



WACO

Wisconsin Association of Campground Owners

JUNE 2018

NEWSLETTER

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Hershey, Pennsylvania CAMP

CAMP is where Executive Directors from all over the Nation join to brainstorm great ideas that work in their State and attend some amazing seminars. We are currently working together to determine how we can distribute our directories together in a way that helps all of us. Thanks very much to Beverly at PA for an amazing event that included a tour of the Hershey plant and allowed me to pick up some great auction items for this years convention! We also learned a lot about the Womens movement in camping and the "Glamping" for Gals trend! I always learn something in the State by State report! Please thank your Board of Directors for allowing me to learn and grow our organization!

SAVE the date

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

**Holiday Inn Convention Center,¹
Stevens Point, Wisconsin**

Franklin "Frank" Ward, age 86 of Wisconsin Dells, Wisconsin passed away peacefully Wednesday, May 23, 2018 at his residence surrounded by his loving family. Funeral services will be held Wednesday, May 30, 2018 at 11:00 a.m. at Bethany Lutheran Church in Wisconsin Dells with Reverend Craig Wolfgram officiating. Burial will be at Spring Grove Cemetery. Military rites will be provided by the Harold B. Larkin American Legion Post 187 of Wisconsin Dells. Visitation will be held at Bethany Lutheran Church on Tuesday from 4 to 7 p.m. and on Wednesday from 9:30 a.m. until the time of service at 11 a.m. A luncheon will follow at the Holiday Shores Resort. Frank was born September 28, 1931 in Belvidere, Illinois the son of Frank and Louise (Hopperstead) Ward and grew up there, working for his fathers construction company. Graduating from high school, he attended Northern Illinois University for 2 years and enlisted into the U.S. Navy becoming a member of the Seabees (Naval Construction Force). Following an honorable discharge, Frank married Alice Carner in November of 1956 in

Your WACO Family loves you!



Rockford and raised three children. The shortened, condensed version of how they ended up in Wisconsin Dells is this...On the way back home from a fishing trip in Canada, their converted Greyhound bus broke down near Wisconsin Dells. Frank knew someone with property near the Dells and the bus was towed there. Frank ended up buying the land in 1975 and with his wife and family has developed Holiday Shores Campground and Resort into a premier attraction. Frank was a hard working man as well as a dedicated, devoted and loving husband and father. Frank is survived by his wife, Alice; sons, Frank (Lisa) and Jim (Jill); son in law, John Foston; sisters, Donna Kanaly of Bowling Green, Kentucky and Marian Mallot of Table Rock Lake, Missouri; 9 grandchildren and 3 great grandchildren. He was preceded in death by his parents and a daughter, Deborah Foston.

The Picha Funeral Home and Crematory of Wisconsin Dells, Wisconsin assisted the family with arrangements. For On-Line condolences and information, go to www.pichafuneralhome.com.



Dark Stores Study Committee Takes Shape

The Wisconsin Legislature's Joint Legislative Council voted on April 13th to form a Legislative Study Committee on Property Tax Assessment Practices, a/k/a "dark stores." The scope of the committee is to "review current property tax assessment practices, including the review of statutory, administrative, and judicial directives on assessment practices and the consistency of assessment practices throughout the state." The Committee will be chaired by Senator Luther Olsen, who is a co-author of both dark stores bills, and the vice chair is Representative Scott Allen, who is a co-author of one of the bills. WMC is working with a coalition of taxpayers to push for equal representation for taxpayers on the committee. The committee makeup should be known in the next few weeks.

U.S. House GOP Pushes to Make Individual Tax Cuts Permanent

The U.S. House of Representatives is planning to vote on legislation making the individual tax cuts in the Tax Cuts and Jobs Act (TCJA) of 2017 permanent. U.S. Rep. Rodney Davis (R-Ill.) introduced legislation to extend the tax cuts. While the legislation had originally been scheduled to receive a vote on or around Tax Day (April 17), the vote was pushed back after some members of the Republican House Caucus expressed concerns about increasing the national debt.

Recently the Congressional Budget Office projected the national debt will equal the United States' entire economic output by 2028. Making the TCJA individual tax cuts permanent could add between \$573 - \$736 billion to the debt. Representative Davis suggested a vote could take place later this spring or

Congress Makes Progress on Bipartisan Bills Reforming IRS

Earlier this month the U.S. House of Representatives passed a package of bipartisan reforms looking to improve the IRS's taxpayer services, appeals, and cyber security functions. The 21st Century IRS Bill (HR 5445) was approved 414-to-0. In addition, the Taxpayer First Bill (HR 5444) passed by a 414-to-3 vote.

Changes included:

Continue the "free file" program allowing low-income taxpayers to receive free tax preparation software. Make the Volunteer Income Tax Assistance program permanent allowing the IRS to collaborate with nonprofits to help low-income people and those who speak limited English file their taxes. Encourages the IRS to develop and maintain public-private partnerships to prevent identity theft. Requires the IRS to create a program to issue identity-protection personal identification numbers to any taxpayer who requests one and create a single contact point for identity theft within the agency. The package also creates an independent appeals office to enhance taxpayer rights during the IRS ³ enforcement process.

NEW STATE PROFILES THAT HAVE BEEN RELEASED FOR THE PUBLIC TO REVIEW AND USE

For Release: Wednesday, April 25, 2018

SBA Number: 18-20.51 ADV

Contact: Emily Theroux

Phone: 202-205-6936

Emily.Theroux@sba.gov

Small Businesses Drive Job Growth in Wisconsin Account for 35,895 Net New Jobs, Latest Data Shows

WASHINGTON, D.C. – The Office of Advocacy, an independent office within the U.S. Small Business Administration, today released its annual Small Business Profiles. The user-friendly profiles utilize the most recent statistics on employment, industry, and economic growth from federal data sources to create a small business narrative unique to each state.

Wisconsin's 2018 Small Business Profile shows that small businesses added 35,895 net new jobs during the latest year studied. There are 448,032 small businesses in Wisconsin, which employ 49.7 percent of the state's private workforce. The top three industries for small business employment in Wisconsin are (1) manufacturing, (2) health care and social assistance, and (3) accommodation and food services.

"Small businesses are Wisconsin's economic engine," said Acting Chief Counsel Major L. Clark, III, "they are the key to the state's ability to grow economic output, entrepreneurship, and private sector employment."

Among other findings, the 2018 State Profile reveals that in the third quarter of 2017, Wisconsin grew at an annual rate of 3.2 percent. In January 2018, the unemployment rate was 3.1 percent, down from 3.5 percent in January 2017.

"The Small Business Profiles are a valuable resource for researchers, stakeholders, and small entities who are interested in small businesses' contributions to the U.S. and state economies," continued Clark.

The profiles are based on data from the U.S. Census Bureau, the U.S. Department of Labor, and other federal agencies. They include the 50 states, the District of Columbia, the United States, and the U.S. territories.

For individual state and U.S. profiles, visit the Office of Advocacy State Economic Profile page.

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Created by Congress in 1976, the Office of Advocacy of the U.S. Small Business Administration (SBA) is an independent voice for small business within the federal government. Appointed by the President and confirmed by the U.S. Senate, the Chief Counsel for Advocacy directs the office. The Chief Counsel advances the views, concerns, and interests of small business before Congress, the White House, federal agencies, federal courts, and state policy makers. Economic research, policy analyses, and small business outreach help identify issues of concern. Regional Advocates and an office in Washington, DC, support the Chief Counsel's efforts. For more information on the Office of Advocacy, visit www.sba.gov/advocacy, or call (202) 205-6533.

Dear State Executive Directors,

I have been fielding questions and concerns from park owners regarding the Great RV Escapes program <http://greatrvescapes.com/> which is a marketing company and not associated with arvc or Go Camping America.

Owners have had guests refer to the parks listing on the website and the owner was not aware they were listed there. Great RV Escapes clearly has a disclaimer that says: This Free RV Park Directory is for your trip planning enjoyment only. It is to be used for Reference Only as parks listed here may or may not be included in the Subscriber Only Directory. They sell RVers a subscription for discounts similar to Passport America.

The confusion arises when the guest requests the 50% discount and the park was unaware of the program and hadn't signed up for it.

I randomly selected arvc member parks that were listed and called them to determine the parks awareness of their listing and the Great RV Escapes program.

- One park had signed up for the program.
- One park was familiar with it and had requested to be removed from the listing but that hadn't happened yet.
- All others had no clue they were listed.

I made a call to the Better Business Bureau to explore what options were available for owners who did not want to be listed on this website. The BBB said these issues are best resolved between the two parties and the first course of action by the owner should be to request the company to remove their listing. I called Great RV Escapes and spoke with Resort Operations Director, Drew Durrer. I inquired about the criteria they use for listing parks on their website and he said it is usually through personal solicitation from them or the park contacting them directly.

I told Drew that one of my members listed on his website was not open to the public and did not desire to be listed. He said if any park wanted removed or added they could contact him at:

Drew Durrer
Great RV Escapes
2421 W Pratt Blvd. #102
Chicago, IL 60645
(888) 727-1118
info@greatrvescapes.com

ARVC Warning From Jeff Sims

I wanted to make sure that all state leaders have the best information available on this subject so your members can make an informed business decision. I cannot provide legal advice so when in doubt I would recommend they seek legal counsel.

Jeff Sims, CPO, OHC
Senior Director of State Relations & Program Advocacy
National Association of RV Parks & Campgrounds (arvc)
jsims@arvc.org
(303) 681-0401 ext. 110 Cell: (417) 337-0451
(303) 681-0426 Fax
www.arvc.org
www.gocampingamerica.com

ROOM TAX QUESTION & ANSWER

If the charge is only for a campsite (no cabin or RV provided), then the charge is not subject to the local room tax. It is the sale of a taxable admission service.

If the charge is for a campsite with a cabin or RV on it, then the charge is subject to the local room tax. It is the sale of a taxable lodging service.

Seasonal RV campsite rentals are required to pay sales tax.

Nancy Mistele | Director
Department of Administration
Office of Business Development
Nancy.Mistele@wisconsin.gov
Direct: (608) 267-7873

FATHERS DAY WEEKEND

Do you have openings? Please send your campground name to Coordinator@seversonandassociates.com today and we will send out an email blast!

Specials Discounts and Offers

We are working on increasing our website and social media presence. You can help! This month only we are offering FREE offers, discounts, and specials - if you have something we can advertise get it to us! Example:

Come visit Vista Royale Campground stay 2 nights during the week get the third one free.

Or Wilderness Campground is sponsoring a car show for Father's Day Free to the public - whatever information you have we will publish. Our goal is to create a more active social media and website following! This is a great member benefit - please try to make time to send us the information!

Coordinator@seversonandassociates.com

FOR SALE

In 2013, we purchased 8 Prime Kart Pedal Karts-commercial models. 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

TRAINING

WACO Hospitality Training June 11th, 2018 9am – 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

This training is FREE to all WACO members and is a WACO member Benefit. Simply sign up by emailing coordinator@seversonandassociates.com with your campground name and the number of people attending.

Still time to sign up!

J1 students welcome!

Owners & Managers come on in!

ARVC 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 them 10 Registrations 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 WACO Benefit

If you run into a legal situation, there is no greater comfort than knowing a great attorney! Mark Hazelbaker knows our industry and knows Wisconsin Camping. He runs an amazing hotline that assists members when making critical decisions that affect their businesses. Mark has created awesome job descriptions that help us be sure our hiring practices are legal and aid in Workmans Comp descriptions. He has saved members trouble and money by creating agreements that help us manage our seasonal customers. Please don't hesitate to ask Mark if you have questions. He is in constant communication with your WACO office and can easily determine if this is a problem for the masses or individual and will always tell you if there is any charge! This benefit is one that is envied by other States and we are lucky to have this great option.



WACO HOT LINE

Phone:

800-858-6063

Fax:

608-662-9977

**Email: Mark Hazelbaker at
mh@kasieta.com**

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/>.

WACO 2018 Advertising

WEBSITE AD SIZES

Banner Ad: 1200 x 120

Side Ad: 200 x 200

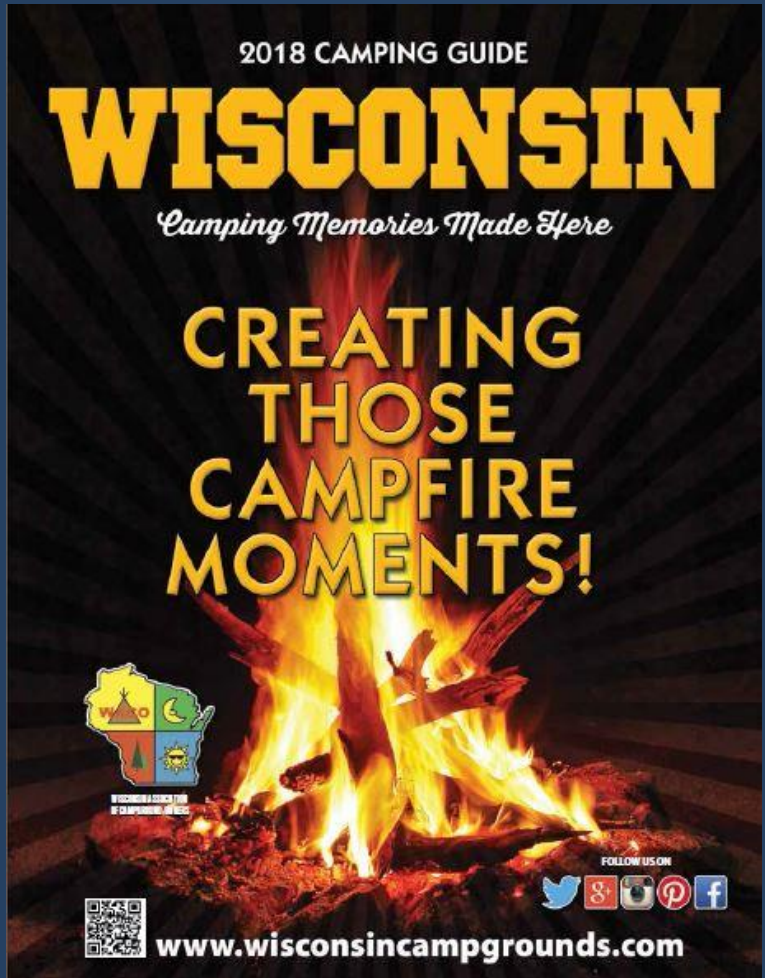
PLEASE NOTE!

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

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

SERVICE ANIMALS

GET THIS SIGN ON THE WEBSITE
PRINT IT OFF AND POST IT!

Thanks Mark Hazelbaker for another WACO Benefit

NOTICE CONCERNING SERVICE AND COMFORT ANIMALS

SERVICE ANIMALS

We welcome service animals assisting persons with disabilities. Service animals are limited to animals individually trained to do work or perform tasks for the disabled. Service animals must be harnessed, leashed or tethered. We may ask whether the dog is a service dog required by a disability, and, what work or task the dog has been trained to perform. Service animals are allowed in any premises where guests are welcome, but must be under the immediate control of the owner at all times.

COMFORT ANIMALS

We do not allow guests to bring animals, including dogs, as emotional support or comfort animals. The Americans with Disabilities Act does not require business to allow support or comfort animals. This is true even if the support or comfort animals are “registered,” wear a vest or have a doctor’s note.¹

**If you have any questions, please speak with the
Campground manager.**

¹ See, United States Department of Justice Guidelines Dated June 20, 2015.
https://www.ada.gov/regs2010/service_animal_qa.html



Our little spokesperson
for the Foundation is **Gilbert Brown**
having surgery in August! **Foundation updates**
Good luck Caden!



Our fundraising efforts are going full force this summer! We have achieved some amazing things through the years with our partnership with Gilbert, like gaining space at RV shows for less money to our members, press opportunities and branding you couldn't buy. Last year we helped over 156 charities including many of your seasonals charitable causes. Special attention is paid to donation requests that specify they are seasonals at a WACO member campground. Please help any way you can!

WAYS to help:

1. Sell golf cart tickets – need some email the WACO office
2. Hold weekly 50/50's
3. Hold a fundraiser at your park – get the seasonals involved!
4. NEW – we are selling \$100 tickets for a chance to win \$10K! If every park sold just one we would make \$7300.00! We will be mailing out tickets and would love you to try to sell just that one!



St Jude Wisconsin

May 29, 2018

Gilbert Brown Foundation, Inc.
PO Box 228
Etrick, WI 54627

Dear Friends of St. Jude,

I cannot thank you enough for your gift of \$6,500 in May 2018 to St. Jude Children's Research Hospital. Your generosity means the world to the children and families of St. Jude who are in the fight of their lives . . . children like 10-year-old Logan.

Logan is an easy-going, laid back young boy. He loves being outside, riding scooters and playing with other kids. But when he was just 6 years old, he was having terrible headaches. Over the counter medications weren't relieving any pain, so his mom decided to take him to their local emergency room to find some answers.

That's when a mass was discovered in his brain . . . and it was cancerous. He was referred to St. Jude so our doctors could get to work to save this precious boy's life. When they arrived, Logan's mom asked his doctor, "What do you think his survival rate is?" The doctor responded with, "Your child is not a statistic." And that's when she knew they had come to the right place.

At St. Jude, his treatment plan included radiation therapy, chemotherapy and surgery to remove the tumor. And thankfully, he's responded well to treatment. And because of the generosity from friends like you, his family will never receive a bill from St. Jude for anything -- not for treatment, travel, housing or food.

His mom said, "It's awesome that they give us meal cards, and that they have transportation for us. I just don't know how we would do this without all of that."

Without the help from friends like you, St. Jude children like Logan would not be able to receive the care they desperately need . . . the care they deserve. Thank you for your support.

Very truly yours,

Richard C. Shadyac Jr.
President and Chief Executive Officer
ALSAC, the fundraising and awareness organization for
St. Jude Children's Research Hospital

In accordance with I.R.S. guidelines, no goods or services were given in exchange for this gift. Federal tax law requires that we give you this receipt to substantiate your charitable deduction.

**APPROVED
YESTERDAY**



SCOTT WALKER
OFFICE OF THE GOVERNOR

FOR IMMEDIATE RELEASE

June 6, 2018

Contact: Amy Hasenberg, (608) 266-2839

Building Commission Approves Projects

MADISON – The State of Wisconsin Building Commission, chaired by Governor Scott Walker, met today to approve several key projects across the state including:

- Structured cabling upgrades and other renovations and improvements to buildings at the Southern Wisconsin Center.
- Various remodeling and electrical system safety improvements at the Wisconsin Resource Center.
- Parking, site fencing and other repairs and remodeling at a variety of Department of Military Affairs locations.
- Authority to construct new indoor fish hatchery facilities at the Kettle Moraine Springs Fish Hatchery, expanding capacity meet the stocking needs for Lake Michigan fisheries.
- Addition to the Department of Natural Resources' (DNR) existing Hayward fire control storage building in Sawyer County.
- Authority to expand electrical service to as many as 200 state park campsites to meet customer needs, and to perform other work at select sites.
- Authority to plan for the new UW-Platteville Sesquicentennial Hall project.
- Renovations to McMillan Hall restrooms at UW-River Falls.
- Other various maintenance and repair projects around the state.

"The projects that the State Building Commission approved today will maintain and strengthen the delivery of important services and resources to the public," Governor Walker said. "I would like to thank the members of the Building Commission for their support in moving these important projects forward."

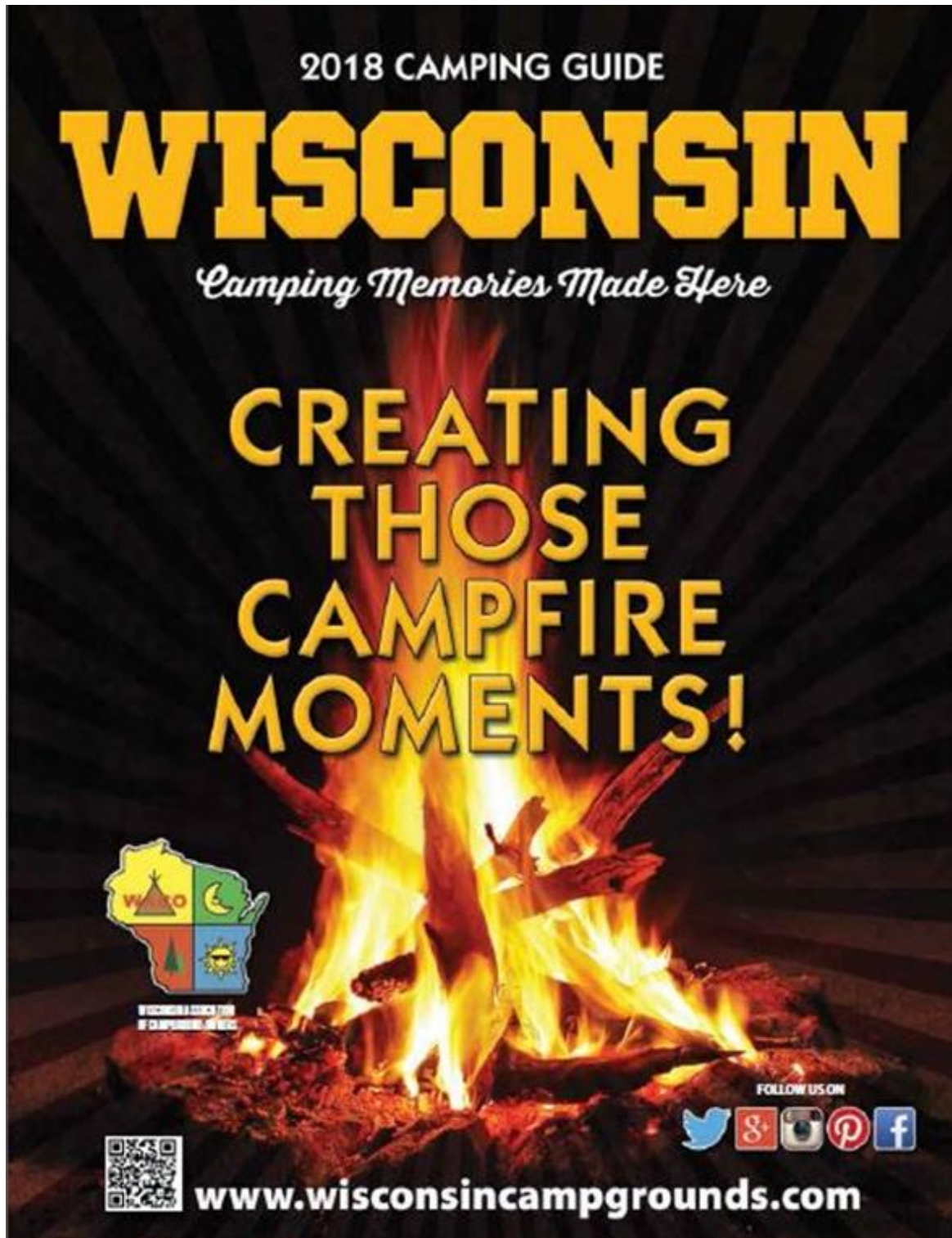
The Building Commission is chaired by Governor Walker and made up of the following members:

- State Senator Terry Moulton (R—Chippewa Falls)
- State Senator Jerry Petrowski (R—Marathon)
- State Senator Janis Ringhand (D—Evansville)
- State Representative Rob Swearingen (R—Rhineland)
- State Representative Terry Katsma (R—Oostberg)
- State Representative Jill Billings (D—La Crosse)

Your WACO office is spending a ton of time working with local zoning, counties and towns this summer. Please let us know if we can help with an issue you have. If it affects you, it can affect everyone!

Do you have enough directories? Need more?

Call the office at (608)525-2327 or Email
coordinator@seversonandassociates.com
and we'll send you some!



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 |
| MIKE DRICKEN | Director |
| Lake Lenwood Beach and Campground | (262) 334-1335 |
| 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

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Executive Director

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lori@seversonandassociates.com