



# WACO

WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS

NOVEMBER 2018

## WELCOME TO OUR NEW WACO MEMBERS!

WACO is pleased to welcome our new members for the 2019 season!

- **Ridgewood on the River** is located in Plover on the Wisconsin River. Ridgewood on the River has 71 Total Sites, 71 Water/Elec Hookups, 71 Seasonal Sites and 5 Overnight Sites. Please give warm WACO welcome to Michael & Kathleen Langlois.
- **Wanna Be Campground & RV Resort** is located in Wisconsin Dells. They are conveniently located two miles from downtown Wisconsin Dells and Dells area. Wanna Be Campground & RV Resort has 118 Total Sites, 23 Full Hookups, 39 Water/Elec Hookups, 4 Pull Throughs, 15 Seasonal Sites and 92 Overnight Sites. Please give warm WACO welcome to Jeff & Abigail Campbell.
- **Red Barn Campground** is located in Shell Lake and is situated on 225 wooded acres. Red Barn Campground has 65 Total Sites 42 Full Hookups, 5 Pull Throughs, 35 Seasonal Sites and 30 Overnight Sites. Please give warm WACO welcome to Lee & Dotty Swan.
- **Spring Lake Retreat & Campground** is located in Grand Marsh. 100 acres pure nature! Spring Lake has 50 Total Sites, 10 Water/Elec Hookups, 30 Elec Only Hookups, 5 Pull Throughs and 50 Overnight Sites. Please give warm WACO welcome to The Lasage Family.
- **Baileys Woods Campground** is located in Baileys Harbor. Baileys Woods Campground has 85 Total Sites. Please give warm WACO welcome to Chuck & Ginny Terpstra,
  - **Bay View Resort** is located in Weyerhaeuser. Bay View Resort has 28 total sites. Please give warm WACO welcome to Alan & Linda Grefsheim.
  - **Boulder Creek Campground** is located in Bagley (Formerly Jellystone Bagley) Boulder Creek has 180 Total Sites, 70 Full Hookups, 100 Water/Elec Hookups, 7 Pull Throughs, 79 Seasonal Sites and 101 Overnight Sites. Please give warm WACO welcome to Tom & Joy Levake.
  - **Blue Lake Community Seasonal Campground** is located in the Wisconsin Dells. Blue Lake has 50 Total Sites, 25 Full Hookups, 25 Water/Elec Hookups, 50 Seasonal Sites and 3 Overnight Sites. Please give warm WACO welcome to Mark.
  - **Dell Pines Campground** is located in Baraboo. (Formerly Dell Boo Campground) Dell Pines Campground has 151 Total Sites, 54 Full Hookups, 97 Water/Elec Hookups, 8 Pull Throughs, 35 Seasonal Sites and 116 Overnight Sites. Please give a warm WACO welcome to Rob & Kara Traxler.
  - **Lil Yellow River RV Campground** is located in New Lisbon, close to Castle Rock lake. Lil Yellow River has 100 Total Sites. Please give warm WACO welcome to Irvin, Pearl Wehman & Irvin JR.
  - **American Resort Campground** is located in Wisconsin Dells. American Resort has 74 Total Sites and 45 Full Hookups. Please give warm WACO welcome to Rich Makowski

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- **Blue Top Resort and Campground** is located in Fremont on scenic Partridge Lake. Blue Top has 60 sites including 5 cottages for renting, and 34 seasonal sites. Please give a warm WACO welcome to Ron & Debby Gramer of Blue Top Resort and Campground!
- **Camp 10 Campground** is an open and grassy campground located in Reedsville. It has 89 sites total with 50 being seasonal. Please give a warm WACO welcome to Dan and Kristy Kalies of Camp 10 Campground!
- **Diamond Lake Campground & Trout Farm** is known as a spacious, clean and family friendly campground located in Porterfield. It offers 71 total sites with 37 being seasonal. The campground also has two cabins and a yurt. Please give a warm WACO welcome to Joe & Jenn Zirbel of Diamond Lake Campground & Trout Farm.
- **Edge 'O Dells Camping & RV Resort** is an adults only (21 and older) campground located 3 miles West of Wisconsin Dells. It offers 75 total sites and 16 seasonal sites. Please give a warm welcome to Ken Roberts / Terri Erickson of Edge 'O Dells Camping & RV Resort.
- **Little Creek Campground** is located in Fairchild and offers camper the ability to ATV from their site onto the trails! It offer 55 total sites and 39 seasonal sites. Please give a warm WACO welcome to James & Vicki Littlefair of Little Creek Campground.
- **The Reel Inn RV Campground & Log Lodge** is located in Necedah. The campground has 25 sites. Please give a warm WACO welcome to Michele Baumel at The Reel Inn RV Campground & Log Lodge.
- **Shangri-La Campground** is located in Wisconsin Dells. Shangri-La has 69 total sites, 37 full hookups, 32 water/electric hookups, 1 pull through, 37 seasonal sites and 32 overnight sites. Please give a warm WACO welcome to Wayne Lensing of Shangri-La Campground.
- **Dells Camping Resort** is located in the Wisconsin Dell. Dells Camping Resort has 110 large, wooded sites, along with sleeping cabins and rentals. Please give a warm WACO welcome and congratulations to Bert Davis.



2019 WACO Convention and SUPER Trade Show

**March 13-17, 2019**

Holiday Inn Hotel & Convention Center in Stevens Point, WI

Marvel at the 197 booths in our trade show!

- New entertainment options area this year!
- Get SUPER good at managing your business
- 50 plus education programs giving you xray vision to the industry future!
- Network with SUPER heros who share their superpowers!
- Hire SUPER entertainers for this season and next!

Now is the time to register for the 2019 Convention and Trade Show! Download a copy of the registration form [here](https://bit.ly/2Tvcvo5) or go to <https://bit.ly/2Tvcvo5>. Complete and return to the WACO office, PO Box 228, Ettrick, WI 54627 or call the WACO office today (608) 525-2327 .



# PRESS RELEASE

## FOR IMMEDIATE RELEASE

Contact:

David Basler

Sr. Dir. Membership and Marketing

Direct: 303-681-0401 x 111 / Mobile: 214-384-2105 / Email: [dbasler@arvc.org](mailto:dbasler@arvc.org)



**(DENVER)** In a [newly finalized rule](#), the U.S. Department of Housing and Urban Development (HUD) redefines the RV exemption from manufactured housing standards and provides a critical solution to the regulatory uncertainty that has plagued RV parks and campgrounds, RV manufacturers and RV dealers for decades. RV park and campground owners, RV manufacturers, dealers, and RV owners now have regulatory certainty that the RV lifestyle will remain the most attractive way to recreate in America.

Just recently the National Association of RV Parks and Campgrounds (ARVC), along with the RV Industry Association (RVIA), the RV Dealers Association (RVDA) and seven state associations, [sent a letter](#) to HUD urging this rule be finalized.

“ARVC, along with our industry partners, has fought long and hard for our members to get this decision finalized,” says Paul Bambei, president and CEO of ARVC. “This will not only provide ARVC members, and members of the outdoor hospitality industry with peace of mind, but it will save literally millions of dollars across the industry as well.”

The final rule defines an RV as a vehicle or vehicular structure not certified as a manufactured home, designed only for recreational use and not as a primary residence or for permanent occupancy; and is either built and certified in accordance with either NFPA 1192-15 or ANSI A119.5-15; or any vehicle which is self-propelled.

The rule also contains an additional requirement that park model RVs contain a consumer-facing notice that the manufacturer certifies that the structure is a recreational vehicle designed only for recreational use.

The rule also gives RV campgrounds the critical regulatory clarity and certainty that they have long sought: in many cases the business license for RV parks and campgrounds only allows them to accommodate RVs, not manufactured homes, so under the proposed rule they would be able to accommodate any unit that is certified to an RV standard without running afoul of local regulations.

“For years, the definition of an RV has been up in the air—there was never a clear, standard definition, which is why the ARVC public affairs team in step with our industry partners, have fought so hard in Washington to get this decision finalized,” Bambei says. “For any ARVC member-park or campground owner wondering why this is important, how this will save them money—just look at how park model RVs have been regulated in the past few years. It’s been all over the place. Recently, the government attempted to define the porch of a park model as part of the 400 max square footage. This official definition clearly defines what an RV is, and what an RV isn’t. That is a huge win for ARVC members and for our industry.”

This rule also gives RV manufacturers the critical regulatory clarity and certainty they have long sought: so long as they build to the nationally-recognized RV standards, the modern RVs they are building do not and will not fall under HUD’s jurisdiction.

Additionally, the rule gives RV dealers additional critical regulatory clarity they have long sought: the proper paperwork, forms and disclosures the RV dealer needs to provide during a sales transaction are based on the design intent of the RV.

This rule ensures the entire RV industry is covered by a clear definition and ensures the modern RV lifestyle cannot be regulated out of existence.

### **About National Association of RV Parks and Campgrounds (ARVC)**

ARVC, a leader in the outdoor hospitality industry, is the only national association dedicated to representing the interests and needs of private RV parks and campgrounds in the US and Canada. We are deeply committed to providing our nearly 3,000 members exclusive access to continuing education, networking, business and marketing tools, member-only benefits and discounts, and advocacy at the local, state and national levels. For more information about ARVC, visit our website at [www.arvc.org](http://www.arvc.org).



# ARVC OUTDOOR HOSPITALITY CONFERENCE & EXPO



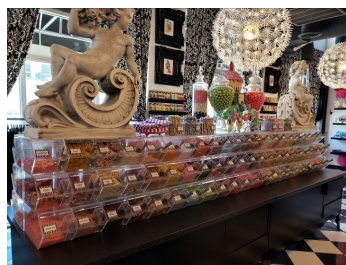
## Sunday Fun Day with CAMP



Sunday Funday started out great with all the State Execs getting together for a couple of hours to discuss new ideas in a fun way. We put questions on the screen such as, What was your greatest State Success this year, What struggles did you encounter? Most difficult member interaction Etc. We made a little contest out of it. We formed 2 lines and faced off. Whoever grabbed the candy bar first and could give an answer won a prize. It was a new way to brainstorm and made for a great afternoon activity. I learned some great ideas that PA does to bring people to their trade shows and even if we don't own our show they certainly could be used. That is truly the value of CAMP—this group is made up of individuals who do what I do in other States. You can always grab an idea change it up a bit and make it work for your organization!



This adorable cupcake store was right across the way from the Convention Center at ARVC. We were all impressed with the displays and fun product they had, especially the new items you don't see everyday. The Unicorn poop was something I had to pick up! It's amazing what colors can do! Don't miss our full day on store design and layout on Wed of convention!







Billy Riggs was just one of the speakers who did some workshops and an amazing keynote. We are working on getting him to Wisconsin! He combines magic and illusion with Attitude and pure fun! He has been called the DR. Phill of magic because he combines a great message with an unusual branding of comedy, music, and a great uplifting message. He speaks about customer service, the customer experience and what they should leave feeling about that experience.

Having an attitude of optimism breeds success. Optimists are happier, get more done and are way more fun to be around. This attitude helps you attract more people who want to work with you !



Good Sam's reception was filled with fun ideas and a wonderful idea to steal for our new Super Heroes theme. Networking is really important at these functions. You always can learn something if you focus on it. Just getting your batteries recharged was a common theme at the ARVC convention. No matter how large or small your campground is, you need to reenergize and keep looking for new and better ways to make things happen. If you keep doing what you are doing you will keep getting what you are getting!



# Printing Program

Have you taken advantage of WACO's Printing Program? If you haven't, here is a run through on why this is a great member advertising opportunity! By using the power of purchasing in numbers, WACO has set up that Printing Program for our members to receive 30,000 pieces of 70# double-sided glossy paper with the campgrounds artwork on it. This great deal is only \$650.00!

In the past, campgrounds have used this opportunity to print RV Show brochures, campground rules, site maps, etc. A note to recognize is that the 30,000 pieces per campground can be split up. For example, 30,000 pieces can have up to 3 splits (10,000 site maps, 10,000 brochures, 10,000 rules).

## NEW 5k Printing Program

Join this program to have 5,000 of your flyers printed on double-sided glossy paper and printed on both sides for only \$260.00!

Have questions or want to sign up right away? Contact the WACO office at (608) 525-2326 to get started and take advantage of this great deal! Must be pre-paid and art in to WACO by November 1, 2018. Brochures will be received before the first RV Show. Price does not include shipping or folding.

We only get this opportunity once in a year to print at this price. Please check with your local printer - you will be amazed at the SAVINGS! Use your WACO benefits!

This program allows you a full color 70# paper double sided glossy paper printed on both sides. An incredible savings when we all purchase together.

## CAMERA - READY ART NEEDS TO BE AT THE WACO OFFICE BY NOVEMBER 30, 2018

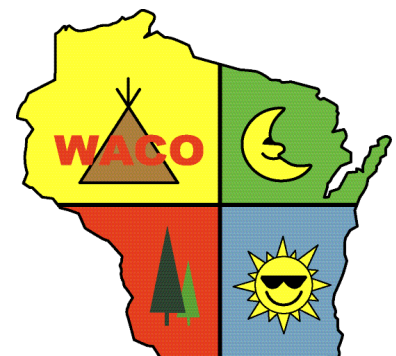
If you need something produced for you - get us the information and we can get it put together for you, but we need all the parts and pieces by November 20th at the latest.

We need more campgrounds to make this pricing work:

5K printing = \$260.00

30K printing = \$650.00

30K 11x17 = \$1200.00



**If you have already signed up and you do not have your art into the WACO office, please do so ASAP to get the printing done in time for the RV Shows.**

## arvc Music License



Did you know that if you play copyrighted music at your park without a license, you

could be legally liable? Performing rights organizations, known as PROs, collect licensing fees, and, in turn, pay royalties to the songwriter, publisher or performer of that music. There are three major music licensing companies: ASCAP, BMI and SESAC. If you play copyrighted music at your park without a license from these organizations, you could be liable for damages set by federal statute that can range from \$750 to \$30,000. In addition, if a jury finds that the infringement was "willful," the damages assessed could run as high as \$150,000 per song plus legal costs.

Don't forget to purchase your 2019 music license from ARVC! Deadline is November 30! [arvc.org/music](http://arvc.org/music)

## GET YOUR GROOVE ON!

*Sign up for the ARVC Music Licensing Program and save money!*

*Visit [arvc.org/music](http://arvc.org/music) to learn more*



## WMC Statement on Gubernatorial Election

November 7, 2018



**MADISON** – Wisconsin Manufacturers & Commerce (WMC) President & CEO Kurt R. Bauer released the following statement in response to the results of

the state's gubernatorial election:

"WMC congratulates Governor-elect Tony Evers on his victory. As it was before the election, Wisconsin's workforce shortage is still the number one issue facing our state's business community. We worked with Governor-elect Evers on this issue in his capacity as State Superintendent, and we look forward to working with him on it and other issues as governor."

###

**For more information, please contact:  
Nick Novak, 608.258.3400**

If your online listing needs updating with information or pictures, please send the information to the WACO office. WACO allows up to four photos to be posted on the Wisconsin Campgrounds individual campground listings.

## MADISON CAMPER & RV SHOW

The 2019 Madison Camper & RV Show and Sale in Madison, Wisconsin is taking place on **February 1-3, 2019.**



WACO members are eligible for the early bird price of \$325.00 if post-marked to WACO office by the deadline of November 20, 2018. After November 20th booth price is \$600.00

### Hotel Options:

WACO has a room block at the **Clarion** –attached to the Alliant Energy Center -2110 Rimrock Road, Madison, WI 53713

Phone: 608-284-1234

Rate: \$109.00 plus tax. Deadline: January 1, 2019

Breakfast buffet, social hour and free internet

Room block code: **WACO**

The registration form for the 2019 Madison Show can be found in the pack of this newsletter or click **HERE!**



## 2019 RV SHOWS

Here are the dates of shows that WACO will be attending:

- Milwaukee RV SuperShow: **January 4-6**
- Chicago SuperShow: **January 18-20**
- WBAY Green Bay RV Show: **January 24-27**
- Madison RV Show: **February 1-3**
- Minneapolis RV Show: **February 7-10**
- Milwaukee RV Show: **February 28-March 3**
- Rockford RV Show: **March 8-10**

### Other shows to keep in mind

- Rochester MN RV Show: **February 15-17**
- Eau Claire RV Show: **March 15-17**
- Oshkosh RV & Boat Show: **March 1-3**
- Central Wisconsin RV Show: **March 8-10**
- La Crosse RV Show: **February 7-10**



## WACO FACEBOOK MEMBERS 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/>.



## Golf Cart Raffle

CONGRATULATIONS to Anthony D'Andre! The winner of the Gilbert Brown Foundation Golf Cart raffle. He purchased his tickets at Smokey Hollow Campground!

All proceeds raised benefit the Gilbert Brown Foundation. New raffle tickets will be produced and available at convention for campgrounds to take back and raise funds for the Foundation.

Thank you to everyone who helped fundraiser for the foundation!



## Wisconsin Towns Association Convention

WACO & The Gilbert Brown Foundation attended the 71st Annual Wisconsin Towns Association Convention in Stevens Point, Wisconsin. 9 Green Bay Packers attended the convention and provided entertainment for all. After the convention was over, WACO sent an informational brochure explaining WACO to all Unit Chairs in 6 Districts.

To view and download the brochure go to the members only page and click on miscellaneous documents. Or follow this link: <https://www.wisconsincampgrounds.com/miscellaneous/>

## DATES TO REMEMBER

- Madison Camper & RV Show Early Bird Deadline: **November 20, 2018**
- Printing Program: All camera ready artwork must be to the WACO office by **November 30, 2018**
- arvc Music License Deadline: **November 30, 2018**
- RV Distribution Brochures due to WACO Office by **December 1, 2018**

# 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

**Username:**

**member**

**Password:**

**born2camp**



Lori Severson,  
Executive Director

PO Box 228  
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 Vista Royale Campground	President (715) 498-8204
BUD STYER Smokey Hollow Campground	Director (608) 592-2128
BERT DAVIS Badgerland Campground	ARVC Representative (608) 873-5800
JIM BUTTON Evergreen Campsites, LLC	Director (920) 622-3498
JULIE MICHAELS Scenic Ridge Campground	Director (608) 883-2920
PAT REHWINKEL Merry Mac's Campground	Director (608) 493-2367
JOYCE STENKLYFT Stoney Creek RV Resort	Director (715) 597-2102
ADAM MALSACK Lake Arrowhead	Director 920-229-1616
LAURIE ADAMS Baraboo Hills	Director (608) 356-8505
MIKE DRICKEN Lake Lenwood Beach and Campground	Director (262) 334-1335
JIM TRACY Al's Fox Hill	Director (608) 356-5890
ASHLEY WEISS Wilderness Campground	Director (608) 297-2002
MARK STEFAN Grand Valley Campground	Director (920-) 394-3643
MARK HAZELBAKER	Lawyer (608) 663-9770