

The Wisconsin Association of Campground Owners

Member Packet

A Note from the WACO Executive Director

Every business needs to evaluate why they spend money where they do. Your WACO membership should be considered as value added to your business. Just take a look at how you use your membership. Businesses grouping together can get more done in so many ways!

Always look at your WACO family as your parks personal board of directors. Many times, the problems you are going through are exactly the same problems others have faced and already found the solution to. The WACO family should always be your go-to for this reason; we can save you the trouble of finding a solution!

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 perks and be sure you are making use of all the wonderful and useful benefits that your WACO membership offers you!

We look forward to welcoming you into the WACO family.

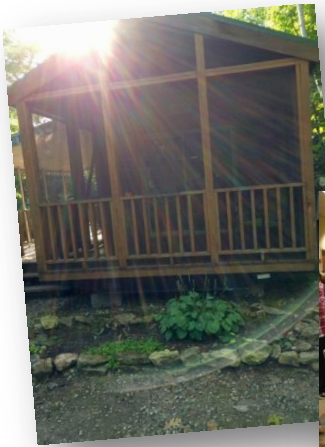
Kindly,

Lori Severson
WACO Executive Director



ABOUT WACO

- The Wisconsin Association of Campground Owners is a nonprofit organization of private campgrounds that work together to ensure the growth and protection of the camping industry.
- Our goal is to lead our members in creating excellent guest services, to be aware of legislative and other issues that affect our industry.
- We pride ourselves in offering a state of the art convention that boasts the largest trade show in the nation.
- Education and innovation is critical to the success of our members in their businesses. We focus on creating opportunities for our members to participate in activities that assist them in growing and expanding their individual businesses.



REASONS TO BELONG

- Education
- Strategic Planning
- Advertising Arm
- Purchasing Power
- Relationships
- Legislative
- Marketing
- Networking Opportunities
- Convention Vendor Buying Program
- Hospitality and Customer Training
- Industry Knowledge

WACO BOARD MEMBERS

**Scott Kollock – President**

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The WACO Board of Directors meets monthly at different locations to discuss new, old, and upcoming business.

Board of Director minutes will always be posted after the meeting into the Members Section of the WACO Website for your viewing.

Interested in being a part of the board? Contact Lori Severson, the Executive Director, for further information on what being a Board Member is all about! Available spots will be announced with the WACO Convention program. Elections will be held at convention.

Our educational program is truly second to none. We offer specific classes and certifications on everything a campground business owner needs.

We send out important information and updates for our members through our email contact. Education information includes new legal codes for campgrounds, awareness of state/local meetings, changes in social media and more.

We run the largest number of education classes in the nation so we can be informed of all the laws and certifications necessary to run our businesses. We also provide certifications at a much lower rate than you would be able to get anywhere else. For example, we offer a CPO (Certified Pool Operator) certification at a rate that saves our members up to \$200!

We host programs covering everything from “how to type” courses, septic information, ancillary income ideas, American Disabilities Act, free press ideas, workers compensation, insurance issues, banking options, preparing to sell, tax liability issues, sales tax, making use of the free stuff, water and well systems, electrical issues, understanding state fees, and minimum record keeping requirements...just to name a few!



FALL WORKSHOP

Every year in September and October, WACO sponsors a Fall Workshop where we get together at a host campground to share fellowship, trade secrets and have great seminars to enhance our campground businesses.

You receive a guided tour of the host campground as well as surrounding campgrounds and have the ability to ask questions. These workshops provide a wonderful learning opportunity and have saved time and money for numerous campground owners!

Examples of seminars held at the workshops include:

- Customer Service
- Setting Goals
- Policies and Procedures
- Emergency Management
- How to build a new campground
- Legislation
- Seasonal options and issues
- Playground Safety
- Pet Policies



HOST A FALL WORKSHOP

Show off your campground and all that it offers by hosting an upcoming Fall Workshop at your campground! The WACO office is always looking for new areas and campgrounds to explore. Contact the WACO Office for more information.



LEGISLATIVE

We are grateful to have Jeff Sims from ARVC on our side acting as our watchdog to see any legislation issues that will affect us on a national level, that we personally may miss as campground owners. Jeff provides us with an update every time legislation brings up key words that are critical to our business.

We are proud to have many of our State Representatives be a big part of creating solutions, including: James Kaplanek (Chief Food & Safety Recreational Licensing), Dan Schuller (DNR), and Stephanie Klett (Secretary of Tourism)... just to name a few!

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 in 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 is the reason we encourage everyone to help share in that expense, recognizing that many members have funded the association for the good of all...both members and non-members.

LEGAL

Mark Hazelbaker provides our members with a free legal hotline that saves members hundreds of dollars! This hotline is used to answer simple legal questions that can otherwise become complicated.

Mark helps us in reviewing seasonal agreements and provides direction in that area. He also helps to keep us informed and current on all new regulations and laws that affect us and our campground business.

Mark Hazelbaker - Attorney

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Phone: 608-663-9770 || Fax: 608-204-9631



Your WACO PAC (Political Action Committee) is making a difference in legislation that affects your campground business!

WACO Board members are instrumental in working with our Legislators and Mark Hazelbaker (WACO Attorney) to keep our members informed on all the latest information that is being reviewed in Madison that can affect the campground industry.

Politics can affect your tax rates, the wages you pay your employees, the amount you pay for insurance, when you can schedule teen employees to work, your licensing fees, and the list goes on!

The WACO PAC is a non-partisan fund supported by voluntary personal contributions by Wisconsin Association of Campground Owners members.

As a contributor to WACO PAC, your donation will be combined with those of your fellow WACO members to create a sizable fund with great impact.

Our PAC's active involvement in campaigns will then help to elect candidates with small business experience or pro-business attitudes on the state and local level as well as help create a positive legislative environment.

With your contribution, you can help make WACO one of the strongest political forces in the state!

The National Association of RV Parks & Campgrounds (ARVC), the leader in outdoor hospitality, is the only national association exclusively representing the interests of private RV parks and campgrounds in the U.S.

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. We work closely with Jeff Sims at ARVC who is always watching legislation that affects us.
- **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.
- **Specific Campground Licensing.** By joining ARVC, your campground has access to the Music License and Movie License critical for many campgrounds.
- **A nationwide network of fellow park owners, vendors and industry experts.** As an ARVC member, you will have a nationwide network of fellow park owners and operators, vendors and industry experts you can connect with in a variety of ways - by picking up the phone to get your questions answered, by going online and exchanging ideas at the ARVC Exchange and by meeting face-to-face at the annual ARVC Outdoor Hospitality Conference & Expo (OHCE). You can also get involved by joining a committee or taking a leadership role on an issue that's important to you.

- **WACO Annual Camping Directory**

As a member, your campground listing is included in our directory. With over 275,000 copies distributed throughout the year, your campground listing gets in the hands of campers throughout Wisconsin and surrounding states. Directories are also sent to convention and visitor bureaus, waysides, gas stations, sporting stores, grocery stores and more for distribution to the public. As a member, you also have the option to place ads within the directory at discounted prices!

As a member, your campground will receive a listing in the WACO Camping Directory containing all your campground information for campers including contact info, address, sites and services, amenities, local attractions, and more! An example is found below.

The directory contains a breakdown of each campground, a city breakdown, a region breakdown, campground and trade member advertising, upcoming events for campers, and a large state map in the middle.

WACO begins constructing the listing when membership renewal happens starting in July. Proofs and final looks for corrections are sent out to our members in the fall.



OSSEO

STONE CREEK RV RESORT 50483 Oak Grove Rd., Osseo, 54758, 715-597-2102, Fax: 715-597-2183, www.stonecreekrvresort.com, Email: info@stonecreekrvresort.com, Season: April 1st thru Nov 1st, Owner/Manager Brian & Deneen Pedersen & Joyce Stenklyft, Driving Directions From I-94 and Hwy 10 E Intersection, go 50' turn R or South on Oak Grove Rd by Dairy Queen - go 3 long blocks - We are on the right, 2016 Rate Range: \$25-\$60

WACO Satisfaction Guarantee - Big- Rigs, Blacktop roads
Sites and Services: 120 Total Sites, 81 Full Hookups, 31 Water/Elec Hookups, 16 Pull Throughs, 64 Seasonal Sites, 110 Overnight Sites, Dump station, Pay showers, Groceries, Laundry, Cable/tv/hookup, Snack bar, WIFI/Hot Spots, Worship service, Wood for sale, ATM, Credit cards accepted

Recreation: Swimming pool, Playground, Pavilion/rec hall, Game room, Wagon rides, Jumping pillow, Skate park, Trails, ATV trails, Themed weekends, Planned activities, Train Rides, Laser Tag, full time activity director
To Rent: Rentals w/bathroom, Rentals w/kitchenette, Rentals ADA compliant, Golf carts

Nearby: Norske Nook (Bakery & Restaurant), Amish Tours, Cheese Houses.
Restrictions: Quiet Time 11PM - 7AM, No Rottweilers, Pit Bulls, Doberman, or mix thereof. No pets in cabins

GPS Coordinates: Lat 44° 34.504W0 Long 91°11.792 - See Ad Page 12

- **RV Trade Shows**

Save yourself the time, money and effort of getting your name out there via RV shows and let WACO help! We offer programs that distribute your brochures along with the camping directory at over seven of the largest RV and camping shows in the Midwest!

WACO attends several RV Shows throughout the Midwest as well as partners with other shows to get our directories, member brochures, and more passed out in bags as attendees enter for the show! Like how that sounds? Ask the WACO office about the RV Show distribution.

Speaking of partnering, WACO has teamed up with the Madison RV Show to save our members costs. For the 2017 & 2018 year, WACO Members could have a booth at the show in the main entrance hallway for only \$325! Non WACO Members have a booth cost of \$550.00!

MARKETING OPPORTUNITIES

• Purchasing Power

There are various opportunities provided to members from our trade members who offer special deals to WACO as a group! One example is the bi-annual Printing Program for campgrounds of 30,000 flyers for \$550!

There really is power in numbers!

• WACO Website

In addition to your directory listing, you are also listed on the WACO website. Your listing will show campers a snapshot of what you offer at your park, a few photos, contact information and a link to your own website. This website generates millions of hits a year! There are also opportunities to place banner ads and side ads on the WACO website that link to your personal website for campers to see you first!

As a member, you gain access to the members only section on our website where you have 24/7/365 access to a plethora of information useful to you and your campground business! WACO Board minutes, legal documents, seasonal agreements examples, craft ideas, contact numbers, and more can be found in this section.

• WACO Camping Rental Website

New in 2016, WACO introduced a website specifically for camping rentals. All WACO members have the opportunity to advertise and display a in-depth look of their campground rentals for campers to view.

• WACO Member Facebook

WACO has a Member only Facebook allowing campground members to be in contact with each other. Whether the topic be how to deal with an unruly camper, a seasonal issue, which reservation system works best. To join the group, visit <https://www.facebook.com/groups/wacomembers/> and request to be a member.

Vista Royale Campground

Shaded and open sites



Address: 8025 Isherwood Rd., Bancroft, WI 54921

Your Hosts: Scott & Diane Kollock

Phone: 715-335-6860

Website: www.vistaroyalle.com

Located in: Central Wisconsin River

Season 4/15 to 10/15

Rate Range: \$28.00 – \$45.00

✓ WACO Satisfaction Guarantee

✓ Limited Accessibility

Sites and Services

- 300 Total Sites
- 150 Seasonal Sites
- 100 Water/Electric Hookups
- 25 Pull Throughs
- Dump Station
- Free Showers
- Offsite Storage
- LP Gas
- Laundry
- Public Phone
- Snack Bar
- WiFi/Hot Spots
- Wood for Sale
- Credit Cards Accepted

Recreation

- Swimming Beach
- Pond
- Playground
- Pavilion/Rac Hall
- Game Room
- Jumping Pillow
- Fishing
- Bait
- Themed Weekends
- Planned Activities
- Cold River Mining

Items to Rent

- Rentals with Bathroom
- Rentals with Kitchenette
- Rentals ADA Compliant
- Golf Carts
- Deluxe Cabins

Restrictions

- Quiet Time: 11:00 PM

Directions/Nearby

- 16 miles S of Stevens Point, off Hwy 39/51, exit 143, 1/2 mile E on Co. W, 1 mile N on Isherwood Rd
- Golf courses, Green Circle, Wisconsin River

WACO CERTIFICATES



A WACO Gift Certificate is campground cash. As long as you are a member in good standing with WACO you can redeem these certificates.

How do people get WACO Gift Certificates?

- The WACO office “trades” them for promotional use to media all over the State of Wisconsin, Minnesota & Ill. We get the total amount of the certificate to use for advertising. For example if we send a \$100 certificate to a TV station they would run a \$100 TV ad for us. If they use it for a contest or sell it at a reduced price on their auction we get the additional advertising they use to promote their auction or contest. WACO members are paid the full value of the certificate! So instead of paying thousands of dollars directly to the media we get the advertising and our members get the money.
- We use them as grand prizes for events such as RV shows to drive our social media programs.
- They can be used for convention expense, like treating the staff, paying the speakers, and even tipping the servers! Again another way to take the cash we would pay for this service and give it to members!
- Our members get the amount of the certificate as cash back on their WACO account! - just send them in!
- Donations requested by Campground owners

If you receive a WACO Camping Gift Certificate, send it in to the WACO office with any information on how it was used at your campground. As the campground, you have the option for WACO to apply the amount to your account or issue you a check for the same amount.

NEW MEMBERS ITEMS TO NOTE

- **WACO Satisfaction Guarantee**

As a campground member, you have the option to offer and market the WACO Satisfaction Guarantee. This guarantee means:

“The WACO Guarantee is a full refund to any camper requesting a refund on campsite fees and leaving within one hour of check-in. This guarantee applies to campsite fees only and is not valid on holidays or holiday weekends.”

This guarantee is listed on your directory and website listing is you choose to select it for your park.



- **Donate Certificates**

This program is used at many of the RV shows where your coupon or certificate is put on a spin-to-win wheel and used as a fundraiser for the Gilbert Brown Foundation. Get your coupons/certificates distributed to campers in fun ways like radio giveaways, spin to win, Gilbert Brown Foundation Fundraisers, inserted in directory requests through the WACO office and on-line requests. Your coupons may be used at waysides, welcome centers, Chambers, Libraries and gas stations where directories are located. This Program is FREE to all WACO members. Printing is the responsibility of the campground owner. Also shipping and getting them to the WACO office no later than December 1.

- **New Member Exclusive Offers**

As a first-time new member, you are eligible for specific deals through WACO.

The first deal is 50% off an ad size in the directory, with the exception of prime space. This means your campground could select a Full Page in the Campground Directory for only \$2,197.65 (originally \$3,393.60)!

The second deal is attending the annual WACO Convention for FREE! If you have never been to convention before, your campground and the registered staff get to attend the full convention, seminars and trade show, for free! When registering, note for the WACO staff that your are a new member to receive the discount.

The WACO Annual Convention is hosted in Stevens Point in March. It is currently the largest trade show in the nation!

- **Classes and Certifications**

Starting on the Wednesday of convention week, there are multiple classes scheduled for campground owners and their staff to obtain and/or renew certifications that will benefit their campground. Such certifications include the ServSafe Manager course, Certified Pool Operator course and more!

- **Speakers and Seminars**

Our convention is host to more than 50 speakers and seminars throughout convention week. We offer a wide range of topics including technology, social media, landscaping, how to better your business, motivating employees, legislative issues, ADA rules and more!

- **Trade Show**

The WACO trade show presents over 190 vendors from all over the country. Our trade members work with WACO to provide discounts and deals exclusively for our members. Throughout the show, there are hands-on demonstrations, direct communication with suppliers and the ability to take home purchases that week.

- **Environment**

The WACO Convention is one that really cannot be beat. It is a family-friendly environment with events for everyone in the family to do. We provide a Kids Kamp for kids to learn, play and laugh while the adults enjoy the full effect of all the WACO convention has to offer. The combination of classes, speakers, the trade show, and other campground owners makes for a perfect week to get ready for camping season! The information that is gathered while at the WACO convention will last you, your family and your staff a lifetime!

- **The Gilbert Brown Foundation**

Former Green Bay Packer and Super Bowl Champion, Gilbert Brown and his Foundation help our branding efforts and support our philanthropic efforts. His name connects us through social media, advertising and connects us to the Packer nation!

The Gilbert Brown Foundation supports over 156 children's charities throughout Wisconsin. Being a Green Bay Packer, Gilbert loves his Wisconsin fans and has adopted the idea that “the money raised in Wisconsin, stays in Wisconsin!”

Gilbert partners with the Wisconsin Association of Campground Owners and makes appearances at various parks throughout the summer to raise funds for kids with cancer and other illnesses. Campers truly enjoy spending time, and talking, with the former Super Bowl Champion while raising money for a great cause.



Contact the Wisconsin Association of Campground Owners today!

**Have questions? Want to know more about
membership with WACO? Contact the WACO office!**

Lori Severson

Executive Director

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