



WACO

Wisconsin Association of Campground Owners

February 2017

Recap: Green Bay RV Show



The WBAY RV & Camping Show was this past weekend (January 26-29) at the Resch Center in Green Bay, WI. 30 WACO campgrounds took on the cold and the crowds with smiles and camping fun! Each WACO campground had their booth filled with flyers, information, summer fun activities, and more!



The WACO booth was ready for fun and games too with the Campground Directory and Spin-to-Win. Laughter, excitement, and preparation for the 2017 camping season filled the Resch Center halls.



The WBAY RV & Camping Show hit record numbers since last year! Thousands attended the RV Show preparing for the upcoming camping season with family and friends.

WACO is energized and ready to take on the Madison RV Show this weekend (February 3-5). The Madison RV Show will have over 36 WACO Campgrounds set up and ready to greet old, new, and prospective campers!

For the future shows, if your campground is interested in donating camping certificates for the Spin-to-Win game

at the WACO booth, please let the WACO office know. The certificates are awarded to campers upon landing on a Spin-to-Win number.



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Who's Ready for Convention?

DRUML ROLL! The 2017 Wisconsin Association of Campground Owners Convention is only 41 days away! Yes, you read that right... 41 days! This year we are going back to the basics, but convention is also going to be jam packed and full of new speakers and guests. Want a preview? We thought you might!

Starting on Wednesday, WACO welcomes Nick Fosberg to join us on our trip to Bullheads! Nick Fosberg is the author of the new #1 selling book *Bar & Restaurant Success: How To Attract New Customers, Turn Them Into Raving Fans, & Become Unbeatable In Any Market*. 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.



Nick will be at Bullheads ready to help WACO Campground Members with your questions on bar/restaurant success, promotions, and growing your contact list. Don't miss out on his seminars Thursday morning. Nick will be sharing his knowledge with campground owners about "Making the Most out of Organizational Systems" and "How to Double Your Loyal Customers & Make More Money". Attendees will leave the session feeling ready to get organized and ideas of how to boost business.

Saturday night entertainment is Jeff Michaels Hypnosis! 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 done in a family friendly, good taste style you will enjoy and filled with a creativity that is appropriate for all types of audiences.



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/

More information on the speakers, sessions, and entertainment available in the Convention Program located online.

Not had the chance to register for convention yet? WACO is here to help! As technology grows and becomes more convenient, why not have the option to register online? All WACO Campground Members now have the option to register and pay for the 2017 WACO Convention online! Rather pay over the phone? Give us a call at 608-525-2327. Lastly, you can always mail or fax in your registration form.

The 2017 WACO Convention is March 15 - 19, 2017 at the Holiday Inn Convention Center in Stevens Point, Wisconsin. Hotel Rooms are available at the Holiday Inn and Convention Center (Phone: 715-344-0200). Standard double Suites \$74.00, King Suites \$103.99 Plus tax. Other Accommodations: Holiday Inn Express (Across the Street) same rates Plus tax, includes Breakfast. Phone: 715-344-0000 Please mention that you are attending the WACO Convention or use code WGI. Other lodging options include: Fairfield (715-342-9300)

Reservations must be made by February 8, 2017 to insure these prices....No exceptions this year!

Thank You to our Convention Sponsors!

Thank you to our Presenting Sponsors that will be at the 2017 WACO Convention. Take a look below to get a preview of who will be at the Trade Show!

- Astra by Campground Manager Software/
BookYourSite.com

Astra by Campground Manager Software/
BookYourSite.com is a state of the art reservation software and online booking engine.

- Jim's Golf Cars, Inc.

Jim's Golf Cars is a club car authorized dealer. The company works with sales, services, and rentals. Jim's Golf Cars has the capability to repair all makes and models. Golf Cars, 2,4,6,8 Passenger People Movers and Utility Vehicles.

- Coverra Insurance Services, Inc.

Coverra Insurance Services is a full line, independent insurance agency offering a specialized insurance program to campground owners including liability coverage for jumping pillows, docks, swim rafts, water slides, space basketball, slidezilla, water trampolines, inflatables, and other specialty items.

- Carrico Aquatic Resources, Inc.

Carrico Aquatic Resources specializes in pool water quality, chemistry, safety, supplies and equipment,

- Harris Yamaha Golf Cars

As a full service Yamaha Golf Car Distributor, Harris Yamaha Golf Cars offers the best variety of sales and service to their customer base. Specialties include Commercial and Industrial Sales & Service, Huge Parts Inventory for all Brands, Tournament Fleet Rentals, Service for all Brands, Golf Course Fleet Sales & Leasing, Retail Sales of both New & Used Golf Cars and Utility Vehicles, Wholesale Used Cars to our Qualified Wholesale Dealers.

- Properties Plus

The staff at Properties Plus LLC offers Resident and Commercial Listings, Multi - Family Listings, First Time Home Buyer programs, Complete MLS Exposure, Relocation services, Lots and Acres, Farms and Farmland, Investment Property, New Construction Listings, FREE Home Market Evaluation, Complete Full Service Real Estate.

- Verlo Mattress - Commercial Sleep

Every Verlo mattress is made in local factories and sold exclusively in showrooms. All mattresses are adjustable, and made to address different sleep needs.

- Gilbert Brown Foundation

Fundraising activities that benefit the Gilbert Brown Foundation which supports Camp Sunshine Wisconsin, Make a Wish, Rawhide Boys Ranch, and other children's charities

- Severson & Associates / S&H Ad Specialties

Full service promotion and training agency supplying customers with lasting, learning experiences and successful self promotions.

- FAST Corporation

Fiberglass Animals, Shapes, and Trademarks, AKA FAST Corporation manufactures fiberglass statues that withstand rigorous use and weather.

- Rocky Top Furniture, LLC

Builder of natural rustic wood furniture for both indoor and outdoor use.

- Utility Supply Group

Utility Supply Group works with RV site power outlet boxes & pedestals, meters, Electric, gas, water & replacement parts.

- Alaskan Ice

Alaskan Ice sells packaged ice in 7lb. And 20lb. Bags. Quality merchandisers and Route service available. Special Event equipment available.

- Booking.com

Booking.com is an online accommodation reservation booking.

- ReserveAmerica

ReserveAmerica is a Campground / RV Park listing service. ReserveAmerica is the largest provider of campsite reservations in North America, facilitating millions of transactions every year.

Activities: Looking for New & Fun

As Campground Owners, the search for new, fun, and simple activities is ongoing. The activities have to be easy to pull together, intriguing for campers, and a quick pickup. Below is a few items that the WACO staff has come across and enjoyed.

- **Balloon Tennis:** With the use of two items, balloons and a fly swatter, this yard game can make sure a simple set-up! The idea is to have either two individual players or two teams with each participant having a fly swatter. The goal is to pass the balloon back and forth over a line or net without it touching the ground.
- **Giant Scrabble:** While the first preparation of Giant Scrabble might take some time, it is totally worth it to keep your campers busy and enjoying their time. To make Giant Scrabble, you will need either white paint or a large bright marker and 1ft x 1ft square cardboard or pre-cut corkboard squares (available at Walmart, Joann Fabrics, Hobby Lobby, etc.). Next, paint or write each letter of the alphabet on your designated 1ft x 1ft surface. It is recommended to do 3 copies of the alphabet as well as extra for the vowels giving your campers more options for words. Print off a copy of the instructions on Hasbro.com for campers to use incase.
- **Inflatable Ring Toss:** Often used as a teambuilding experience or minute-to-win-it game, the Inflatable Ring Toss can include all ages in either a race to win or a competition of how many rings. With the use of several circle pool tubes, designate someone to be the stand, by standing straight up hands in the air, trying to have all the rings land on his or her body. Again, it is your choice whether to make it a race between teams or a competition of how many tubes stacked.
- **Frisbee Tic-Tac-Toe:** Take a old flat sheet and lay it flat on the ground. Use blue painters tape to split the sheet up into thirds (width way) and again into thirds (height way). This should leave you with 9 equal-sized rectangles across your flat sheet. Take ten Frisbees . Paint/write an "X" on five of the Frisbees and an "O" on the other five. Once dried, your giant Tic-Tac-Toe board is ready to be used!
- **Giant Memory:** Purchase a pack of 20 poster boards. Depending on your artist abilities, draw or print & tape an image onto two boards. Continue drawing or taping a different image every two boards. When the boards are filled, create five rows of four using the boards. Make sure the boards are upside down and the images are not visible for campers. From there, the campers take turns flipping boards trying to find the match.
- **Giant Connect Four:** Lay a flat sheet or shower curtain on the ground. By using a plastic circle plate, trace the plate and draw six rows of seven equal-distance apart. In the middle of each circle on the cloth, glue or tape a piece of Velcro. Purchase 20 red plates and 20 blue plates. Attach the opposite piece of Velcro to the back of the plates. Let the game begin! The plates are now able to stick to the cloth in position for the game.



Have an awesome game suggestion that works well at your campground? Let WACO know! Send us a picture and a little bit about the activity. Your creative activity could be featured in the newsletter or online!



Business Day in Madison

Business Day in Madison is coming up on March 1st! Business Day will be from 7:30am - 4:00pm at the Monona Terrace Community & Convention Center, Madison.

This year's keynote speaker is Hugh Hewitt. As stated online on WMC, "Hugh Hewitt is a lawyer, law professor and broadcast journalist whose nationally syndicated radio show is heard in more than 120 cities across the United States."

He has been a frequent guest on CNN, Fox News Network, and MSNBC, and has written for The New York Times, The Wall Street Journal, and the Los Angeles Times. He has received three Emmys for his work as a co-host of the ground-breaking Life & Time program, and also conceived and hosted the PBS series, Searching for God in America.

He is the author of a dozen books, including two New York Times best-sellers. Hewitt is a weekly columnist for The Washington Examiner and Townhall.com, and his blog, HughHewitt.com, is among the most visited political vlogs in the U.S."

WACO still has 6 spots left for any members who would like to attend this event. If you are interested, please email Lori Severson directly at lori@seversonandassociates.com as soon as possible.



Welcome Carla!

Please give a warm welcome to Carla! New to Severson & Associates, Carla was born and raised in Detroit, Michigan. After attending and becoming an alumni of West Virginia State, she started a photography and editing business in 2007. Carla is a positive, driven, and hard-working individual that is excited to join the team! Welcome Carla!



Armed Forces Weekend

The 2017 camping season's Armed Forces Weekend is on May 19 & 20. If your campground is honoring this weekend and including discount or deals for some awesome campers, please

let Carrie know. Carrie can be reached at carrie@seversonandassociates.com and will include your campground information under promotions and events.

Instagram Tips from PartyMachines.com

Back again with some more Instagram tips. I'll skip the fluffy introduction, let's get into it.

1. Post every single day at least one time but not more than 2 or 3 times and spread your posts out. Don't post all at once. Pick a few times throughout the day and post!
2. Something is better than nothing. Don't say you don't have content. Create it and share it. You carry your smartphone around. Take photos of things that interest you and relate to your products. Do you make deliveries? Take photos of your vehicle. Take photos of your products. ASK before taking photos of your customers. Take 8-second videos (or longer) of your customers telling you how great you are.
3. Think bigger and broader. This means that you don't rent inflatables or tables and chairs. You sell F-U-N fun. Show that F-U-N in your photos. Think before you take your photos. You aren't posting a photo of a bounce house. You're posting photos of the fun that I can have in the bounce house. It's a process. Social media today is about telling a story with your videos/pictures. Think about it. Sleep on it.

That's it for today. Now.... go out and take tons of photos and short videos. You always want to have too many so when you're uninspired or on vacation, you don't run out of content. Let me know how I can help!

Greg Gordon

Partymachines.com

Update Your Pictures



Want to get updated information on your WACO Listing? Send up to 4 photos to Carrie at carrie@seversonandassociates.com. Pictures can include your logo, map, activities, and more. Have specific questions? Let Carrie know.



WACO 2017 Advertising

WEBSITE AD SIZES

Banner Ad: 1200 x 120

Side Ad: 200 x 200

PLEASE NOTE!

All Photoshop work should be actual size with a resolution of at least 300 and saved as a layered .tiff in CMYK. It can also be saved as a PDF.

WACO Member Login

Username: member

**Password:
born2camp**



CONTACT INFORMATION

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Executive Director

PO Box 228
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Ettrick, WI 54627

WACO Phone (608) 525-2327

Severson & Associates

Phone (608) 525-2323

Fax (608) 525-2328

lori@seversonandassociates.com

BOARD OF DIRECTORS

SCOTT KOLLACK	President
Vista Royale Campground	(715) 335-6631
JUDY BUCHTA	Past President
Duck Creek Campground	(608) 429-2425
LORI SEVERSON	Executive Director
	(608) 525-2327
MARK HAZELBAKER	Lawyer
	(608) 663-9770
JIM BUTTON	Director
Evergreen Campsites, LLC	(920) 622-3498
BERT DAVIS	ARVC Representative
Badgerland Campground	(608) 873-5800
JULIE MICHAELS	Director
Scenic Ridge Campground	(608) 883-2920
PAT REHWINKEL	Director
Mary Mac's Campground	(608) 493-2367
ROBERT WEISS	Director
Wilderness Campgrounds	(608) 297-2002
Becky Gussel	Director
Sherwood Forrest Camping	(608) 254-7080
RANDY SONDALLE	Director
Pineland Camping	(608) 564-7818
BUD STYER	Director
Smokey Hollow Campground	(608) 592-2128
LELAND NELSON	Director
Keyes Lake Campground	(715) 528-4907
JOYCE STENKLYFT	Director
Stoney Creek RV Resort	(715) 597-2102
MIKE DRICKEN	Director
Lake Lenwood Beach and Campground	(262) 334-1335

WACO 2017 Convention & Trade Show
March 15th – 19th, 2017
Holiday Inn Hotel & Convention Center
1001 Amber Avenue

Campground Name _____

Address _____ City _____ State _____ Zip _____

Signature _____ Date _____ Phone: _____

Fax _____ E-Mail _____ Cell Phone: _____

Please print names of registrants as you would like them to appear on badges.

- | | | |
|----------|----------|----------|
| 1. _____ | 2. _____ | 3. _____ |
| 4. _____ | 5. _____ | 6. _____ |
| 7. _____ | 8. _____ | 9. _____ |

WACO Members

Early Bird Price Pay Before January 31, 2017 Must be postmarked or verifiable

Full Convention per person	_____	\$200	_____	_____
Full Convention Out of State ARVC	_____	\$250	_____	_____
Full Convention non ARVC	_____	\$325	_____	_____

After 1/31/17

Full Convention per person	_____	\$300	_____	_____
Full Convention OOS ARVC	_____	\$375	_____	_____
Full Convention non ARVC Members	_____	\$425	_____	_____

Pool Certification Course _____ \$100 Name _____

_____ \$100 Name _____

Please print names of registrants

- | | | |
|----------|----------|----------|
| 1. _____ | 2. _____ | 3. _____ |
| 4. _____ | 5. _____ | 6. _____ |

EXPO ONLY per person /per day **\$75 S** _____

ServSafe Certification per/person **Must be pre-registered** **\$75 \$** _____

Kids Kamp (Wed – Saturday)

Rate for entire convention _____

(No discounts for less days) _____ Wed. thru Sat. \$95 each _____

Teen program _____ Wed. thru Sat. \$95 each _____

Non-registered Kids _____ Per Day \$50 each _____

Children's Name and Age

- | | | |
|----------|----------|----------|
| 1. _____ | 2. _____ | 3. _____ |
| 4. _____ | 5. _____ | 6. _____ |
| 7. _____ | 8. _____ | 9. _____ |

Total Amount Enclosed \$ _____ **Check #** _____ **Credit Card #** _____

MC _____ **Visa** _____ **Expiration Date** _____ **Signature** _____

Room reservations should be made directly to Holiday Inn & Convention Center, Phone: 715-344-0200

Standard double Suites \$74.00 King Suites \$103.99 Plus tax

Other Accommodations: Holiday Inn Express (Across the Street) same rates Plus tax, includes Breakfast.

Phone: 715-344-0000 Please mention that you are attending the WACO Convention or use code WGI.

Other lodging options include: Fairfield (715-342-9300)

Reservations must be made by February 8, 2017 to insure these prices....No exceptions this year!

Complete and mail this form to: WACO – P.O. Box 228 – Ettrick, WI 54627

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