



WACO

Wisconsin Association of Campground Owners

NEWSLETTER

September 2018

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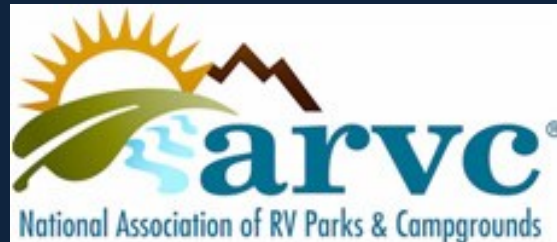
The Wisconsin Association of Campground Owners teamed up to support WRVDA, Wisconsin Recreation Vehicle Dealers Alliance, at their golf outing in Lake Geneva. They sported 88 teams at the networking event. WACO was on hand to deliver hole prizes including an Aaron Rodgers Autographed print, Brett Favre Autographed print, mini helmet, and other great prizes including of course WACO camping certificates! We were allowed to put our directories in every bag, along with a shameless piece urging them to advertise with us in our directory! I know it's so hard for us to participate in things in the summer, so this was our way of putting together a partnership with them.



WACO Convention

2019 WACO Convention is March 12th-17th in Stevens Point, WI

Enrollment for the 2019 Music Licensing program is OPEN!



Ensure your park is protected! Sign up now for the 2019 ARVC Combined Music License. This annual license combines the benefit of coverage for both ASCAP and BMI at a drastically reduced rate. To complete your coverage you can also sign up for a discounted SESAC license. Don't miss out on this unique opportunity to secure the right music license -- at arvc's exclusive rates -- that will help protect your park from liability and costly fines.

2018 ARVC Outdoor Hospitality Conference & Expo

Monday, November 5, 2018—Thursday, November 8, 2018

Cox Convention Center | 1 Myriad Gardens | Oklahoma City, OK 73102

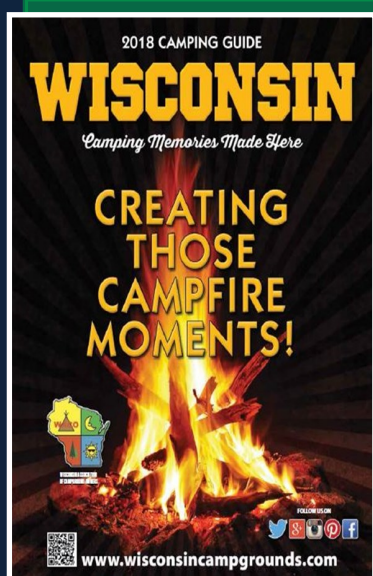
Follow the link below to register

<https://nationalrvparkscoassoc.wliinc30.com/events/2018-ARVC-Outdoor-Hospitality-Conference-Expo-243/register?entityDomainId=3&secure=False>

Advertising

Don't miss your opportunity to advertise in the directory! Get your ad in today!

Over 215,000 directories are distributed each year! Take a look at all the avenues WACO has to offer you as a member to advertise your campground to a large audience of active campers!



Directory Ad (Full page, 3/4 page, 2/3 page, 1/2 page, 1/3 page, 1/4 page, 1/8 page)

- Coupon on Map Page
- Cabin Rental Listing
- ATV Listing
- Additional Listing
- Canoe/Kayak/Fishing Listing

Contact us today with any questions or to get started on any of the advertising programs!



This cool and visible sticker on golf carts reminds drivers of the rules. Check out our golf cart sponsors at Convention! Jim's Golf Carts & Harris Golf carts. Whether you purchase the carts or lease them, the golf cart business can add to the bottom line! Check them out at Convention in March! TIP use X14 to clean that dirt off the seats of your carts!

Need to advertise your special event at parades or shows? Don't forget about WACO's great new printing program where you can get 5000 double sided printed pieces for \$260! Or get 30,000 pieces for just 4 cents each! The power of WACO team purchasing!

Timberworks' Lumberjack Show
Olympics of the Forest

Presented By:
WILDERNECK CAMPGROUND
"Where Life Is Long, Pleasant & Free"
 Montello, WI

SATURDAY
SEPT. 29TH
 1 PM | 3 PM | 5 PM

\$10 / ADULT
\$5 / CHILD (3 & Under Free)
FAMILY PRICING
\$30 (Includes 2 Adults & 4 Children)

N1499 STATE HWY 22 - MONTELLLO, WI
PHONE (608) 297-2002

FUN FOR THE ENTIRE FAMILY!
FOOD & DRINKS AVAILABLE

STIHL **DULUTH TRADING CO.** **LAKE LAND RV CENTER** **FRIENDSHIP RV**

Every Campground is looking for out of the box ideas for shoulder season! Each one has developed a niche! Check out the Lumberjack show Wilderness Campgrounds is doing the last weekend in September!

Do you have a great event or idea that works well for you in the shoulder season? Be sure to share it with WACO and we will share it with our members.

Evergreen Campgrounds Makes Meet Raffle Work.....ON A SUNDAY!

By combining their new swim up Bloody Mary Bar with a meat raffle Jim & his team at Evergreen have created quite the event! The meat raffle has a great following, largely due to the fun atmosphere and the great calling out of the winners! Each package of meat is identified with a little story and a number is drawn for that package. It's different and truly entertaining. It was great to talk to Emily to see what her plans for the park might be in the future and how the next generation views things! Emily was one of the very first kids in our WACO Kids Kamp. Becky Black, our Kids Kamp Coordinator, says Emily and her family is the reason she keeps volunteering! They formed such a bond and she's still thrilled when Emily comes in to help out! It's truly amazing to watch our WACO family growing up before our eyes! Thanks so much for this great effort for the Gilbert Brown Foundation & WACO as a whole! We depend on loads of favors from the foundation and what I fondly call "The Gilbert Card" to make things work for our industry, so we truly appreciate all the support! This year so far Jim's team has raised over \$4000.00 just on the meat raffles! Thanks so much for all the great effort!



Special thanks to all the campground owners who helped with a Gilbert Brown Fundraiser this year! Caden (our very special Gilbert Brown Foundation Volunteer) has truly loved doing the interviews and giving back to the foundation. Every bit you do to help, Gilbert considers as a pay back for the tons of stuff he does for WACO, like helping us become important at the RV shows, Working the Towns Association Convention, helping WRDA & WMC ! We need great partners like this to be successful in our industry, Please help out if you can!

How can you help the Gilbert Brown Foundation?

- Buy a \$100 Ticket for a chance to win \$10,000! You can sell these in your campground as well!
- Buy a golf cart ticket for just \$5 or 5 for \$20 - sell these as well.
- Plan a fundraising activity for next year—host the event at your campground.

Cleaning Time!

Cleaning your inflatable doesn't have to be hard! All you need is a solid cleaning solution (or 2 or 3) and some help.

First things first, blow up your inflatable and remove the covers and steps. We've found this to be the most efficient way to clean an inflatable. Make sure to lie down a tarp so you don't get the bottom of the unit any dirtier.

Sweep your unit or use a ShopVac to remove any leftover debris. You can also use a microfiber towel to give the unit a once-over and get anything the broom or ShopVac may have missed.

If there are any particularly stubborn spots, a power washer on a lower setting does a great job at getting rid of caked on mud! We also recommend using Goof Off for black stains that are having a hard time coming off. Now to really clean this thing. Use a good soap like a specific vinyl cleaner or a mild dish detergent and wash the unit with a towel or mop. Pay close attention to the areas with excess dirt and debris! Then give it a good rinse with a hose and let it air dry (use a towel to dry any excessively wet areas). Lastly, use a disinfectant to kill any germs that may be remaining on the unit. Air dry some more and then roll it up for storage! Be sure to keep your units out of the sun so the vinyl does not fade or deteriorate.

Do you have a favorite cleaner you like to use or a technique that's changed your cleaning game? Let us know and we will share it the newsletter!



Cleaners/Disinfectants

- Lysol Disinfectant Spray
- OdoBan Odor Disinfectant
- MonoFoil Antimicrobial Spray
- THIEVES essential oil cleaner
- doTERRA On Guard cleaner
- Simple Green d Pro 3

Review Your Store Inventory

Most campgrounds have fairly extensive stores in their campgrounds with a lot of seasonal items like Tee shirts, local jellies and other souvenirs. While you still have a good thirty days left of the camping season, it is now time to review your store inventory. Do you have items that you really thought were great when you went to the gift show last winter, but the campers haven't been buying them? Did you order too many yoyos this year? Now is the time to run clearance sales. If you wait until next month, you won't have enough customers to sell the merchandise to even if you mark it down to below your cost. You know you can't eat Tee shirts next winter so you had better get rid of them now. Sell em on your website!

September Fall Workshop

A big thank you to everyone that attended the September Fall Workshop. 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, Riverbend RV 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.



Your Host: Kris Swisher

Address: W6940 Rubidell Rd

Watertown WI 53094

Phone: 920-261-7505

Email: nfo@rbresort.com

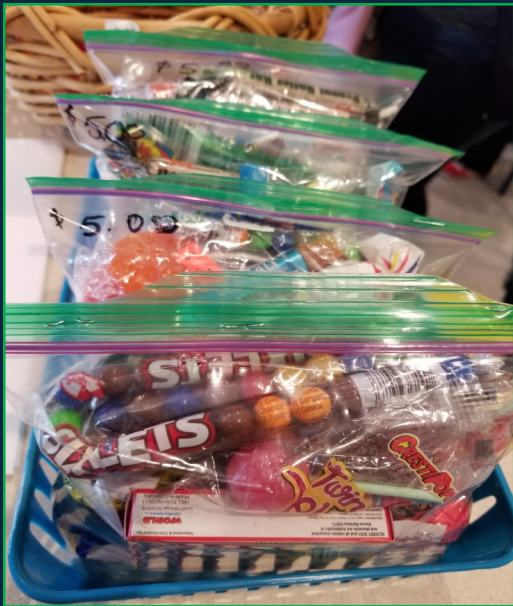
Website: www.riverbendrvresort.com

We visited Tyranena Brewing Company in Lake Mills where we had a private tour with an actual brew master. They have a microbrewery with a taproom and even a seasonal beer garden.



Learning point—they have a mug program where you can buy a mug—only a certain number of people are allowed in the club—at the end of the year you keep the collector mug. Specials pricing applies to mug holders

Fun idea to fill a ziplock
with candy for \$5!



Horse Shoe scoring idea from Bar RECON!



Laurie from Baraboo Hills did a great job getting us all feed for the tour! Special thanks to Coverra & Secura for sponsoring our lunch! Hannah from Evergreen Campground introduces the newest kids kamp member!



Camping LIFE



Whistle Stop Campground

FALL SPECIALS

SPECIAL #1 Leave your camper on a campsite from Sept. 3 thru Oct. 15 \$250* <small>*Sorry, no pro-ration for shorter stays</small>	SPECIAL #2 Rent our Deluxe Cabin from Sept. 3 thru Oct. 15 \$700* <small>*Sorry, no pro-ration for shorter stays</small>
SPECIAL #3 WINTER STORAGE Leave your camper on a campsite from Oct. 15 - April 15, 2019 \$250* <small>*No utilities provided</small>	

Call today
608-655-3080
www.whistlestopcampground.com | camp@whistlestopcampground.com





Cabins and your bottom line!

If you have cabins you usually wish you had more.

\$180 nightly rate

X 50 nights booked per season

\$9,000 annual income

Cabin cost:

\$25,000. 100% financed at bank

4.5% interest rate on 10 year note

= \$259.01 monthly payment or

\$3108 cost per year

\$1350 (15% of income) to clean and maintain

So:

\$9000 income

-3108 mortgage

-1350 operating expense

\$4,542 Net Operating Income

At 10% cap rate

4542 X 10 =

\$45,420 value added to your park for a \$25,000

Investment that your customers are paying for!!

Properties Plus

www.campgrounds4sale.com

John Jaszewski

Owner/Broker - MN & WI

724 East Broadway

Winona, MN 55987

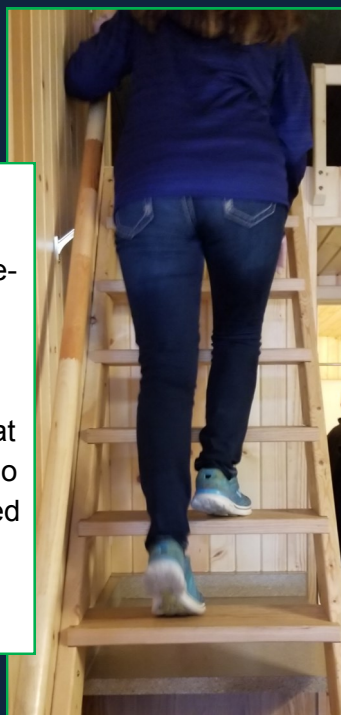
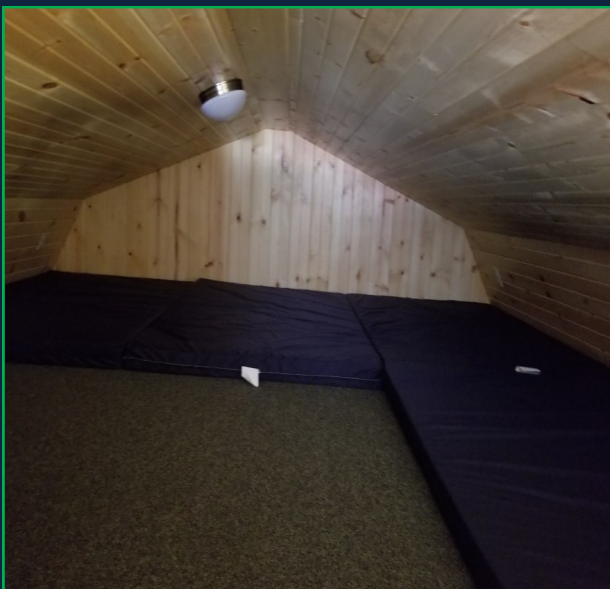
(507) 452-5700 office

(507) 450-5626 cell



Did you know that lofts and decks do not count in your 400 square foot plan? You can add sleeping space and fun by adding that additional space and still stay within the 400square feet rule. Don't forget you can use Ozone Generators to be sure they smell great and are sanitized! We toured several different styles of camping units on tour this time. Don't miss the October tour to gain more ideas, great networking and best practices. Take time to grow your investment!

These cabins are all 400 square feet. Today's camper truly wants those bathrooms and as much sleeping space and you can get. We heard a lot about raising the value of your campground through cabins. IF you are saying you are full or you have to say no—whether is a site or a bike, likely you don't have enough of them.



Be the first one to guess who's hard working behind this is and win a WACO shirt! At Fall Workshop! What a bad thing to do when she helped take pictures of the loft area!





Bud sure knows his “crap” as he demonstrates by sharing his knowledge of septic systems. Opportunities like this are simply invaluable! Where can you get all these ideas for **FREE**! It does take time to attend these workshops. The question is can you afford not to?

Blow my mind how compact this kitchen is and how they can put out 190 Fish Fries!



Our newest member at Blue Lake Campground has some great ideas with storage units they can rent out to their seasonals. Maggie Mae is one of the owners of Blue Lake—she also has a singing career!



October Fall Workshop

It's not too late to sign-up for the October Fall Workshop! Join WACO on October 2nd & 3rd for exploring campgrounds, networking, and adventuring! Register today for the following workshop:

- October 2nd & 3rd: Host—O'Neil Creek Campground



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.

WACO 2019 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

Login: Member

Password:
born2camp



CONTACT INFORMATION

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Executive Director

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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

BUD STYER	Director
Smokey Hollow Campground	(608) 592-2128

BERT DAVIS	ARVC Representative
Badgerland Campground	(608) 873-5800

JIM BUTTON	Director
Evergreen Campsites, LLC	(920) 622-3498

JULIE MICHAELS	Director
Scenic Ridge Campground	(608) 883-2920

PAT REHWINKEL	Director
Merry Mac's Campground	(608) 493-2367

JOYCE STENKLYFT	Director
Stoney Creek RV Resort	(715) 597-2102

ADAM MALSACK	Director
Lake Arrowhead	920-229-1616

LAURIE ADAMS	Director
Baraboo Hills	(608) 356-8505

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

JIM TRACY	Director
Al's Fox Hill	(608) 356-5890

ASHLEY WEISS	Director
Wilderness Campground	(608)297-2002

MARK STEFAN	Director
Grand Valley Campground	(920-)394-3643

MARK HAZELBAKER	Lawyer
	(608) 663-9770

FALL TOURS/WORKSHOP

October 2 & 3, 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
Website: www.oneilcreek.com

Fall Tours/Workshop Itinerary

Tuesday, October 2, 2018

8:30 – 9:00 am **O'Neil Creek Campground**

Walter Family
Coffee & Donuts
Registration

9:00-10:30 am Benny Anderson Panel putting on events – Metropolis Resort & Action City
Debbie Best – IEO J1 Students – How to make it work at your campground

10:30-12:00 pm O'Neil Creek Tour

12:00 Lunch @ O'Neil's Sponsored by Coverra Insurance/Secura Insurance
[James Kaplanek Section Chief for Retail Food & Recreational Technical Staff and Field Services](#)
[On-line reports](#)

Cracker Barrel – Best Themed weekends – WACO Advertising Opportunities

1:30 pm – 2:30 pm Tour **Pine Harbor Campground**

Host: Brett Bullock
7181 185th St
Chippewa Falls, WI 54729

3:30 pm -4:30 **Green Acres Campground**

Hosts: Kevin & Angela Pratt
30714 152nd Street
New Auburn, WI 54757

5:30 pm Dinner: **Horizons Lounge & Banquet Center**

10764 Cty Q
Chippewa Falls, WI 54729

After Dinner Social Hour

Camp at O'Neil Creek

Call Geri @ 715-723-6581

Free camping and discount cabins

Local Motels

Country Inn & Suites by Radisson	715-720-1414	\$99/night + tax
1021 W Park Ave Chippewa Falls, WI 54729		

AmericInn Hotel & Suites	715-723-5711	\$90/night + tax
11 W South Ave Chippewa Falls, WI 54729		

Holiday Inn Express	715-723-4654	\$99.95/Night + tax
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12858 26th Ave
Chippewa Falls, WI 54729

Fall Tours/Workshop Itinerary

Wednesday, October 3, 2018

9:00 -11:15 am Little Creek Campground

Host: Vickie Littlefair

627 Tioga Rd

Fairchild, WI

** 40 minute drive to Stoney Creek

12:00 – 12:30 pm We will be having lunch at Stoney Creek

Sponsored by Properties Plus – John Jaszewski

12:45 – 1:45 pm Tour Stoney Creek

Host: Joyce Stenkyft

50483 Oak Grove Rd

Osseo, WI

** 25 minute drive to Alma Center

2:15 – 3:15 pm Hixton/Alma Center KOA

Hosts: John Bierbach

N9657 State Hwy 95

Alma Center, WI 54611

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

Non Member Fee:

\$55 one workshop

** Meals & Motel costs are not included

October only \$_____

Send payment and registration form to:
WACO