



WACO

Wisconsin Association of Campground Owners

October 2017

September Fall Workshop Recap

A big thank you to everyone that attended the September Fall Workshop in Woodruff, Wisc. It was great to see members with smiles on their faces after another season for the books. Also, a big thank you to our host, Indian Shores Resort for the accommodations and hospitality. If you couldn't make it, here is a recap of all the fun and new things that were learned.

The workshop started on Tuesday with a welcome by Indian Shores and recap of how the season went for everyone. Jeff Sims, of ARVC, joined for the morning to check in with campground owners of WACO. After, we rolled into a cracker barrel with reservation systems, concerns over plumbing, and convention topics. Topics included alcohol sales in campground with no bar, Septic system and maintenance, structuring your organization, reservation system panel, managing generations, and more! If you have an idea, send it to the WACO office!



Indian Shores gave a tour of the campground showing off the gorgeous fall colors. The last stop on the tour was their beach house along the lake with quite the view! They rent the spacious unit out by the week. Perfect summer getaway!

Next stop was our trade member, North Park Manufacturing. We were able to see a couple units in production and look through their floor plans. Mark Hazelbaker, WACO's lawyer, spoke and answered questions pertaining to holding paychecks, process of firing staff, and more. North Park Manufacturing sponsored a wonderful lunch as well as our trip to the Wild Wood Wildlife Zoo following our tour!

The zoo had all sorts of animals from a blank panther, bears, tigers, monkeys, zebras, and more. Some campground members loaded a tram and took a safari trip through open field and met more animals. There was even an opportunity for a giraffe to eat right out of your hand! Overall, it was a pretty cool experience.



Patricia Lake Campground was our next tour of the day and if you ask any of the attendees, the first thing they will say is, "Check out their dog park!"

David and Joy Taber set up an awesome dog run area including fire hydrants, doggy bags, and running water for \$500!

The evening was wrapped up with dinner and networking at the Thirsty Whale. If you are in Minocqua, check out this place as it is right on the water. John at Properties Plus spoke about getting your financials ready to sell and working with family. Lori Severson wrapped it up with working with foreign students at your campground.

Wednesday was filled with touring four different campgrounds in the area. The first stop was Lynn



Inside this issue

Fall Workshop P. 1 - 2

Sept. Workshop Recap P. 2

Between You & Your Best P.3

Talk Social P.3 - 4

WACO Facebook P. 4

Getting Ready for RV Shows P. 5

WACO Convention P. 5

WACO Board Members and
Advertising Opportunities P. 6

Ann's Campground in St. Germain. While this campground is on the water, they also are the only spot with gas! Their convenient bay and docks for boats make it a recommended stop for boaters. Each campsite also has Wi-Fi for campers with a different password per site. Mike touched on how they allow two devices per site and how he watches the connections to make sure no one goes over. The campground celebrated with nine different groups celebrating visiting the campground for 50 years!



Second on the list was Arbor Vitae Campground. Don welcomed WACO and walked through the past of the campground. Don has been with the campground for 7 years now and growing it each year. The campground offers all different sites from seasonal to primitive sites. A cool and different touch to the campground is that a snowmobile trail is located right through the middle of the campground!



Next was Chain O Lakes Campground in Eagle River. Mike gave us a tour of the campground including a stop at their boat launch. Sites are filled with fun and inviting signs welcoming campers in. Our third stop also included lunch sponsored by Secura & Covera Insurance.

Lastly, the WACO group stopped into Hi-Pines Eagle River Campground. Rumor had it, their bathrooms are second to none! The campground has a swimming pond with various inflatables and pool toys that is camper and public friendly. If you are in the area, stop in and say hi while also taking a look at their check-in area filled with board games, lounging, and anything else you need for camping!

October Fall Workshop

It's not too late to sign-up for the October Fall Workshop! Join WACO on October 3rd & 4th for exploring campgrounds, networking, and adventuring! Register today for the following workshop:

- October 3rd & 4th: Host - Lake Arrowhead in Montello, Wisc.
 - Mini Sessions including Hidden Land Mines to selling, Seasonal Agreements, Acquiring Seasonals, Shoulder Season ideas, Pricing strategies
 - Tour Lake Arrowhead
 - Lunch by Covera & Secura Insurance
 - Malsack Properties Tour
 - Riley's Pub: Cracker Barrel & Social Hour
 - Dinner at Riley's Pub
 - Tour Grand Valley Campground
 - Tour Wilderness Campground
 - Lunch at Wilderness sponsored by Covera Insurance
 - Tour Glacier Valley Campground
 - Golf Cart Drawing, Cracker Barrel, Advertising committee presentation of Advertising Opportunities, WACO Update

A full breakdown of events is available in the Members section of the website and will also be sent out through email. Registration for one workshop is \$40.00 for Member Campground! Remember, bring family & employees. The fee is the same if you have 1 or 20 members from your campground. A registration form can be found in the back of the newsletter.

SAVE THE DATE

Mark your calendars for March 14th - 18th for the 2018 WACO Convention!

Between You and Your Best

Growing Your Business sent out an article recently written by Mark LeBlanc. Take a look at his article titled "Between You and Your Best":

Hardly a day goes by that I am not anxious, nervous, scared, and wondering what will the day bring? And, then I get going, get to work and drive my business forward. This year I am celebrating my 25th year as a business coach, professional speaker and author. Prior to starting my current business, I owned a creative, graphics, printing and mailing business.

As business owners and independent professionals, we wear many hats. During the day we switch from hat to hat as we face the myriad of tasks, commitments, responsibilities and privileges of being our own boss. There is a tension or what I refer to as inspired friction that drives us to want to perform at our best on a daily basis. What about hour by hour and minute by minute? How can we navigate or harness that fear in order to stay focused and do more of what we want to do and love to do?

Recently, I had the honor of interviewing David Levin, author of a new book,

Raise Your Inner Game. David also co-authored (with John G. Miller) QBQ, a book on accountability that sold over a million copies. David was kind enough to ask me to be the best man at his wedding to Margret about twenty years ago.

For me, what helps is a commitment to rituals, routines and standards. I have a morning routine that when followed sets me up for the day and provides a degree of emotional control. I have a set of daily benchmarks that when executed keep me in gear and provide a sense of knowingness that new business opportunities will present themselves. Maybe what matters most is a commitment to a code of conduct in meeting my standards of performance in all areas of my life and work. Meeting your standards will result in peace and pride knowing you are living your best on a daily basis.

Talk Social with Carrie: Going Mobile

SocialMediaWeek.org recently shared an article on how the majority of people are switching to mobile rather than desktop. The factors are obvious when thinking about the "on-the-go" culture and immediate satisfaction. At the Social Media Week London, Kat Hahn (Head of Creative Shop, Northern Europe, Facebook) shared with attendees "that the average person is scrolls through 300 feet of feed per day on mobile". That means companies and their advertising or ways of attracting customers online is evolving to their clientele. The following is information by the SocialMediaWeek Staff on grabbing customers with mobile devices.

"At #SMWLDN, Sophie Agnew (SMB Partner Manager, Facebook) led a workshop on how to build a mobile presence for your business and how Facebook & Instagram can help grow it.

Mobile First

Agnew began her workshop by discussing mobile's current audience, which is everyone. People spend 3 hours a day consuming content on their mobile device and 62% of people glance at their smartphones a staggering 30 times a day.

Mobile is also opening up opportunities for businesses to reach customers with 90% of people using their smart phones for shopping and 57% glancing at their smartphones will watching TV. The consumer journey doesn't happen through mobile, statistics show that the consumer journey happens across all devices and channels.

Their are currently over 2B people using Facebook and 700M on Instagram spending 20% time on mobile. Just in the UK alone, 32M people are on Facebook each day, 30M of those on mobile with 94% of daily Facebook use being mobile-only. 51% of the UK's internet population log in to Facebook on mobile every day.

Agnew proceeded to walk attendees through what Facebook's personalized marketing looks like in every stage of

the consumer's journey.

Facebook Campaign Objectives

Facebook offers businesses ad solutions across the entire Facebook family.

- **Awareness** - Drive top-of-mind-awareness for your brand with video and slideshow ads to reach people that are most likely to pay attention.
- **Demand** - Use Canvas and Collection to generate demand for your brand's product or service.
- **Acquisition** - Use Lead Generation on Facebook and Instagram to help you collect info from people interested in your business.
- **Transaction** - Automatically retarget relevant products to drive your dynamic ads.

Different Options In Targeting Your Audience

With Facebook and Instagram you can target your audience based on demographics, location, interests, behavior, or top partner. Use first party data to extend your relationship with existing customers, develop new customers and prospects, and learn about your customers through insights.

You can find new customers that share traits and interests with your current customer base. Find new prospects that look like your most valuable customers, ones that have recently converted or have interacted with your page. 70% of Facebook users in Europe connect with at least one business from a foreign country and 362M users from abroad are connected with a business in the UK.

Advertise Across The Facebook Family

Because people are using Facebook and Instagram throughout the day, your business can be connected with your audience no matter what time or platform. Advertising across the Facebook family will provide a more efficient outcome for your campaigns.

Facebook Messenger is another way that people and businesses are interacting with one another. 2B automated and people-initiated messages are sent between customers and businesses each month. When surveyed, people said that they felt more positive and trusted the business more when they were able to chat with them.

How Do You Measure Campaigns Across The Facebook Family?

The Facebook Ads Manager shows displays all ad insights including website clicks, reach, cost per result, and result rate. By adding Facebook Pixel to the backend of your website you can track activities on all devices. This allows you to keep track of the real transactional value of your advertising campaign in every stage of the consumer journey.

Agnew ended her workshop by talking about the pros of using Instagram as part of your advertising campaign. The visual story platform is where communities are constantly evolving and engaging. Just like Facebook you can target your ads based on what consumers are interested in, but the format allows for creativity to shine and make your ads look like posts from the brands and people they are following."

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/>. **If your campground is not clearly identified on your Facebook, email or call Lori in the WACO office with your name to make sure you are added.



Matthew Disher - 715.344.8383

2916 Church Street
Stevens Point WI 54481
matt@disherinsurance.com

Representing:
 **SECURA**
INSURANCE COMPANIES

Getting Ready for RV Shows

The 2017 camping season is coming to a close. For some, echoes of cheers fills the campground, and for others, the work never begins as the winter marketing and shows looms over their heads. WACO is here to make the process simple with no fret or worry.

The first step is to locate the shows that you want to draw from. There are RV Shows located throughout the Midwest. Some will make great sense to attend as your campground, while others may not. Review your campers and where they come from. Another thing to consider is an area that might be untouched for your campground, but could help draw in new clientele.

After deciding on a couple RV Shows, your next step is to fill out the necessary paperwork and claim your area. Check with the RV Show as each one has a different reservation process. Some shows send out carbon copy forms for you to fill out by hand and keep a copy, others will require it to be done electronically. It is highly recommended to keep a copy of the signed contract with the show and any communication you may have. Remember to check for any additional fees that could be added on. A common one is tearing down your booth early or not having an attendee at your booth.

Congratulations! You are now registered for an RV Show! Your next step is to consider marketing material, hand out options, and the overall look of your booth. A fun flyer for campers to refer back to when they get home is always a nice touch! This flyer could contain information about your amenities, attractions in the area, rates, how to book their site, and more! The key is to highlight the items in the campground that you want to showcase. Displaying pictures of your campground or highlighting the main attractions in your booth is a way to get the campers to stop and learn more.

Want to give each camper that stops by a referral item? A referral item, or bounce back, gives the camper a deal of incentive to check out your campground! A common use of this is including a coupon on your flyers or handouts for a free night of camping, buy one get one, 15% off, and more. Along with a bounce back, you can also offer a specific prize for that specific RV Show. A recommended way to do this is to have an "Enter To Win" option at your booth. Whether you use an electronic way or paper way to capture campers contact information, that is still a way to gather emails to later contact campers with specials, deals, and information on your campground.

After the RV Show is complete and a week or so has gone by, remember to follow up with the campers that stopped by your booth. Shoot out an email with promotional information about your campground and give a call-to-action to reserve their site today!

2018 WACO Convention



The 2018 WACO Convention will be March 14th - 18th, 2018 at the Holiday Inn and Convention Center in Stevens Point, Wisconsin. The convention will be filled with educational courses, seminars to help grow your campground, legislative topics, networking, walking through aisles of the trade show, and so much more! This years educational courses will include ServeSafe Certification, CPO - Pool Operators Course, and CPR Certifications. Our seminars will contain topics such as technology talks, low cost crafts, security and safety, outdoor weather safety, mock sales tax audits, themed weekends, how to hire new employees, and more!

You can sign-up by filling out the form attached to the newsletter. Remember to call early on the hotel rooms as they usually fill up. Hope to see you their for the 55th Annual, 2018 WACO Convention!

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

Lori Severson,

Executive Director

PO Box 228

N22676 US Hwy 53

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	Secretary
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
Merry Mac's Campground	(608) 493-2367
ROBERT WEISS	Director
Wilderness Campgrounds	(608) 297-2002
BECKY GUSSEL	Director
Sherwood Forest Camping	(608) 254-7080
RANDY SONDALE	Director
Pineland Camping Park	(608) 564-7818
BUD STYER	Director
Smokey Hollow Campground	(608) 592-2128
JOYCE STENKLYFT	Director
Stoney Creek RV Resort	(715) 597-2102
MIKE DRICKEN	Director
Lake Lenwood Beach and Campground	(262) 334-1335

Fall Tour/Workshop

Please pre-register:

Phone: 608-525-2327, Fax: 608-525-2328, or
Carrie@seversonandassociates.com

Campground Name: _____

of people attending (Oct): _____

Bring family & employees. The fee is the same if you have 1 or 20 members from your campground.

WACO Member Fee:

•\$40.00 (Sept. or Oct.)

October only

\$40.00

Non-member Fee:

• \$55 (Sept. or Oct.)

• \$100 (Both)

\$ _____

Total Due \$ _____

Send payment & registration to please.

WACO

PO Box 228

Ettrick, WI. 54627

CC # _____ Expires _____

Zip code _____ 3 digits on back _____

Deadline for October Workshop: September 25th, 2017

WACO Advertising 2017 - 2018

Wisconsin Campground Directory Ads		Total \$	Deadline: 9/11/2017
Directory Listing	Free with your membership		315,000 WACO Directories are distributed annually to the State Tourism sites, Chamber of Commerce's, campgrounds, trade shows and more! <ul style="list-style-type: none"> Any ad is 50% off ad size if upgrading advertising size (1 time only) (Exception Prime Space) Acceptable programs & file formats (all graphics and fonts must be included): Quark, InDesign, .tif / .eps / .jpg / .pdf. Other formats must have prior approval. Acceptable media: disks, CD / DVD, flash drive, Drop Box
Full Page	10"x7.5"	\$3393.60	
3/4 Page	7.437"x7.5"	\$2,744.70	
2/3 Page	6.5"x7.5"	\$2,422.35	
1/2 Page	4.875"x7.5"	\$2,197.65	
1/3 Page	3.125"x7.5"	\$1,617.00	
1/4 Page	V:4.875"x3.625" H:2.312"x7.5"	\$1,252.65	
1/8 Page	3.625"x2.312"	\$896.90	
Full Page (**Prime Space)		\$7,394.10	
Cover 4 (**Prime Space)		\$7,394.10	
Cover 2-3 (**Prime Space)		\$6,370.35	
Coupon on the Map		\$500.00	Placed in the center fold of the Directory and on the WACO Website under "coupons"
Additional Listing		\$100.00	If you have a listing in a small town and would like to be listed again in a larger town, a reference can be made i.e. Stevens Point: Vista Royale Campground – see listing under Bancroft pg. X
Additional Town: _____			
ATV Listing		\$250.00	Advertisement specific to ATVs
Camping Rental Listing		\$250.00	Available to WACO Campgrounds with purchased online listing for the Wisconsin Camping Rentals website.
Canoe/Kayak/Fishing Listing		\$250.00	Advertisement specific to Canoe/Kayak/Fishing (Please check all that apply) <input type="checkbox"/> Canoe <input type="checkbox"/> Kayak <input type="checkbox"/> Fishing
*Please select an option in regards to your ad		No charge	Repeat my ad from 2017
		\$150.00	Compose my ad from information provided
		No charge	Camera-ready art enclosed
		No charge	Camera-ready art to follow

50% of ad fee must be submitted with this ad form. Prime space must submit 50% deposit and ad form before July 31, 2017 to guarantee placement in directory. Deposits are non-refundable and space is available on a first come first serve basis. All ads & money must be submitted by Sept 11, 2017. Please note late fees. Note: Late fee of \$25.00 per day applies if application is submitted after September 10, 2017

WACO Campground Website		Total \$	Deadline: 9/11/2017
Website Listing	Free with your membership		Expanded directory listing includes up to four photos.
Website Rotating Side Ad	\$400.00		200px X 200px, Saved in a PNG or JPG file
Website Rotating Banner Ad	\$500.00		(Top & Bottom) 1200px X 125px, Saved in a PNG or JPG file
Facebook Post	\$100.00 x _____		One post on the Wisconsin Campers Facebook Page
Event Ad	\$50.00 x _____		Listed on Campers Event Calendar under "Events"
Coupon Ad	\$150.00		Listed under "Coupons", Saved in a PNG or JPG file

Wisconsin Camping Rental		Total \$	Deadline: 9/11/2017
Wisconsin Camping Rental	\$750.00		Includes enhanced listing on the NEW Wisconsin Camping Rental website, website top/bottom banner ad, a four-sided brochure specifically for the Wisconsin Camping Rental Units, and distribution of 30,000 of the Camping Rental brochures (RV shows, piggy back program, special promos, etc.). Enhanced website listing includes up to four photos, as well as a breakdown of rental units (individual slideshow per each unit). Each slideshow can contain up to 4 photos. Please pre-label the photos by the name of the rental units.
Includes Directory listing & logo. Campground supplied rental unit photos will be used			

Print Advertising		Total \$	Deadline: Art is due by 11/10/2017
Printing Program (30,000 pieces) (Individual Campground)	\$550.00 x _____		Type: 70# double-sided glossy paper – printed on both sides. This program is only good once per year as pricing is good when multiple campgrounds use the program. **Price does not include shipping.
Piggy Back Program (Approx. 5,000 sent per year)	\$200.00 x _____		Your campground brochure/flyer is sent out with the WACO Directories requested at the office, from RV dealers, to welcome centers, Chamber of Commerce's, etc.!

RV Show Brochure Distribution		Total \$	Deadline: 12/1/2017 to the WACO Office. All brochures must be marked for each show. Undistributed brochures will not be returned.
<u>Attended RV Shows by WACO</u>			Your brochures will be included in the WACO bags and handed out by the WACO staff.
Milwaukee RV SuperShow	\$275.00		January 5th - 7th: 4,000 brochures
Greater Chicago SuperShow	\$275.00		January 12th - 14th: 4,000 brochures
WBAY Green Bay RV Show	\$275.00		January 25th - 28th: 6,000 brochures
Madison RV Show	\$275.00		February 2nd - 4th: 3,000 brochures
La Crosse RV Show	\$275.00		February 8th - 11th: 2,000 brochures
Minneapolis RV Show	\$275.00		February 9th - 11th: 4,000 brochures
Milwaukee RV Show	\$275.00		March 1st - 4th: 3,000 brochures
All 7 RV Shows	\$1,450.00		25,000 – 27,000 brochures
<u>Distributed to RV Shows by WACO</u> <i>Included in the \$1450 if you purchase all 7</i>			Your brochures will be included in the WACO bags and sent to the RV shows listed below for distribution.
Rochester, MN RV Show			February 23rd - 25th (Tentative)
Eau Claire RV Show			March 1st - 4th
Oshkosh RV & Boat Show			March 2nd - 4th (Tentative)
Central Wisconsin RV Show (Wausau)			March 9th - 11th
Rockford RV Show			March 16th - 18th

Must be paid in full by November 1st, 2017. You provide the Brochures – No larger than 10" x 12". Brochures must be received at N22676 U S Hwy 53 Ettrick, WI 54627 no later than December 1st, 2017. Undistributed brochures will not be returned unless requested and prepaid by Campground. All Brochures Must Be Marked for Each Individual Show. Send no more than the maximum distribution for each show. Your printer should be able to do this for you.

Donate Certificates	No Charge	Deadline: 12/1/2017
This program is used at many of the RV shows where your coupon is put on a wheel and used as a fundraiser for the GBF. Get your coupons distributed 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. <i>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, 2017. Please note these are certificates only.</i>		
\$	TOTAL FOR ALL ADVERTISING	

Advertising Agreement:

The undersigned hereby agrees to place display advertising in the annual directory of the Wisconsin Association of Campground Owners, Inc. as indicated and for the amount shown. It is understood that the amount due must be paid in full by Sept 11, 2017 in order to be included in the directory, and the Directory Committee reserves the right of advertising acceptance and placement. WACO reserves the right to delete or edit any material that is deemed by the Board of Directors, to be abusive, defamatory, obscene, illegal, offensive or inappropriate or unacceptable for any reason.

Name of Campground: _____

Name of authorized person for advertising approval: _____

Signature: _____ Date: _____ Check #: _____

MC or Visa #: _____ - - - Exp: _____ / _____

CVV/CSV: _____ Zip Code: _____ Total: \$ _____

Return to: Wisconsin Association of Campground Owners (WACO)

PO Box 228, Ettrick, WI 54627

Phone: 608-525-2327

Fax: 608-525-2328

Please send all artwork to Carrie@seversonandassociates.com.



WACO 2018 Convention & Trade Show

March 14th – 18th, 2018

Holiday Inn Hotel & Convention Center
1001 Amber Avenue
Stevens Point, WI 54481
715-344-0200

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 Member Convention Pass Options

Early Bird Price Pay before January 31, 2018 (Must be postmarked or verifiable)

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

After January 31st, 2018

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

Expo Only \$75 per person/per day _____ people x _____ days = \$ _____

Total from Passes: \$ _____

Pool Certification Course (Must pre-register)

Please print names of registrants

1. _____ \$100
2. _____ \$100
3. _____ \$100

ServSafe Certification (Must pre-register)

Please print names of registrants

1. _____ \$75
2. _____ \$75
3. _____ \$75
4. _____ \$75

Total from Certifications: \$ _____

Kids Kamp (Wednesday – Saturday)

****Rate for entire convention (No discounts for less days)**

Kids Kamp	Wed. thru Sat.	\$95 each x _____ people = \$ _____
Teen Program	Wed. thru Sat.	\$95 each x _____ people = \$ _____
Non-registered Kids	Per Day	50 x _____ days x _____ people = \$ _____

Children's Name, Age, T-shirt Size (list if specifically youth or adult)

1. _____	5. _____
2. _____	6. _____
3. _____	7. _____
4. _____	8. _____

Total from Kids Kamp: \$ _____

TOTAL: \$ _____

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 \$76.00 King Suites \$106.00, 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 19, 2018** 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