

WACO

Wisconsin Association of Campground Owners

April 2018

The 2018 Wisconsin Association of Campground Owners' Convention is complete. After a successful week full of classes, learning seminars, trade show, and fun in Stevens Point, the 2018 Convention has come to an end. A huge thank you to everyone that attended Convention this year! It was great to see all the campground attendees including several new campgrounds!



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While the 2018 Convention is complete, the planning for the 2019 Convention has already begun! Ideas for next year's seminars or trade members? Send your thoughts to the WACO office
lori@seversonandassociates.com

SAVE the date

Mark your calendars for March 12th - 17th for the
2019 WACO Convention!

**Holiday Inn Convention Center,
Stevens Point, Wisconsin**

WACO is excited to be coming back in March 2019 to Stevens Point Wisconsin.
They have been amazing partners!



Dave Ross was appointed by Governor Scott Walker to serve as Secretary of the Wisconsin Department of Transportation (WI DOT) beginning in January 2017. Wisconsin DOT is one of the largest state agencies, with about 3,500 employees and an annual budget of more than \$3.5 billion. The department supports all modes of transportation, including state highways, local roads, railroads, public transit systems, airports, and harbors. In addition, the department includes the Division of Motor Vehicles which serves about 50,000 customers each week, and the Division of State Patrol that enforces laws and assists motorists throughout the state.

Secretary Ross first joined Governor Walker's cabinet in January 2011 as Secretary of the Department of Safety and Professional Services. DSPS is responsible to help ensure the safe and competent practice of licensed professionals in Wisconsin, while enforcing laws that support safe and sanitary conditions in public and private buildings.



We know Mr. Ross best from his role at as the Secretary of the Department of Safety and Professional services. We were honored to be able to present him with an award for all his help with the campground code, the building code and several other issues he worked on side by side with WACO. His only complaint at convention, was having to follow Stephanie Klett! He proved a lively and absolutely entertaining speaker. We are lucky to have people who work hard for our organization! Special thanks to Mr. Bud who Dave Ross quoted as, "I had to listen to what Bud said. Every single time I opened the door, he was there with his blinding special shirt." All kidding aside, thanks Mr. Bud for all you do for our industry!



Sarah Britt

We are grateful to work with the Stevens Point Convention and Visitors Bureau – they have provided transportation for our group and help us put activities together for the Kids Kamp. Our personal joke is how your Executive Director got this gal pregnant!

Send me an email, if you missed convention and I'll tell you how! LOL we might see who actually reads these!

Carla Brown

Teaching how to use your photos!



Jennifer Hess

Thanks so much for the help with assistance in finding speakers! UWL Stevens Point



Stephanie Klett, Secretary of Tourism accepts the award for helping develop the State of Wisconsin's tourism program along with sharing the latest Wisconsin Tourism commercials!

I introduced her as the queen of selfies, and was quickly corrected—she says her arms are not long enough for that. What I truly wanted to express is she is kind of like a where's Waldo for Wisconsin, only truly a beauty queen!

I am so amazed at the time and effort she puts into this position. We are so lucky to have her support and help! She accepted her award along with Sarah Klavas's award.

Stephanie and her team make great use of earned media, much like the way WACO uses the Gilbert Brown Foundation and our WACO Certificates.



Our Plaque Winners Posing for The Wisconsin Tourism Site!



Stephanie Klett, Secretary of Tourism made my day by calling me on my cell phone to say what a wonderful conference we hold and how happy she was that we thought of Dave Ross. We are so lucky to have a great relationship with the folks who run our State.

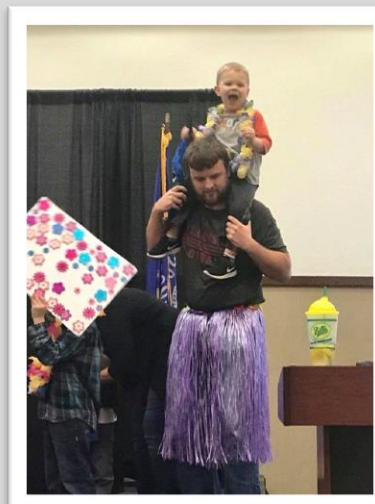
Thanks to all of our Board members who work so hard at developing these relationships!

Preliminary Results of Convention

Campground Attendance	107
Campground people	352
Booths	185
Kids Kamp	61
Auction Results	\$42,700

Josh
Prondzinski

Kids Kamp



Thanks to all who helped with this years convention!
You are all amazing!

Congratulations to the Mayor of Montello!

Gary Doudna

From

Buffalo Lake Campground

I crepted
on Gary to find this !

In today's world it's so important to get involved with your local! Government
Decisions are made by those who show up!

**Be sure to get involved in your local Government!
Let WACO know what's happening!**

Talk to non-members about this piece—Your membership dollars are truly at work! IF you are not a member—would you have these resources?

Crazy Stuff! Towns and County's are always looking for ways to change laws and create ordinances that don't always work for your businesses. We sure had an example here! Check out this line from a draft for the Town of Big Bend. Special thanks to our member campground, Jim Sterchy from TJ's Timberline Campground that made WACO aware of this. Jim Button & Bud covered me, while I was at a funeral, and attended a campground owners meeting to help them with a plan.

WACO's Action Plan included:

- Involving WMC
- Asking Nancy Mistel to get clarification on the State piece
- Getting DAPCAT involved
- Getting Mark Hazelbaker to write a letter and get on a conference call.
- Attending the public hearing

**Do you need a Pre-Existing Wisconsin Camping Unit Insignia for your pre-existing cabin? Jerry Anderson is placing an order very soon.
Order yours at csiwi64@gmail.com or call 262-903-4221**

FOR SALE:

In 2013, we purchased 8 Prime Kart Pedal Karts-commercial model.s. Our RV resort has decided to get out of the Pedal Kart business. If you could send out an email blast to the WACO members, that would be super. If there is a charge to do this, please let me know what that would be. are the models:

- (2) Bandits; ages 2-7 yr. 100# weight limit- new each-\$519.00BEST OFFER!
- (2) Chargers; 8 on up, 300# weight limit-new each-\$939BEST OFFER!
- (1) Nitro; ages 8 and up, 300# weight limit-new each-\$939BEST OFFER!
- (1) Ranger; ages 8 and up, 300# weight limit, new each-\$939BEST OFFER!
- (2) Roadsters; 600# weight limit, two seaters –new each \$1099.00BEST OFFER!
- (1) Front Seat Kit, ages 2-5, attaches to Roadster-new \$229BEST OFFER!

Check out at www.primekarts.com.

Best offer, with letter from bank, will let you pick up now and pay by July 31, 2018. Located near Hayward, WI. Any questions, please call, (715)699-3874 for Cheryl.

Cheryl.treland@treelandresorts.com

WACO Hospitality Training June 11th , 2018 8am – NOON

Hosted by Pride of America - Training by Lori Severson

- ♦ Learn about personality styles and determine how to use them in difficult situations.
- ♦ Determine key ways you can choose your attitude.
- ♦ Learn how to keep work fun and help others do the same.
- ♦ Determine what customers today need and want

U.S. Access Board Webinar: Recreation Facilities – A Refresher

The next webinar in the U.S. Access Board's free monthly series will take place **May 3** from **2:30 – 4:00 (ET)** and will provide a refresher on requirements in the ADA and ABA Standards for recreation facilities. The session will cover access in new construction and alterations to play areas, swimming pools, sports facilities, fishing piers, boating facilities, golf courses, and amusement rides.

Visit www.accessibilityonline.org for more information or to register for the webinar. Questions can be submitted in advance of the session or can be posed during the webinar. Webinar attendees can earn continuing education credits. The webinar series is hosted by the ADA National Network in cooperation with the Board. Archived [copies](#) of previous Board webinars are available on the site.

Women's Conference

Tuesday, May 22, 2018 from 7:00 AM to 5:00 PM

W.R. Davies Student Center, UW-Eau Claire

100 Roosevelt Ave

Eau Claire, WI 54703

Don't let the title confuse you - males are welcome also! Over the years I have acquired some great trainers for convention from this conference. The normal price is \$69.00 per person your WACO price is \$39.00! Just use Lori Severson as a promo code! Sign up direct please.

Legal Question of the month

How long do you keep applications?

I recommend retaining all employee records for at least 12 years, because that's the longest statute of limitations in the employment context. This is another reason why I recommend that all businesses convert to paperless document management. I would like to do a seminar on that topic. It is cheaper than paper documents and files -- by a large margin. Less storage space, ability to find everything instantly and low initial costs to convert. Plus, there's no need to destroy old records; they stay on a hard drive or a server.

Answer from: Mark Hazelbaker, Waco Attorney
Address: 3555 University Avenue | Madison, WI 53705
Phone: (608) 663-9770
Fax: (608) 204-9631

Sales Tax Question

I'm buying a golf cart to rent – do I pay sales tax on the cart now?

If the campground's **only** use of the golf cart is to rent to others for a fee, then the campground may purchase the golf cart without tax, for resale. However, if the campground uses the golf cart for any other purpose (e.g., campground or employees use the golf cart, golf cart is provided complimentary with the rental of a cabin), the campground's purchase of the golf cart is taxable.

Answer from: Janet K. Abrams, Sales Tax Specialist

Wisconsin Department of Revenue
(608) 264-7779
Janet.Abrams@wisconsin.gov

Watch For Your Gift

Your Board of Directors voted to send each of you this valuable NFPA 1194 Standard for Recreational Vehicle Parks and Campgrounds for 2018. Valued at \$49! Yours for FREE just for being a valued member of WACO ! Its packed with important codes, standards, recommended practices and guidelines for campground that is approved by the American National Standards Institute. Let us know what you think

New To WACO



WACO is putting together an auction program for consumers to boost our social media following and raise money for WACO. If you are interested in donating camping certificates or anything to this new program, please send us your information! We will start immediately with the first donations we receive to the office. You are able to give as many or as few as you would like! To kick off the program, we will start the first auction with a \$100 WACO Certificate to encourage your customers to go to the WACO Facebook Page and bid.

Auction items can be sent to PO Box 228, Ettrick, WI 54627. If you should have follow up questions or want to alert the WACO office that you will be participating in this new program, please contact us at 608-525-2327 or

lori@seversonandassociates.com.

This worked so well we are going to do one more big push before season! Send us your information today!

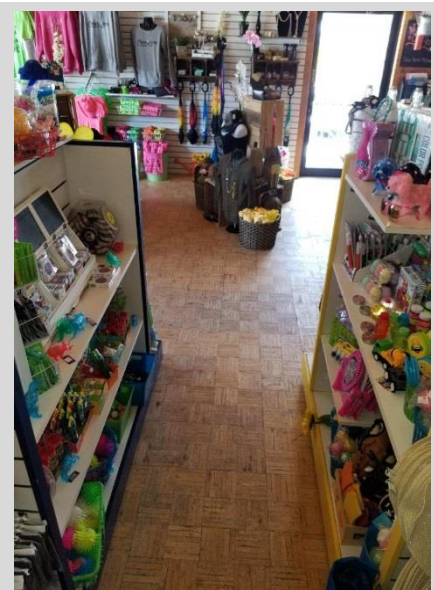
Steve Doyle



Steve Doyle is a lawyer and Democratic member of the Wisconsin State Assembly, first elected to represent the 94th district in 2011. He was reelected in 2012, 2014, and 2016. Steve is running for re-election. He works closely with the School programs and is passionate about the opioid problem and how to keep people who have kicked additions clean and busy in the workforce. Meet Steve at a Holmen Business meeting. It's important to get out and get informed about potential leaders in Wisconsin!

Make your store a beautiful profit center

Learn more by clicking on Kari's Handouts! She is available for consulting work!



Contact Kari Buffalo
Who put on the Store
display at WACO
Karibuffalo@gmail.com

Kari Buffalo 651-216-3979



ARVC's Truffle Contest!

Truffles are harvested in Europe with the aid of female pigs or truffle dogs, which are able to detect the strong smell of mature truffles underneath the surface of the ground. The female pig becomes excited when she sniffs a chemical that is similar to the male swine sex attractant. The use of pigs is risky, though, because of their natural tendency to eat any remotely edible thing. For this reason, dogs have been trained to dig into the ground wherever they find these odors, and they willingly exchange their truffle for a piece of bread and a pat on the head. Not a bad trade for the truffle hunter! Some truffle merchants dig for their prizes themselves when they see truffle flies hovering around the base of a tree. Once discovered, truffles can be collected in subsequent years at the same site.

From this the TRUFFLE contest is born! Paul Bambei from ARVC - our National Association thinks we need to hunt those truffles and peel the layers of resistance peel by peel to get to the truffle!

So he created a Contest! Wisconsin wants to win! We need a minimum of 10% additional membership joining WACO and ARVC to qualify!

If we WIN - we get.....10 count em 10 Registration and Hotel Packages!

Truffle Contest Rules – motion made and approved to give 10 OHCE registrations, travel and hotel packages to the winning State's Leadership to use as they deem appropriate to the benefit of their membership.

FEATURED ARVC BENEFIT STAPLES

Now the great prices and selection only Staples can provide, delivered right to your business! Staples Advantage combines the national purchasing power of all ARVC members to create a comprehensive, state-of-the-art online office supply program for all your campground needs. Sign up today and get access to over 34,000 catalog products, available at special ARVC pricing, or you can choose from a catalog featuring over 4,000 of the most frequently used products even more unbelievable prices. You will not find these prices in Staple retail stores - they are only available to you online at StaplesAdvantage.com, as a benefit of ARVC membership. Call or email Ashley Craddock - (303) 373-8304 - to set up an account and start taking advantage of special member pricing. Take a [look](#) at everything Staples Advantage can offer you!

Products and Services

The Staples Advantage program gives you: an account with INSTANT CREDIT and immediate access to over 34,000 catalog products; easy to use search tools to find the products you want fast; ability to create custom shopping lists to quickly order the items you use most; order history, status and total cost for purchases within the last 90 days; Convenience Card - emergency pickup program benefits; NEXT DAY DELIVERY on all in-stock items for orders over \$50 transmitted by 4:30pm EST.

Bud Styer reported saving 25% on an item he ordered! Worth a look-see!

Armed Forces Weekend



The 2018 camping season's Armed Forces Weekend is May 18th - 20th. If your campground is honoring this weekend and including a discount or deals for campers, please contact the office and let us know and we'll include your campground information under promotions and events.

WACO Facebook Member Page



WACO has 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/>.

Ever wish you had a magic book with all the campground owner answers? We have one now! It's a work in progress, but it's ready! We can send you a flash drive at no cost or you can get the hard copy for \$10 in shipping costs. These are the ones that were available at no charge at convention.

Email Lori to get yours! Lori@seversonandassociates.com

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



Please shoot an email to the WACO office on any events that should be in the newsletter.

Lori@seversonandassociates.com



BOARD OF DIRECTORS

SCOTT KOLLACK	President
Vista Royale Campground	(715) 335-6631
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
BUD STYER	Director
Smokey Hollow Campground	(608) 592-2128
JOYCE STENKLYFT	Director
Stoney Creek RV Resort	(715) 597-2102
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JIM TRACY	Director
Al's Fox Hill	(608) 356-5890
ADAM MALSACK	Director
Lake Arrowhead	920-229-1616
ASHLEY WEISS	Director
Wilderness Campground	(608)297-2002
MARK STEFAN	Director
Grand Valley Campground	(920-)394-3643
LAURIE ADAMS	Director
Baraboo Hills	(608) 356-8505

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
Cell (608) 792-5915
lori@seversonandassociates.com