

Wisconsin Association of Campground Owners

Lori Severson – Executive Director

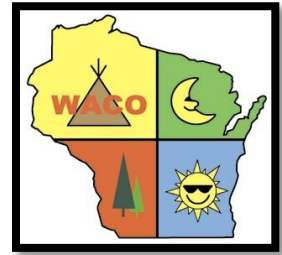
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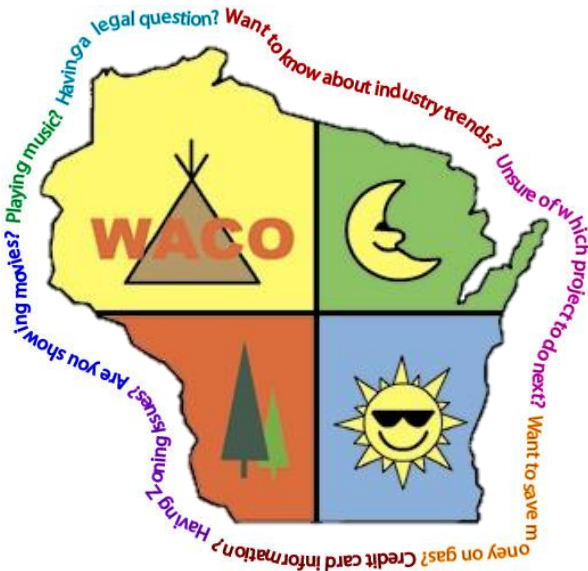


## Reasons to belong!

Every business needs to evaluate why they spend money where they do. Your WACO membership should be considered value added to your business. Take a look at how you use your membership. Businesses grouping together can get more done in so many ways. Have you noticed how much more informed we are about things that are happening legislatively? We have Jeff Sims from ARVC acting as our watchdog to see any legislation that comes down the pipe that we personally might miss. Mark Hazelbaker is a tremendous asset when we need legal advice, while acting as our lobbyist when necessary. We hope the WACO office provides answers for the industry when you need them. Look at your WACO family as your Board of Directors!

We have trade members who can help you with questions, like 2 accountants, 5 bankers, and a cluster of experts! You have an attorney who has a **free hotline** for all WACO members. We have Jeff Sims at ARVC who is watching over **legislation** that affects us. We have a Board of Directors who never turns me down when I ask for member help on specific issues. Our educational program is truly second to none. We offer **education** and specific certifications on everything a campground business owner needs. The Gilbert Brown Foundation helps our branding efforts and supports our **philanthropic efforts**. His name connects us through social media, advertising and connects us to the Packer nation. Our **directory** gets your name out to over 300,000 campers along with a **website** presence that is truly a powerhouse. When making your membership decision consider the value of WACO to your business.

Please feel free to set up an appointment to go over your membership benefits and be sure you are making use of all that your membership to WACO offers you.



Want to arrange a visit with members in your area? We can help!

## WACO CAN HELP!

## Waco Benefits!

1. Education – we run the largest number of education classes in the nation so we can be informed of all the laws & certifications necessary to run our businesses. We also provide certifications at a much reduced rate (Example is CPO certification – members save \$200) We run everything from how to courses, septic information, ancillary income ideas, American disabilities act, free press ideas, workers comp, insurance issues, banking options, preparing to sell, tax liability issues, sales tax, making use of the free stuff, water & well systems, electrical issues, understanding state fees, minimum record keeping requirements...just to name a few.
2. Our trade show is the largest in the Nation with over 192 booths filled with services, products and information. Convention is March 15<sup>th</sup> through the 19<sup>th</sup>, 2017 in Stevens Point. If you are a new member convention is FREE.
3. We hold two fall workshops where you receive a guided tour of several campgrounds and have the ability to ask any questions you like. These provide a wonderful learning opportunity and have saved time & money for many campground owners.
4. Being part of the WACO family allows you greater networking opportunities. Many times the problems you are going through are exactly the same problems others have went through and found solutions to. We are the clearing house for those types of things.
5. We are proud to have many of our State folks be a big part of solutions: James Kaplanek Chief Food & Safety Recreational Licensing, Dan Schuller DNR, Stephanie Klett, Secretary of Tourism, just to name a few. We are proud to be able to use the Office of Business Development to help us navigate business issues.
6. Mark Hazelbaker provides our members with a legal hotline that saves members thousands of dollars. This hotline is used to answer simple legal questions that can become complicated. He reviews our seasonal agreements & provides direction on those. He keeps us current on new regulations and laws.
7. We have purchase power by looking for opportunities to buy together.
8. We have created a PAC fund to help us deal with legislative issues that don't work for us.
9. From a marketing perspective our directory is distributed to over 225,000 campers. We distribute information at more than 12 RV shows, partner with the Department of Tourism, Convention & Visitor Bureaus, waysides, and other target markets including Gander Mountain & select grocery stores. Our website continues to be the leading camping site in Wisconsin.
10. We have a members-only section on our website where you can get answers to questions 24/7.

Choosing to be an ARVC member gets you these benefits:

- **Exclusive money-saving programs and discounts from over 120 supplier partners.** By leveraging the buying power of our thousands of member parks, we are able to negotiate significant discounts from national suppliers on products and services that are essential to the successful operation of your business. These special pricing programs include everything from paper products, propane and maintenance to liability and health insurance, vehicle and equipment purchases, wireless phone service and music licensing.
- **Powerful legislative and regulatory advocacy programs and resources.** We monitor state and national policy issues that affect RV parks and campgrounds and take action to protect your interests.
- **Opportunities for professional development.** Through the Outdoor Hospitality Education Program (OHEP) - a practical, outcome-based curriculum focusing on real-world, hands-on education enrichment and experiences -you can advance your industry expertise.
- **A “members only” listing on GoCampingAmerica.com.** Our online RV park and campground directory is visited nearly one million times each year by campers planning their next adventure. As an arvc member you’ll receive a complimentary listing in this exclusive directory, giving your park visibility to a nationwide audience.
- **Marketing, Management and Operational Resources and Programs.** We provide a members only website, magazine and monthly e-newsletter, all filled with innovative ideas, operational strategies, industry insights, expert perspectives and vendor resources to help you improve your park's operations and find the products and services you need.

Most importantly, when things that are devastating to our business come up, we have a support team that can help us through it, with the resources to make a case. Without members like we have that are experts and have been through these types of scenarios, decisions get made that are not helpful to our business plans. We are fortunate to have people in our association that make time from their busy schedules to become experts, talk to legislators, develop relationships on the State level, so that all of us can continue to run our businesses. Our membership money pays for these services, and that’s the reason we encourage everyone to help share in that expense, recognizing that many members have funded the association for the good of all, members and nonmembers.

Numbers make a difference! WACO is an amazing example of how people can grow their businesses by working together!