



WACO

Wisconsin Association of Campground Owners

NEWSLETTER

AUGUST 2018



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WACO Visits

WACO has traveled throughout the state and caught up with WACO Campgrounds and Prospects.

Recently, the WACO staff was up in Door County. They visited Rustic Timbers Door Country Camping in Egg Harbor and were able to see the changes that they have been making to their store. They showed us their new stone custom Cornhole Board that actually glows in the dark! If you look closely, you can see it in this picture.



Another stop along the way was at Beantown Campground in Baily's Harbor. John laughed with us when we told him how much more family friendly he has gotten since he got...well a family! Check out the new playground stuff!



Look at this beautiful table! We saw this at Washington Island Campground in Washington Island. Isn't it a beauty? In the heart of the campground, there is a recreational area with a large swimming pond with inflatable water toys surrounded by a sandy beach. There is also a playground area, sand volleyball court, and a mini-golf course.



At Washington Island Campground they offer basic tent campsites, electric and water campsites, large group site, horse-friendly sites, 8 basic cabins, 2 deluxe cabins, and one premium cabin. This concept is unique and asked for at the WACO office quite often! Notice the related law!

Under this Wisconsin statute, a person is immune from civil liability for acts or omissions related to his or her participation in equine activities if a person participating in the equine activity is injured or killed as the result of an inherent risk of equine activities.



Quietwoods South Camping Resort

All Happy with the new
splash pad & pool permit!



What a neat idea - these steel paperclips are attached to the outside of the office to tell customers how to leave a message. This was found at Aqualand Campground.



We miss this campground. If you know them personally tell them why you belong to WACO

The ROI is very difficult when you become all seasonal for some campgrounds to see. Any members who can help explain the benefits of just one hour with our attorney or just using one wrong word in your agreement will really make a difference. We have such great strength when lobbying with numbers! Every single member is truly important! Every year new laws are passed that affect our industry . Help us make sure they make sense!

WAGON TRAIL CAMPGROUND



Such a cozy
setting at
Wagon Trail
Campground in
Ellison Bay, WI



We love seeing all the different types of benches at the campgrounds we visit. Do you have a unique bench or seating area? We'd love to see it, send your pictures to coordinator@seversonandassociates.com and we will feature it in the newsletter!



Just a few pictures taken while WACO has been on the road catching up and checking in with our members and with prospects!



BAILEYS WOODS CAMPGROUND



Stay tuned for the September and October newsletters as we breakdown the full stops and talk with campgrounds how the season went! Send in your season photos to the office and you could be featured too!



Whistle Stop Campground

On July 16, 2018 Emmy Fink from Buzzed into Madison sat down with “Mr. Campground” himself, Bud Styer to talk about the newest family-friendly destination—The Whistle Stop Campground in Marshall, WI.

It truly is a one-of-a-kind camping experience for families with young campers. You can hop aboard a steam engine powered locomotive and spend the day in adjacent Little Amerricka (R) amusement park. Ride the rails back again and have fun in the campground’s swim lagoon, jumping pillow and other kid-friendly amenities. The campground offers both rental cabins and overnight sites with water, electric and sewer.

Congratulations Mr. Bud!



Whistle Stop Campground

114 Whistle St.

PO BOX 177

Marshall, WI 53559

(608) 655-3080

whistlestopcampground.com



QUESTIONS & ANSWERS FROM AND FOR OUR MEMBERS

Visitor Registration

I just wanted to touch base with you on a visitor log type thing. If someone comes in to visit campers that are camping overnight is there anything special than anybody does?? If I just get a notebook and just log it that way is that okay or what is yours thought and what do others do if you wouldn't mind sharing please!

From our helpful Campground Code Team at the State:

I think that having the guest first and last name, date/time in and time out and which site they are visiting would suffice—email or phone could be useful as well.

Reed McRoberts

Retail Food and Recreational Facility Program Supervisor

WI Department of Agriculture, Trade and Consumer Protection

(608) 669-0293

Reed.McRoberts@wisconsin.gov

IF YOU READ ONE EMAIL FROM MARK HAZELBAKER, PLEASE LET IT BE THIS ONE

Recently, we sent out the 2019 Model Seasonal Agreement. Whether you use that agreement or another, PLEASE check your agreement to make sure you do not include wording that inadvertently makes that Agreement a lease. If you are not careful, the wrong word may turn your guests into tenants, in which case, you have to evict campground guests who misbehave!

If you modify our model or write your own, please do a search for the following terms which CANNOT appear in an agreement:

NO	YES
Landlord	Campground
Tenant	Guest
Lease	Agreement
Rent, Demise or Let	Contract
Re-let	Contract to another guest
Evict or eviction	Remove
Sublease	Replacement guest
Rental rate	Fee amount

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.

Health Insurance

ARVC is currently investigating Health care options, and WACO has been working on this for years. It's difficult for a group with our demographic in this industry but WMC may have a better shot at this! Keep posted!

WMC Insurance Launches New Website to Help Members Discover Coverage Options

MADISON – The state's chamber of commerce and largest business group is in the process of creating a statewide Association Health Plan (AHP) under new rules approved by the federal Department of Labor. The AHP plan to be created by Wisconsin Manufacturers & Commerce (WMC) will provide affordable health care coverage for employers to offer their employees.

Such plans had been rendered mostly obsolete by the Affordable Care Act (ACA). However, President Trump announced last year that his administration would loosen the rules for AHPs at a time when businesses across the country, including Wisconsin, report skyrocketing health care costs. In fact, in WMC's most recent economic survey, rising health care costs were second only to labor availability as a major public policy concern.

"WMC's mission since 1911 has been to solve problems for Wisconsin businesses," said Kurt R. Bauer, WMC President & CEO. "Containing health care costs for employers has been a problem for businesses for decades, and now, thanks to the current administration in Washington, WMC has an important new tool to assist our members."

Referencing the labor shortage, Bauer said health care is a double edged sword for businesses. They need to offer competitive benefits to attract quality employees, but the rising costs of insurance have made that a major financial burden.

AHP's hold the promise of reducing businesses' health care costs because they are exempt from certain mandated coverages included in the ACA. AHPs also broaden the risk pool, which helps hold down rates. AHPs are the only mechanism to offer small- and medium-sized businesses similar advantages of size and scale that larger businesses can leverage.

WMC hopes to have the plan available to its membership in the coming months to complement its other insurance lines, including life, disability, dental and vision. WMC, through its for-profit service corporation, also plans to offer property and casualty insurance.

People interested in learning more about AHP and WMC's complete line of insurance products can visit the newly launched WMC Insurance website at wmcinsurance.org.

Printing Program

Looking for a great deal? Ease your mind by knowing you are getting a quality item for a steal of a cost! Drumroll... Introducing.....the wonderful PRINTING PROGRAM! Where can you get 30,000 brochures for \$650? By working together with other WACO Members!

If you have never tried the WACO Printing Program, I highly recommend trying it this year! The Printing Program is 30,000 pieces of 70# glossy paper (printed on both sides). These 30,000 pieces of glossy paper are the perfect thing to print your flyers and brochures on! This program is only good once per year as pricing is good when multiple campgrounds use the program. The price for this wonderful deal is \$650.00. *Price does not include shipping.*

The NEW 5k Program is 5,000 pieces of the 70# glossy paper (printed on both sides) for only \$260.00! *WE need a minimum number of campgrounds to make this work so sign on up!*

RV Shows 2019



We, at WACO, know how life can be with weekends filling up with the kids, sports, vacations, convention and more! Plan ahead and write the following dates in your calendar:

- Milwaukee RV SuperShow: January 4-6
- NEW Chicago SuperShow: January 18-20
- WBAY Green Bay RV Show: January 24-27
- Madison RV Show: February 1-3
- La Crosse RV Show: February 7-10
- Minneapolis RV Show: February 7-10
- Rochester, MN RV Show: February 15-17
- Milwaukee RV Show: February 28-March 3
- Rockford RV Show: March 10 - 12

2019 WACO Convention

Mark your calendars to be learning and having fun with WACO on **March 12th - 17th** in Stevens Point, Wisconsin!

Other dates to remember:

- **September 11th: WACO Advertising Deadline**
- **September 18th & 19th: Fall Tours/Workshop** (River Bend RV Resort)
- **October 2nd & 3rd: Fall Tours/Workshop** (O'Neil Creek Campground)
- **December 1st: 1st Printing Program Deadline**
- **December 1st: All Literature Distribution items due to WACO office**
- **January 31st: 2017 WACO Convention Early Bird Deadline**

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.

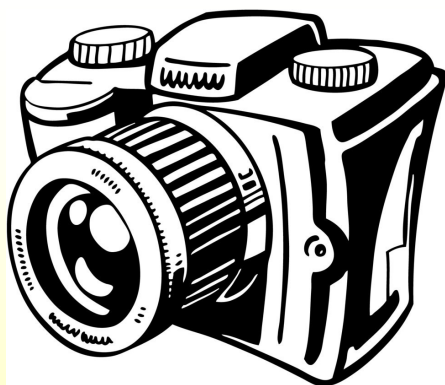
They can be used for convention expense, like treating the staff, paying the speakers, and even tipping the servers! Again another way to take the cash we would pay for this service and give it to members!

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.





If you were able to grab fun photos or videos, send them to us at :

coordinator@seversonandassociates.com.

What will I get out of Fall Workshop?

- Learn how other campgrounds do things.
- Get a behind the scenes view.
- Find out what works for them and what doesn't!
- See first hand how firewood is handled, how the ice is sold, what they do for activities, and what store items sell well in their area.
- Get into the Man Caves and She Shacks to see what equipment works well and what doesn't.
- Save big money by avoiding those costly mistakes!
- Socialize and have fun while learning more about our industry !

WACO Fall Tours/Workshop

September 18th & 19th, 2018



Host Campground: RV Bend RV Resort

Your Host: Kris Swisher

Address: W6940 Rubidell Rd.

Watertown, WI 53094

Phone: (920) 261-7505

Email: info@rbresort.com

Web: www.riverbendrvresort.com

October 2nd & 3rd, 2018



Host Campground: O'Neil Creek Campground

Your Host: Geri and Joe Walter

Address: 14912 105th Ave

Chippewa Falls, WI 54729

Phone: 715-723-6581

Email: office@oneilcreek.com

We are very excited for the upcoming WACO Fall Tours/Workshops in September!

Registration can be completed on following page.

Full schedule can be views on the WACO Website.

WACO Dues must be sent to the WACO Office or post marked on September 10th. Questions? Call the WACO Office at 608-525-2327!

Fall Tours/Workshop

Please pre-register:

Phone: 608-525-2327

Fax: 608-525-2328

Campground Name: _____

of people attending: _____

You are welcome to bring family and employees. The fee is the same if you have 1 or 20 members from your campground.

WACO Member Fee:

\$40 one workshop

\$75 Sept/Oct workshops

Non Member Fee:

\$55 one workshop

\$105 Sept/Oct workshops

** Meals & Motel costs are not included

September only \$_____

October only \$_____

Both Seminars \$_____

Send payment and registration form to:

WACO

PO Box 228

Ettrick, WI 54627

ARVC Scholarship

Hannah from Evergreen Campsites is the social chair for the young professionals at ARVC . She was wondering if we could pass along some information along to the WACO members. Arvc is providing 10 scholarships for young professionals for OHCE. I have attached the application.

Anyone who has questions in regards to arvc's young professional program can reach her at evergreencampsites@gmail.com



**Application for Scholarship
for Young Professionals
Outdoor Hospitality Conference and Expo
November 5-8, 2018**

The ARVC Foundation offers registration scholarships for Young Professionals to attend the Outdoor Hospitality Conference & Expo.

Applicant Name: _____

Position/Title: _____

Park Name: _____

City/State: _____ Business Phone: _____

Email Address: _____

Number of years in current position: _____ In Campground Industry: _____

Number of total current sites at park: _____

Age Category (please check one) ☐ 16-20 ☐ 21-25 ☐ 26-30 ☐ 31-35

At what age did you start working at your park? _____

Is your park owned and operated by your family? ☐ Yes ☐ No

How will you get to the Outdoor Hospitality Conference & Expo?

On a separate piece of paper please complete the following essay questions:

1. Why do you want to attend the Outdoor Hospitality Conference & Expo?
2. What do you expect to gain from attending the Outdoor Hospitality Conference & Expo and how do you hope to apply that information to your park?
3. How will attending the Outdoor Hospitality Conference & Expo benefit you specifically as a young professional?
4. Please tell us financially why you think you should be considered for the scholarship?



2018 GOLF OUTING

We invite you to join us for a fun-filled golf outing on Wednesday, August 22, 2018 at the picturesque Hawk's View Golf Club in Lake Geneva, WI. This will be an 18-hole, scramble tournament with a shotgun start. There will be contests throughout the day and prizes will be awarded immediately after the outing. Show your support for your state association. Be sure to invite your customers, friends, suppliers and golfing partners, too!

Registration opens at 10 a.m., lunch will be at 10:45 a.m. with the shotgun start at 12:00 p.m. Registration includes golf fees, cart, lunch, balls, 2 drink tickets, and hors d'oeuvres after the outing. Register by August 6th!

Please note: Appropriate golf attire is required; shirts must have sleeves and collars (women may wear sleeveless collared golf shirts), no denim, cutoffs, tank tops, and sweat suits. For specific info, visit: <http://www.hawksviewgolfclub.com/>.

Sponsorship Opportunities

Promote your company and show its commitment to your state industry by becoming an event sponsor. To sponsor at any level, please complete the sponsorship/registration form on the back of this letter. Sponsorships will be assigned on a first come, first served basis. Lunch, hole-in-one and beverage cart sponsors should contact the WHA office ASAP to reserve their sponsorship at 608-255-3131 or email julie@housingalliance.us.

All sponsors will be recognized with signs at the golf course and on a prize list given to golfers. In addition, Hole-In-One and Contest/Hole Sponsors are eligible to have a representative "man" the hole. The Beverage Cart Sponsor is eligible to have a representative ride alongside the beverage cart, and prize contributors can present the prizes at the reception immediately following the outing.

Do not miss this opportunity to have your company associated with this fun filled event!

Lunch (\$1000)

This sponsorship level is only available for one company and will receive the most recognition of all sponsorship levels. It is available on a first come basis. Your company is welcome to submit 12 copies of a promotional insert for your business which would be given to each golfer. *(Finished copies must be received by August 6.)*

Beverage Cart Sponsor (\$700)

During the golf outing, each golfer will be given 2 drink tickets. Your sponsorship will provide this refreshment to the golfers. You will receive recognition with a sign on all beverage carts and the option to have a company representative ride alongside the beverage cart. Your name will be seen by attendees and every golfer several times throughout the day!

Hole-In-One Sponsor (\$500)

This sponsorship is available for one company. How would you like to be responsible for someone winning a large amount of cash, vacation or new golf clubs? Hole-in-one contests will be held at the new three holes. If you sponsor this contest, you will have the most recognized holes in the tournament. You can provide the contest monitor at the major prize hole and, if you wish, set up a display.

Contest/Hole Sponsors (\$300)

As a Contest/Hole Sponsor, you are eligible to set up a display booth at the hole. Everyone loves winning! You could be responsible for several prizes that will be given out for this golf outing. If you would prefer to provide prizes, the value of the prizes should equal \$300. E.g.: 4 jackets with your company's logo, gas grill, TV, golf clubs, golf balls with your company's logo for all golfers, etc.

SPONSORSHIP/REGISTRATION FORM IS ON THE BACK. PLEASE RETURN BY AUGUST 6TH.
THANK YOU IN ADVANCE FOR YOUR GENEROSITY AND SUPPORT!

Getting Ready For Shows!

DECIDE YOUR GOALS

What are the goals you'd like to accomplish at the trade show? Is it meeting people, booking overnight sites, getting names and email addresses for your mailing list or closing on seasonal sites. Maybe your entire focus is on filling up weekday sites or themed weekends or events. Depending on your business objective, or what you want to promote – you'll want to decide what type of trade show booth will give you the highest ROI. Both the type of trade show booth you get, and design, can greatly impact your presence at trade shows, and what type of response you get from prospective campers.



Glacier Valley Campground got creative!



What a smart and visually pleasing way to have people sign up for your newsletter!



You want your booth space to be approachable. Try not to get into the habit of barricading yourself inside your booth with tables or displays.



One thing to always remember: when you are exhibiting on the floor of a trade show, you are not alone. Your booth has to stand out among all the other booths and distractions. It is important to fill your booth with dynamic, eye-catching displays that will gain the attention of attendees walking the show floor.

9 TIPS TO ENHANCE YOUR BOOTH

1. Make prints of your campground photos to display. You could even make them into canvas size.
2. Use a tablecloth that matched your logo and look!
3. Recreate the outdoors or a campsite using props like an actual tent, or a fake Christmas tree.
4. Use QR codes that will allow others to scan the code and take them directly to your web-site
5. Play interactive games
6. Make your own custom backdrop using pvc pipe
7. Use a tablet or an iPad to collect leads
8. Don't ask: "How can I help you?" Instead ask: "What brings you to the show today?"
9. Give away free stuff! Everyone loves FREE!

Use Celebrity faces!



Looking for ideas?
Check out Pinterest!
There are so many
awesome ideas!!

#1 First Impressions are Everything– No, Really!

Studies show that your first impression has a high correlation with the actual long-term status of your relationship. There's not much time for you spare on your initial presentation either.

Our first opinion of someone forms in only one tenth of a second.

Not surprisingly, we see similar results when someone's first impression is of a brand. It takes only one fifth of a second to form an opinion of a website and 94% of that opinion is design related.

See where we are going with this? Creative trade show booth ideas can give you a huge edge at any event.

#2 Tricks of the Trade

Most trade shows have exhibitors with the same target audience as you. Why not trade leads and contact information? This is one of the best trade show booth tips in terms of ROI. You'll instantly double your sales opportunities. Check out all the opportunities to get on the WACO website and trade show websites to promote your booth!

#3 Let them Interact

If you can make your product or service interactive, people will stay and a crowd will form. Not all brands are easy to display. Find a way to allow your booth traffic to interact with your products or services. Not only will you generate interest, but they will get a better understanding of your value proposition. How about using campers pictures and having a prize if they can identify the folks in the pictures. Get them to remember your booth.

Touch screens are a great way to display any type business offering as long as it's interactive.

#4 Use Video or Slide Shows to Draw Attention

Develop a video or slideshow presentation to display on TV monitors in your booth. There are various stands and racks available for mounting flat screens for trade shows. You can rent or borrow this equipment if you don't already have it. Your visitors will find this visually appealing, and it will draw their attention. Take plenty of time to prepare. Trade shows are a big investment. Make it worth it.

#5 Have Plenty of Giveaways

Have plenty of trade show giveaways, such as business cards, brochures, pens, magnets, and anything else that has your company name and/or logo on it.

Most people who attend trade shows are expecting to take home some goodies. And be sure to use display racks for showing your flyers, specials, brochures, and such.

#6 Offer Gift Certificates

Offer Gift Certificates for some of your services as a trade show giveaway. There's nothing better than getting a deal, and when they 'cash in' their certificate, they will see how unique your camping experience really is and how much fun they will have!

7 Trade Show Games

If you have a fun game in your booth relevant to your campground, while other vendors down the aisle have nothing but brochures, where do you think people will end up? Make sure that your games have an element of fun and attract positive attention. Turn your booth into a game show! A prize wheel, Plinko game or bean bag toss can be so much more attention getting than a fish bowl for a business card drawing. Yes, these games will cost money, but they can be reused again and again. Some also offer the ability to customize the game pieces for every event, further increasing the usability over time.

Don't forget to take advantage of this opportunity to collect information. Have attendees sign up to participate.

Conclusion

Unique ideas get the most buzz but only if the strategy harmonizes with the brand and the industry.

Don't go big and extravagant if it doesn't have a purpose. The biggest success stories come from the companies with the most thought out marketing campaign at the show.

The biggest mistake we see is a person in your booth multi tasking. If you are spending the time , effort, energy and money.....BE PRESENT!

WACO is working hard to partner with the RV shows! Madison is a great example where you can save \$225 just by being a WACO member. We have a deal where we are able to have the traffic flow by each booth on the way in and the way out!

Green Bay RV show allows us to hand out bags to every customer who walks through that door. It's the first thing the guest sees!

Chicago is working on a deal for all WACO campground owners. Stay tuned for more information on that one!



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 KOLLOCK	President
Vista Royale Campground	(715) 498-8204
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