

# WACO

Wisconsin Association of Campground Owners

June 2017

## WACO goes to NOLA!

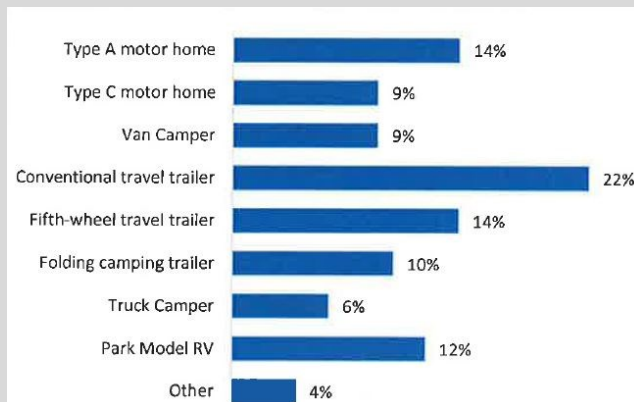
On May 9-10, Lori, Carrie, and Carla traveled to Lake Pontchartrain RV in New Orleans, Louisiana for the Campground Association Management Professionals (CAMP) Spring Meeting. CAMP was formed for association executives to get together and share "information about issues within their state, and programs offered within other states". The meetings helped association executives run a better association for their RV park and campground members.

The CAMP Spring Meeting had an agenda filled with accounting, RVIA info, website reviews, legislative strategies, Google Analytics, and more!

Kent Perkins, Senior Director of Standards at RVIA, shared a study done by Nielsen for Go RVing. The Executive Summary goes on to state "The research was conducted via an online survey February 3rd and March 10th, 2016 among 2,523 owners and prospects:

- 1,005 Owners
- 1,518 Prospects - 1,304 of whom would consider an RV purchase"

An item to note for campgrounds is the profile of RV usage by Current RV Owners. The graph described from the study is shown right. The study goes on to say that RV owners "take an average of 5 trips per year in their RV, averaging 14 days and 3,000 miles. They typically use their RV for occasional camping trips, staying at a variety of destinations rather than just one. Three-fourths of owners say that they would use their RV more often if they had more time." To view the full study, head to the WACO Campground Members Facebook page or to the Members section on the website.



Another topic largely discussed at CAMP's Spring Meeting was Legislative Representatives and Grassroots involvement. The idea of politics can be a scary thought for some, but the truth is you may not be interested in politics, but politics is interested in you. To start, know who your legislators are. A great tool is to use Zip Sticker. Do your homework and research about him or her and schedule a visit. Using the Grassroots strategy, growing relationships with like-minded business owners on local level is important. As we were informed at the meeting, grassroots support is a very effective way to manage how local and state government officials respond to your needs. Grassroots organizing reminds elected officials that they are the ones who voted them on office and you are the one's that can un-elect them as well. It's note a war, but it is a reminder that voters and elected officials can and should work together for the betterment of the community and state.

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To see more of what was discussed at CAMP, visit the Facebook group or the Members section on the website!

# Checking in with our WACO Campgrounds

WACO has been on the road this past month catching up and checking in with our members.

We stopped by Jellystone Park, Warrens on a rainy and cold day, but still campers were out and about having a blast. Their heated pool was filled with campers enjoying their stay. WACO helped Jason in putting on his first Meat Raffle with great success! If you are interested in trying a Meat Raffle at your campground, contact the WACO office on the steps to get started.

Annie's Campground was one of our first stops of the season and they were ready to hit the ground running. With large events starting off their season in May, Annie's Campground and staff were prepared to show campers a great time. The campground was in the process of adding new sites when WACO stopped at the end of May. Their excitement for the season was shown through their work. The campground looked fantastic all around with the beautiful landscape!



New to WACO this year, Rose's Enchanted Forest Campground really has it going on! It always amazes me how giving people can be. Rose's Enchanted Forest told me about their idea of doing a rib cook off with her seasonals as a Gilbert Brown Foundation fundraiser. Gilbert, of course, perked right up. I told him not to get too excited as it would be unusual for people to spend that kind of time, money and effort to do a fundraiser. Once again I was totally wrong! The spread was absolutely unbelievable! They managed to gather enough food to feed a small country and it was so awesome I could hardly get the players to move on! This seasonal park is truly an amazing family! They had awesome raffles and raised \$2437.50 right off the bat. They intend to



continue the 50/50's and will do amazing! It is so fun for me to see what happens when people work together to make things happen. Gilbert and the boys were already talking about next year and arguing about who will attend! Thanks so much for all the extra effort! Kim stated, "You know having a seasonal park, made us wonder about joining WACO. One convention and this opportunity sealed the deal!" We are extremely lucky to have a group that truly is amazing. Working together we really make a difference!



Vista Royale had a new concept this year. Renee is always coming up with something new and this was a great idea. The fundraising piece gets done throughout the year so they used the time to create more of an entertainment feel. Renee put together a Q&A for the players where people paid to be in the tent and were allowed to ask players questions. It was really cool, even for me, to hear some of the personal things about their families and how their lives have been impacted.



Indian Trails Campground recently redid their store and added in a new register. The old register located in their store is now used specifically for store purchases and some activities such as mini golf. If you have not seen their store, it is one to see! With over 25 different candies available (pictured bottom-right), Indian Trails has quite the variety for everything a camper needs. Their new register is spacious and ready to help campers get checked in and also has a great view of guests entering the park.



Lake Arrowhead Campground nails it when you think social media! Posted at their activities pavilion was "Take a Selfie with Dad" for Father's Day (pictured





Lake Arrowhead Campground

left). This call-to-action activity has campers take a fun photo, post it on Instagram, and use the Lake Arrowhead specific hashtag #LACdads. The campground awarded the best selfie wins an iTunes gift card.

Wilderness Campground hosted the 8th Annual Gilbert Brown Foundation Custom & Classic Car Show & Benefit with a fantastic turnout. Wilderness was set-up for family fun with a DJ, concessions, around 100 custom & classic cars, and a jumping pillow for the kids. The campground had their wagon set-up for shuttle service to help campers get throughout the campground.



Wilderness Campground

Stay tuned as WACO goes on more adventures throughout our Member Campgrounds!

## WACO Bean Bag Tournament

The WACO Bean Bag Final Tournament was held on June 11th at Indian Trails Campground! Several campground teams joined on this gorgeous day including Indian Trails Campground, Smokey Hollow Campground, Stoney Creek RV Resort & Campground, Champions Riverside Resort, Evergreen Campsites and Resort, and Duck Creek Campground.



The tournament was double eliminations with some close calls. In the end, our winners came from Champions Riverside Resort and were awarded \$1000 in WACO bucks!

A huge thank you to all campgrounds that participated in the 1st annual WACO Bean Bag Tournament. The WACO office is accepting and has received ideas on how to continue the Tournament for following years. If you have an idea, pass it along!



## The Gilbert Brown Foundation has BIG News!



For those of you who had the pleasure of meeting our Caden at convention, this news is truly inspiring! The practice prosthetic is here! Caden is all over this and truly is excited. His goal of arm wrestling Gilbert is coming together. He hopes to show you all the real deal at convention next year! Personally I can not thank you guys enough for all you are doing with the fundraising. I know first hand how hard it is to turn away from the business of making money and put your efforts into this. For me this is the real payoff! I am so blessed that my child and her children are happy and healthy. That's truly a gift we all take for granted sometimes. I am amazed at what it takes to be a care giver for these kids and the mom's and dad's I have met are superhero's in their own right. When I sit back and realize I only need to do this for one or two days and recognize they are focused EVERYDAY it amazes me. I think my job is pretty easy! I just can't say thank you enough for all of you who step up to help me do what we do! I love the win-win and that we benefit from Gilberts brand and the football brand. Most importantly we leave a legacy for our children, and teach them how to help each other through difficult times.



## WACO Members Facebook

WACO is introducing a Campground Member Facebook group for members to stay current with important information, receive updates on deadlines, and network easily with our members. To join this group visit <https://www.facebook.com/groups/wacomembers/>

# Women's Business Conference: Eau Claire

Carrie recently attended the Women's Business Conference in Eau Claire, Wisconsin. The conference included a vendor area, silent auctions, and several breakout sessions. The sessions ranged in business contacts to social media to free advertising ideas.

One breakout session attended was "The New Digital Consumer: Create & Cultivate Your Online Presence" presented by the owners of Odd Brand Strategy. The session discussed the importance of your website, SEO (Search Engine Optimization), and social. 70% of people turn to the internet to give them their needed information and it's your job to make sure you are there. 90% of people who visit Google for a search will not go past the first page. This means your website needs to be filled with quality keywords and links for searchers to find you. The owners of Odd Brand Strategy gave insight on how to keep clients coming back with these three tips:

- **Visuals are key:** Audiences respond more to seeing visuals rather than reading a chunk of text.
- **3 H's:** When creating posts, keep in mind of the 3 H's: honesty, humor, and humility.
- **CTA:** Give your audience a course of action through posts.

Another breakout session that was attended was "Stop Wasting Marketing Money" by Stokes+Herzog. This session was filled with ways to save money on advertising by using free advertising avenues. Here are their do's and don'ts for advertising:

Do:

- Press Releases
- Social Media: Facebook, Instagram, Pinterest, LinkedIn, Twitter
- Ask for online reviews
- Send out e-mail newsletters
- Check your website content
- Open your website in a private window to check SEO
- Network with potential referral sources
- Check your analytics
- Audit your online and ad presence
- Ask clients how they heard about you
- Survey customers (i.e. Google Survey)
- Check and analyze ROI (return on investment)
- Know what you are getting for your money
- Ask for better pricing

Don't:

- Make decisions under pressure or out of FOMO (fear of missing out)
- Lose track of your spending
- Miss your target demographic
- Overpay - check your cost per thousand
- Lose track of your ads
- Forget to audit your results
- Try to DIY (do it yourself)

## Bad Weather Leads to Great Teamwork

With the bad weather and storms affecting several WACO Campgrounds, one story of teamwork and friends stands out. Evergreen Campsites and Resort in Wild Rose was hit badly by a recent storm leading them to an extensive clean-up. Before they knew it, their friends at Vista Royale Campground moved their staff for the day and joined Evergreen in cleaning up the park. The picture (right) shows the damage and fallen trees.

WACO is wishing all our campgrounds affected by the storms a quick and speedy turnaround.



## WACO Dues Send-out

The WACO office has begun sending out the 2017-2018 dues and advertising options. Be on the look out for your membership dues in the mail. Take a look at the advertising options as there are new items listed!



## New Beginnings

Tom and Judy of Duck Creek Campground made the decision to sell and are starting off on a new adventure in Minnesota near family. Please join WACO in welcoming new owners to Duck Creek Campground. A big congratulations to Denny and Kristi on their campground journey! (Pictured from left to right: Denny, Kristi, Judy, Tom)

While new things are happening over a Duck Creek Campground, big things are also happening at Pineland Camping Park. Randy and Connie Sondalle have sold Pineland Camping Park this month and our excited for their next adventure. Please give a warm WACO welcome and congratulations to the new owner Gerry Kook!

While WACO will surely miss these four, we are pleased and excited to welcome new campground owners into WACO!



## Fall Workshop

Mark your calendars for the following dates and campground visits:

- September 19th & 20th: Indian Shores Resort in Woodruff, Wisc. The tours of surrounding parks is TBD.
- October 3rd & 4th: The parks that will be toured are Wilderness Campground, Glacier Valley Campground, and Grand Valley Campground.

If your campground is interested in being a stop during one of the Fall Workshops, please let the WACO office know.

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## GBF/WACO Cruise

The Gilbert Brown Foundation and the Wisconsin Association of Campground Owners have teamed up for the 2018 Cruise on the Norwegian Pearl! The cruise will be embarking from New Orleans, Louisiana on Sunday, January 14th, 2018 and returning on Sunday, January 21st, 2018.

During this time, the Norwegian Pearl will travel to:

- Cozumel, Mexico
- Harvest Caye, Belize
- Roatan Bay Islands, Honduras
- Costa Maya, Mexico

This cruise will feature a wonderful deal on rooms and drinks including add on specials such as Ultimate Beverage package open bar (valued at \$650.00 per person), Pre-Paid Service Charges (valued at \$94.50 per person), 4 Specialty restaurants (valued at \$135.00 per person), and more! \$75 of every room goes to The Gilbert Brown Foundation!

There currently is a great deal of a non-refundable down payment for only \$50 due at booking! Final payment is due on October 16, 2017.



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# WACO 2018 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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## BOARD OF DIRECTORS

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Duck Creek Campground	(608) 429-2425
LORI SEVERSON	Executive Director
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Lake Lenwood Beach and Campground	(262) 334-1335