back and share with your work & family team.

Navigating North: The Path to Effective Leadership, 8:00am – 9:30am, **Presenter:** Larry Brownfield, Kampground of America (KOA)

Leadership is NOT the same as Management! **"Managers do things right but leaders do the right things"**. During this time you will use Daniel Goleman's **Six Leadership Styles** to identify the type of leader you are. And then discover an understanding of how to lead your team to success.

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!

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.

Add Ons & Upsells, 9:45am – 10:45am, **Presenter:** Bud Styer, Bud Styer & Associates

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

SEMINAR INFO

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!

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.

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

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

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

Campground Manager Software@/ BookYourSite™ Assert Demo and User Group Meeting, 11:00am – 12:00pm,

Presenter: **Jim Amadio**, *Astra by Campground Manager/BookYourSite.com*

A in depth presentation of our new Astra product and BookYourSite™ product. We will show parks how they can increase the profitability at their parks with online bookings, locking fees and all the latest tools available in our software.

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.

Panel: Man Cave, 11:00am – 12:00pm, **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!

**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.

Bert Davis, *Badgerland Campground*



Bert Davis is the Owner/Manager of Badgerland Campground in Stoughton, WI. He is a member of the arvc board of directors and holds a seat on the arvc excom. Please do not hesitate to contact him with any ARVC related questions or concerns. He completed Oglebay Campground Management School in 2013. He has also been in the camping industry for 15 years, 10 with Pride of America and the rest at Badgerland Campground.

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



Mr. Smith is currently the State Director of the National Federation of Independent Business, Wisconsin Chapter. The NFIB is the leading business advocacy organization in Wisconsin with 11,000 members and over 325,000 in the nation.

His former positions include a Congressional Assistant to a United States Congressman in Washington, D.C., Vice President, Executive Services, Inc., Madison, WI, and Director of Government Relations in North Dakota, South Dakota and Minnesota for the National Federation of Independent Business.

He serves on numerous boards and commissions including the Insurance Commissioner's Health and Life Advisory Council, Prison Industries Board, State Use Board, Governor's Council on Economic Growth, and on the Board of Directors of the Wisconsin Economic Development Institute. Smith has held positions of leadership with several organizations including serving as the current President of the Wisconsin Civil Justice Council, a past president of the Association of Wisconsin Lobbyists, Past President of the Conference of Retail Associations, and former member of the Board of Governors for the state's Health Insurance Risk Sharing Plan.

Smith counts passage of the nationally recognized Small Business Regulatory Fairness Act, small business representation on the Unemployment Compensation Advisory Council, and passage of comprehensive legal reforms among NFIB's major state legislative victories. Mr. Smith received his Bachelor of Arts in Political Science at the University of Wisconsin-Madison.

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.

Carrie Geary, *Severson & Associates*



Carrie Geary is the Vice President of Severson & Associates. She manages social media, web 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.

PRESENTER INFORMATION

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, a 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*



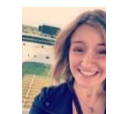
Emily Truell is the third generation in her family to own and operate Lake Arrowhead Campground. Over the 40 years that the Malsack family has been in the camping industry Lake Arrowhead Campgrounds Inc has grown to 3 properties and over 400 sites. Emily is the youngest sibling of Jessica and Adam Malsack. 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 out to 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 graduated with a restaurant and hotel management associates degree from FVTC and Outdoor Campground Management School (arvc). She has also 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.

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 of 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

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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*

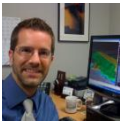


With a background in both advertising and public relations, Jeff Slutsky had an opportunity to practice what he preached when he became part owner of a night club and later a health club. With the marketing dollars now coming out of his own pocket, he soon began to discover and develop result-oriented, 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 was born and raised in the camping business. She owns and operates Lake Arrowhead Campground with her two siblings Emily and Adam. Their grandfather started Lake Arrowhead Campground back in 1971, and over the generations the business has grown to include over 400 sites on the north shore of Lake Puckaway. Jessica handles an extensive activity program spread across two campground properties, as well as marketing, social media, and retail spaces. Jessica graduated from Trinity University in San Antonio, Texas with a bachelor's degree in Anthropology.

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



Jill Brenner is the Director of Marketing & Sponsorships for the Chippewa Valley Music Festivals, Inc. in Cadott WI. In addition to a passion for live music, marketing & social media, Jill has a passion for helping others and for fighting the battles against cancer in any way possible. She serves on the Board of Directors for Joshua's Camp for families fighting Cancer and also serves on the Board of Directors for Tourism/Visit Eau Claire.

Jim Amadio, *Mission Management Information Systems Inc*



Jim is the president and founder of Mission Management Information Systems Inc. founded in 1989 and located in Niagara Falls, Ontario, Canada. Through Mission Systems, Jim and his team have created and developed software products like Campground Manager Software and BookYourSite.com. These products aim to assist campgrounds and RV parks to better manage their properties providing reservation, registration, financial reporting and online booking services.

Jim and his family are also the owners of Jellystone Niagara Camp-Resort in Niagara Falls. Purchased in 2004 they have built and improved the park to its current award winning state. Prior to purchasing Jellystone park, his family owned and operated Niagara Glen-view Tent & Trailer Park, Niagara Falls Ontario. He worked and helped manage the operation from 1972-2003 until it was sold to Great Wolf Lodge.

Jim has a Bachelor of Commerce degree from McMaster University in Hamilton Ontario and a management accounting designation. He resides in St. Catharines Ontario, Canada with his wife and 3 children.

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 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

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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

Kim Krayecki, *Kim's Barrel Inn – Stevens Point*

Larry Brownfield, *Kampground of America (KOA)*



After a career with positions related to organizational management and leadership, Larry and Carla Brownfield became full-time RVers and Work-Campers in April, 2005. Larry started his work with KOA in 2006, employed by the Branson, MO KOA. After a 3 year stint in parks around the U.S. from Bethel, Maine to Anaheim, California, Larry decided to pursue a more permanent position within the campground/outdoor hospitality industry.

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, 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. He is also an instructor at the National School of RV Park & Campground Management at both eastern & western campuses. Larry and Carla have recently come off the road and have settled north of Austin, TX. They have two grown children. Their son Matt, his wife Lauren and three granddaughters, Flannery, Molly and Matelda live in Austin, TX, where Matt is a partner in a political consulting company. Their daughter Erin lives in Orlando, FL, and works in the entertainment division for Walt Disney World.

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.

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.

PRESENTER INFORMATION

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.

Michelle Staff, NFIP Coordinator for the State of Wisconsin

Michelle has worked 20 years in county government in both Jefferson and Waukesha County. She has a BS in Geography/Geology from UW-Whitewater and Master of Public Administration (MPA) from UW-Oshkosh. She is a Certified Floodplain Manager through the National Association of Floodplain Managers. As a Zoning/On-Site Waste Management Technician in Jefferson County, she worked in the administration and enforcement of zoning, floodplain, land division, sanitation, and subdivision ordinances. During the 2008 flooding event throughout Jefferson County, Michelle conducted over 500 substantial damage assessments and issued hundreds of land use permits for flood damage repairs. She saw firsthand how a flooding disaster can impact a community. February 2016 Michelle was hired by the Wisconsin Department of Natural Resources as a Floodplain Management Policy Coordinator and the NFIP Coordinator for the State of Wisconsin. She lives in Janesville with her husband and three children. In her free time she enjoys genealogy, traveling and watching her children swim competitively.

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'.

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.

PRESENTER INFORMATION

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 to learn more about his marketing & promotional secrets.

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



Paul Bambei is 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.

Pete Madland, *Tavern League of Wisconsin*



Pete Madland is the Executive Directory for the Tavern League of Wisconsin. Born in Minnesota, Pete graduated from college at Winona State University. Following, he taught High School for four years. Pete has been in the bar business for 24 years. He was the President of the Tavern League of Wisconsin for 6 years (1995 – 2001) and is now the Executive Director of Tavern League since 2004. Pete currently resides in Chetek.

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 the 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.

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.

PRESENTER INFORMATION

Robert Welch, *Welch Group*

Rob is the Partnerships Manager for the U.S. and has been with Booking.com for nearly 5 years. His team is responsible for on-boarding and partnering with new accommodations across all 52 states. Our goal is to be able to offer the broadest selection of properties to our global guests and moving into the RV and campground space is very exciting to us.

Robert Welch, *Welch Group*

Robert Welch began his professional career as a Land Surveyor, starting a business with his wife, Jeanne, in 1982 at the age of 23. They grew their firm to 7 employees and expanded into real estate development. In 1984, Welch began a 10 year stint in the State Assembly where he served as both the Republican Caucus Chair and the Assistant Minority Leader. In 1994, Welch was the Republican nominee in the US Senate race against Herb Kohl. In 1995, Welch was elected to the State Senate. During his 9 years there he served on nearly every major committee including Chair of the Joint Committee for Review of Administrative Rules and Vice-Chair of the powerful Joint Finance Committee. He was elected by his peers to serve as Senate President Pro Tempore. In 2004, Welch resigned from the State Senate and he and Jeanne formed The Welch Group, a full service public affairs firm providing lobbying, issue management, marketing, and business development services. Welch is a graduate of Ripon College and Madison Area Technical College. He serves on the Ripon College Board of Trustees. He is married and has 3 grown children and 6 grandchildren. His parents briefly ran a campground when he was a boy.

Samantha Fiscus, *Wisconsin Department of Health Services*



Samantha Fiscus is the Recreational Technical Specialist for the Department of Agriculture, Trade and Consumer Protection for the Lodging and Recreational Waters programs. Samantha has worked with the State of Wisconsin for over 7 years as a regulatory to promote public health and safety.

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 an 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.

Kids Kamp Daily Schedule

Wednesday - March 15, 2017

Registration forms must be completed by parents of child on their first morning with us!
Kids will be provided with a Kamp t-shirt to be easily spotted when traveling outside the hotel. Please be sure they wear these shirts each day they come to Kamp!

Needed today: Swim suit and towel

- | | |
|----------------------------|--|
| 7:30 am – 8:00 am | <u>Registration and Check-In (Wisconsin Room)</u>
Light breakfast available. |
| 8:00 am – 8:30 am | <u>Welcome to Kids Kamp 2017!</u>
During this time, kids will get their 2017 Kids Kamp t-shirt and bag to carry around all their goodies from the weekend! We will have color books, games, crafts available at this time for them to settle in! |
| 8:30 am – 10:30 am | <u>Games, Icebreakers and Projects, Oh My!</u>
We've got some fun games, special crafts and icebreakers for you to get to know your weekend Kids Kamp friends and staff! |
| 10:30 am – 12:00 pm | <u>Shark Tank Presentation Prep Course (Or Swimming)</u>
The older kids will brainstorm ideas for a product and/or idea to present to the Shark Tank panel on Friday night. Staff will help you create and perfect your presentation! The younger kids not participating in Shark Tank will go swimming in the hotel pool! |
| 12:00 pm – 1:30 pm | <u>Lunch and Movie</u>
We will be having hot dogs, chips and fruit today. We will also watch a kid-friendly movie during lunch break! |
| 1:30 pm – 3:00 pm | <u>Swimming & Game Time!</u>
The older kids get their turn in the pool, and younger ones can go if they wish, or have play time in the Kids Kamp room! |
| 3:00 pm – 4:30 pm | <u>FISH Philosophy!</u>
Learn the basics of FISH to take back & apply at your park! |
| 4:30 pm – 5:00 pm | <u>Parent pick-up time</u>
Crafts and games available while you wait to be picked up and signed out by your parents! |
| 5:00 pm – 9:00 pm | <u>Movie & Game Night!</u>
Parents: Drop the kids with us for pizza, drinks, popcorn, movies and games while you're at Bullheads tonight! |

****ALL SCHEDULES ARE TENTATIVE AND SUBJECT TO CHANGE****

Kids Kamp Daily Schedule

Thursday - March 16, 2017

*Registration forms must be completed by parents of child on their first morning with us!
Kids will be provided with a Kamp t-shirt to be easily spotted when traveling outside the hotel. Please be sure they wear these shirts each day they come to Kamp!*

Needed today: Jacket for travel outside, Swim suit and towel

7:30 am – 8:30 am	<u>Registration and Check-In (Wisconsin Room)</u> Light breakfast available. Color books, games & crafts!
8:45 am	<u>Leave for the Planetarium</u>
9:00 am – 10:00 am	<u>Fun at the Planetarium!</u> We're heading over to The Allen F. Blocher Planetarium at UW-Stevens Point for a program looking at the dinosaurs, and then looking at possible reasons why they died out, especially those of astronomical origins.
10:15 am	<u>Travel Back to the hotel</u>
10:30 – 11:15 am	<u>Games & Crafts</u> Find a craft, game or toys to play with until we head over to McDonald's for lunch!
11:15 am	<u>Travel To McDonald's</u>
11:30 am – 12:45 pm	<u>Lunch at McDonald's</u> Be sure you fill out your meal choice form today!
1:00 pm – 2:30 pm	<u>Movie time!</u> Kick back and relax during this kid-friendly movie!
2:30 pm – 3:00 pm	<u>Games & Crafts</u> Find a new buddy to play a game with until pool time!
3:00 pm – 4:30 pm	<u>Swimming at the hotel pool!</u>
4:30 – 5:00 pm	<u>Parent pick-up time</u> Crafts and games available while you wait to be picked up and signed out by your parents!

****ALL SCHEDULES ARE TENTATIVE AND SUBJECT TO CHANGE****

Kids Kamp Daily Schedule

Friday - March 17, 2017

*Registration forms must be completed by parents of child on their first morning with us!
Kids will be provided with a Kamp t-shirt to be easily spotted when traveling outside the hotel. Please be sure they wear these shirts each day they come to Kamp!*

Needed today: Jacket for travel outside

7:30 am – 8:00 am	<u>Registration and Check-In (Wisconsin Room)</u> Light breakfast available. Color books, games & crafts!
8:00 am – 8:45 am	<u>Hillbilly Science Show!</u> Witness the crazy antics of Dr. Cletus Beaker, MD as he puts a unique twist on the world of science and experiments.
8:45 am – 9:45 am	<u>Shark Tank Presentations</u> Anyone with Shark Tank presentations will give them to their peers and staff will help to polish them up before dinner tonight!
9:45 am	<u>Travel to the Children's Museum</u>
10:00 am – 11:45 am	<u>Children's Museum</u> We're heading to the Central Wisconsin Children's Museum for a morning of fun and learning!
11:45 am	<u>Travel to the YMCA</u>
12:00 pm – 1:00 pm	<u>Lunch at the YMCA</u> Today we will be having sandwiches and chips.
1:00 pm – 3:00 pm	<u>Activity time at the YMCA</u> Tons of options here! Basketball, gymnastics, Wii, craft room, pool table, and a toy room for the little ones!
3:00 pm	<u>Travel back to the hotel</u>
3:15 pm – 4:45 pm	<u>Swimming in the Hotel pool!</u> Take a dip in the pool, play some games or go down the big water slide!
4:45 – 5:00 pm	<u>Parent pick-up time</u> Crafts & games available while you wait to be picked up!

****ALL SCHEDULES ARE TENTATIVE AND SUBJECT TO CHANGE****

Kids Kamp Daily Schedule

Saturday - March 18, 2017

*Registration forms must be completed by parents of child on their first morning with us!
Kids will be provided with a Kamp t-shirt to be easily spotted when traveling outside the hotel. Please be sure they wear these shirts each day they come to Kamp!*

Needed today: Jacket for travel outside, money for games if desired

7:30 am – 8:30 am	<u>Registration and Check-In (Wisconsin Room)</u> Light breakfast available. Color books, games & crafts!
8:30 am – 9:30 am	<u>Magic Matt!</u> Time to sit back and watch the amazing Magic Matt!
9:30 am	<u>Travel to Skate City in Wisconsin Rapids</u>
10:00 am – 12:30 pm	<u>Skate City</u> Skate around the rink and play some fun games with the DJ! Roller blades will be available for older kids. Lunch is here today: all-you-can-eat pizza and soda! <i>**Parents, there are video/arcade games. If your child wants to play, please send along money as we cannot provide any for them to play.**</i>
12:30 pm	<u>Travel back to Hotel</u>
1:00 pm – 2:00 pm	<u>Gilbert Brown's Anti-Bullying Program</u> A former Packer player and partner of The Gilbert Brown Foundation will be coming in to speak about standing up to bullying and being a hero!
2:00 pm – 4:00 pm	<u>Trade Show walk through</u> Leaders will take groups into the trade show area to walk around and try out some of their products/toys!
4:00 – 4:30 pm	<u>Games, Crafts and Playtime!</u> Find a craft, game or toys to play with until pick up time!
4:30 – 5:00 pm	<u>Parent pick-up time</u> Parents can pick you up during this time!

****ALL SCHEDULES ARE TENTATIVE AND SUBJECT TO CHANGE****

Sunday - March 19, 2017

Registration forms must be completed by parents of child on their first morning with us! Kids will be provided with a Kamp t-shirt to be easily spotted when traveling outside the hotel. Please be sure they wear these shirts each day they come to Kamp!

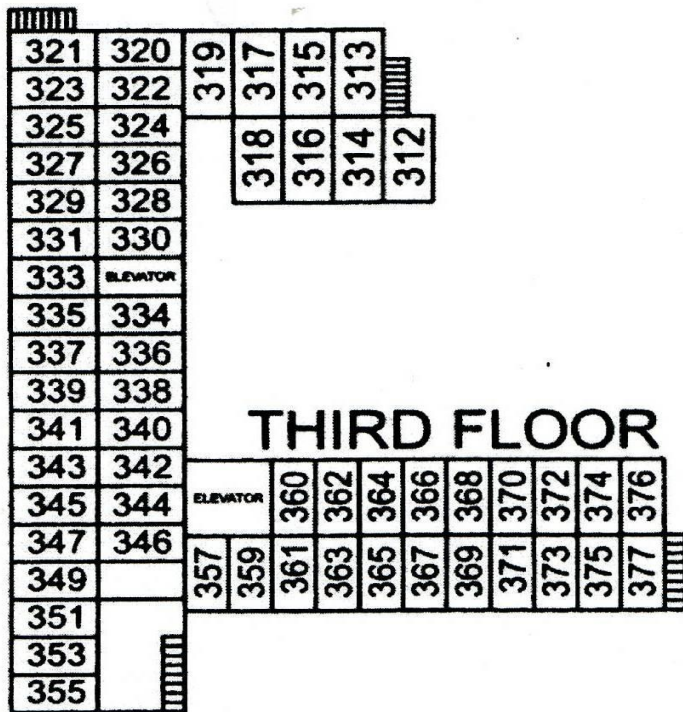
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|---------------------|---|
| 8:00 am – 8:30 am | <u>Registration and Check-In (Wisconsin Room)</u>
Light breakfast available. Color books, games & crafts! |
| 8:30 am – 9:30 am | <u>Magic Matt!</u>
Time to sit back and watch the amazing Magic Matt! |
| 9:30 am – 10:15 am | <u>Group Games</u>
We've got some fun games to play as a group today! |
| 10:15 am – 10:40 am | <u>Kids Kamp Round Table Discussion</u>
We'll talk about what your favorite parts about Kids Kamp this year, what you want to do again next year, and what you'd like to see added or go away next year! We will also talk about anything you learned over the weekend that you can take back to your campground and apply during this year's camping season! |
| 10:40 am – 10:50 am | <u>Clean up, collect belongings and walk to Graduation!</u> |
| 11:00 am | <u>Graduation Celebration!</u>
Your parents can come watch as you graduate from Kids Kamp 2017! We'll have a few special awards to give out as well as drawing names for the big giveaways! |



Thank You!

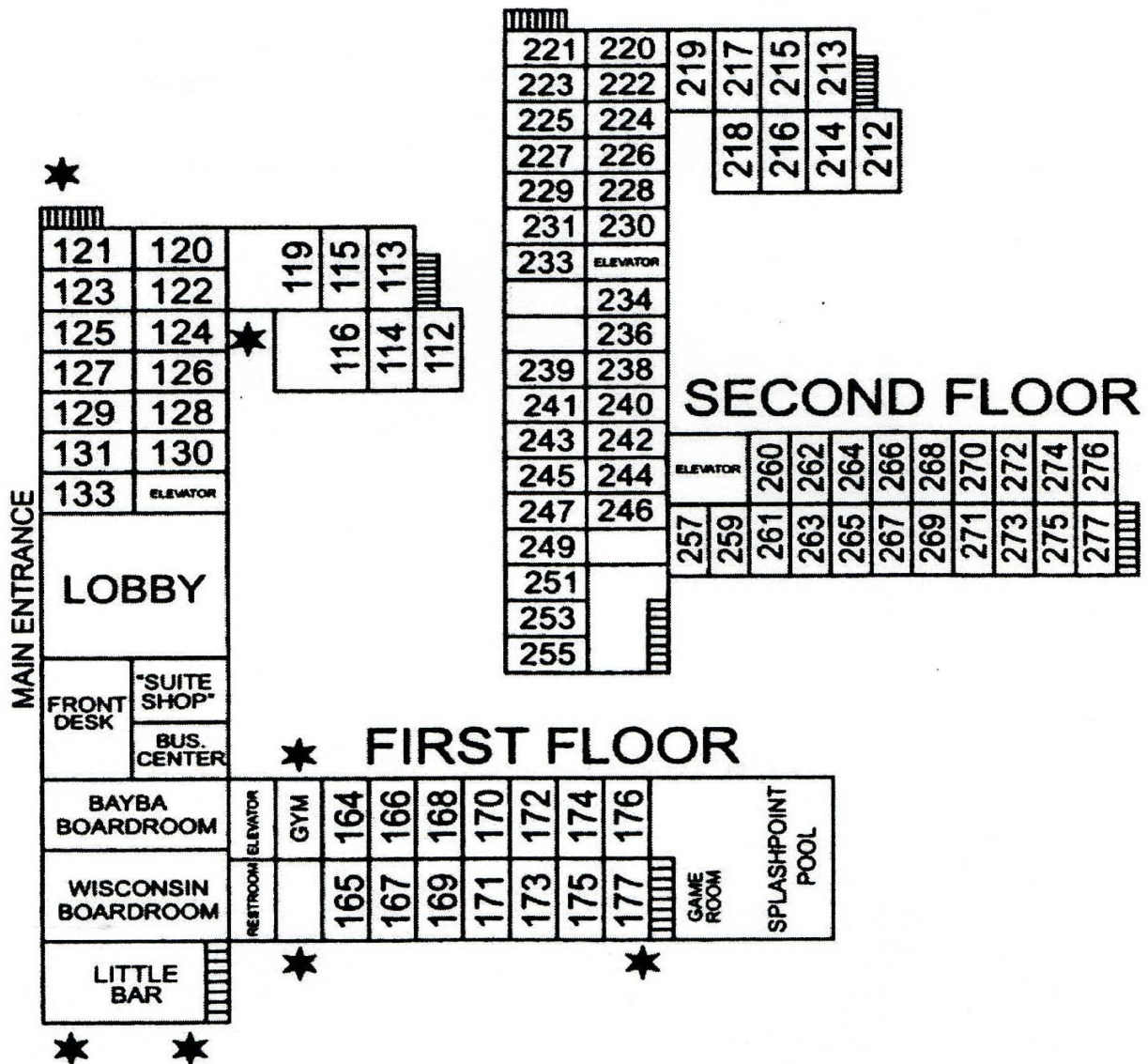
The Kids Kamp staff would like to thank all of our friends who joined us for Kids Kamp 2017! We appreciate you coming and hope that you all had a blast! Don't forget to like our Kids/Teen Kamp on Facebook and keep in touch with us while we all wait for Kamp in 2018! We hope you have a great year!

****ALL SCHEDULES ARE TENTATIVE AND SUBJECT TO CHANGE****



★ EXIT

HOTEL LAYOUT



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