



WACO

WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS

OCTOBER 2018

VOTE Super important to look at who is helping our industry in tourism! Your vote makes a difference!

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WACO CONVENTION

New ideas!
March 12 -17th 2019 **56th ANNUAL**

Super Show!

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 & next!
Every session has Super activities you can take home and use!



BAM! Win
\$5000 to
spend at
Trade Show!

Holiday Inn Hotel & Convention Center
1001 Amber Avenue
Stevens Point, WI 54481
715-344-0200

NEW This year! Gilbert Brown Foundation Labor of Love Weekend - During Labor Day raise money for the foundation. The park that raises the most money gets bragging rights in the directory, a trophy at the convention, AND 4 Champions Club seat Green Bay Packer Tickets to use anyway your park sees fit. Let's get our seasonals and customers involved and make this our charity of choice. Thanks so much for all your help this past year! Together

October Fall Workshop

A big thank you to everyone that attended the October Fall Workshop in Chippewa Falls, Wisc. 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, O'Neil Creek Campground for the accommodations and hospitality. If you couldn't make it, take a look at the pictures and check out of all the fun and new things that were learned and saw!



Your Host: Geri and Joe Walter



O'Neil Creeks signature item
-The creek!



Jumping pillows are still a highly desired piece in our campgrounds today!
Check out the size of OCC's!

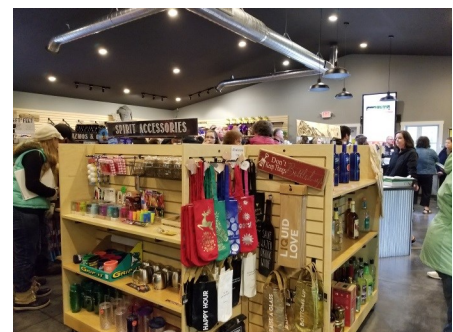


You can see the new land from here! OCC recently added on 5 additional acres adjoining the campground!



Transportation at OCC!

OCC believes in keeping the inventory at a good level – when the road bands go on they struggle with deliveries so this enables them to service their customers and the store looked amazing. Take a peek at these photos of their store!



October Fall Workshop



Geri even carries her own line of shampoo products!



Debbie Best gave a presentation on how to use J1 students and what the requirements are for that program.



Keeper of the keys!

Little Creek Campground



Look at their storage!



Kaplanek, James H - DA-TCP delivered a great presentation on how campground inspection reports will be going on line the same as restaurant inspection reports.



Organization at it's finest!



The Man Cave at OCC – that smile says it all. There was some concern on why we were able to spend so much time in the store and so little time in the shop!



A TV turned this way provides an amazing interactive sign!



Geri's desk and office – everyone was drooling over this! Great space!



Cabins at Little Creek!



OCC's Man Cave was a huge hit!



October Fall Workshop



A seasonal camper made this for them! -Little Creek

Green Acres Family Campground



Gorgeous new pine trees really added a lot to the pond – I hear it was all Angela's idea!



Stoney Creek RV Resort



Late night registration area



Stoney Creek's Store



Auction items from WACO put to a beautiful application!



The guard shack!



Madison KOA



Pine Harbor Campground



Changing oil at Pine Harbor Campground



Why Be a WACO Member

With the 2018 season coming to a close, it gives each campground member time to think about what will help improve their campground for the 2019 season.

When going over your advertising, themed weekends, perks of the park, and logistics, remember that WACO is here to help you! The Wisconsin Association of Campground Owners has worked to make WACO an organization that will help each and every campground member in Wisconsin.

By being a member of WACO, you will have an immense amount of resources at your disposal such as:

- Education
- Strategic Planning
- Advertising Arm
- Purchasing Power

- Relationships
- Legislative
- Marketing
- Networking Opportunities
- Convention Vendor Buying Program
- Hospitality and Customer Training
- Industry Knowledge

The Executive Director of WACO, Lori Severson, explains the resources WACO offers best by saying, "Always look at your WACO family as your parks personal board of directors. Many times, the problems you are going through are exactly the same problems others have faced and already found the solution to. The WACO family should always be your go-to for issues for this reason! We can save you the trouble

of finding a solution!"

WACO has campground owners ranging in experience of owning a campground for 40+ years to owners that are just building their first campground. This type of dynamic offers all members a true winwin situation.

As a WACO Campground Member, be sure to take full advantage of the advertising opportunities, Fall Workshops, Annual Convention and classes, website, RV shows, free WACO lawyer, legislative issues, and more!

If you want more information on a topic, please call the WACO office for guidance on where to find more.

WACO would not be what it is today if it wasn't for the amazing members and the dedication to the organization!



2019 RV Shows

As you near the end of your season and start to look ahead at all your "free" time (haha –what's free time?), plan for the 2019 RV Shows you want to attend.

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**



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

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**



Taking Advantage of Technology During Trade Show Season

In the blink of an eye, it is trade show season again, with consumer RV shows going on somewhere in the U.S almost every weekend throughout the fall and winter. Consider these trade show technology tips from **Woodall's Campground Management** to help you get the cutting-edge attention and make the most of your RV show investment.

Pre-Show Promotion:

As your show planning evolves, take the time to brainstorm technology tools to help you communicate your show presence, excite your audience and encourage participation.

Poll your guests to determine your most popular theme week, then design and decorate your booth according to poll results.

Determine specials, prizes and promotional items to be used at your booth. Be creative and generous; no junk; make it fun and

functional.

Offer interactive promotions like scratch-off tickets for onsite park products such as firewood, ice, soft serve cones or giveaway goodies, included branded items.

Establish an RV show hashtag (#) on **Instagram** and **Twitter**. Look for other complementary businesses that will be at the show and co-promote using their hashtags and yours.

Create a catchy branded and themed pin or button that includes your hashtag and social media name to be worn by booth staff and perhaps handed out as prizes during the show.

Build an RV show landing page on your website and write keyword-rich search engine optimized (SEO) content for the page.

Provide an offer coupon redeemable only at your booth

Promote all of your planned “at

show” marketing hooks.

Offer a downloadable “your park” package that included your hard copy booth handouts.

Launch an email blast with an invitation to visit your booth.

Link to your RV show landing page.

Blog about the details of your booth and any behind the scenes scoop.

Spread the word on **Facebook**.



Executive Director 2018 Summer Update

Executive Director Summer update:

1. Directory Distribution:
 - a. Warehoused and sorted inventory
 - b. Disbursed 310,000 directories – this year and last year inventories
 - c. Called all 8 welcome centers to update and coordinate deliveries
 - d. Delivered to all welcome & travel centers while stocking RV shows
 - e. Called 414 Libraries and sent out 331 boxes
 - f. Call 314 gas stations sent out 178 boxes
 - g. Called Chamber of Commerce's in Wisconsin & Minnesota – good venue for directory distribution.
 - h. Hotels – just started this project called 60 hotels as a test – sent out 55 boxes – should be a good market for next year.
 - i. RV dealers – 199 boxes sent out – called and contacted by shows & at dealerships.
 - j. Car Dealerships New market – called 10 to test all 10 took boxes – will work on various areas throughout the State for next year.
 - k. Store Displays – set up at Randy's, Festival Foods, Walmart, Cabela's, Gander outdoors, and Dicks Sporting Goods. Set up test markets in each region. Distributed 108 cases – problem areas – ran out in certain locations, keeping display full, maximizing the advertising by getting them to advertise with their venues verses just in store. This one could be an explosive branding opportunity. Currently need additional supplies to set up the displays and to coordinate setting them up with the campground visits.
 - l. Processed 5401 directory requests.
 - m. Distributed 35,440 directories through shows and events.
 - n. Distributed WACO directories to 137 offices of Legislators.
 - o. Processed 157 donation requests & letters.
2. Member Communication:
 - a. Bulk mailed membership information to all current members and prospects – twice.
 - b. Bulk mailed to the trade members and trade members prospects 4 times.
 - c. Conducted 121 calls on campgrounds.
 - d. Worked with Log Cabin sale – new member inspection report.
 - e. Fall Workshop Preparation
 - f. Hired an accountant for Severson & Associates in August to get a better handle on statements and customer issues,
 - g. Trade member/customer member correspondence. – Extensive this year due to so many customer issues with flooding, zoning, State issues. Pool inspection issues were extremely high this year. Pride of America – example
 - h. New owners – Dell Boo, Blue Lake, K&L (closed after multiple meetings)
 - i. Vendor issue with Resnex, Fireworks company – 23 hours
 - j. Worked with Visitor Bureau & Vector & Ink for a day – with some campground visits.

Executive Director 2018 Summer Update

depending on a user's query, Google might pull meta description text from other areas on your page (in an attempt to better answer the searcher's query).

- g. Promotion page content changed to HTML rather than images. Based on information used from Wisconsin Dells Visit and Digisage.
- h. Added Blog post - 2018 Availability
- i. Added Alt tags to all images.
- j. Show Additional Information on campground pages.
- k. Added "Region" after all region names.
- l. Duplicated social links in the footer.
- m. Made a link to explain what "WACO Satisfaction Guarantee" is on pages.
- n. Timely Calendar
- o. Installed Plugin – exploring the features
- p. Installed Column Shortcodes plugin to add table below content that will be mobile friendly
- q. Installed FitVids Plugin to make all videos responsive.
- r. All links on every page have been changed to open in a new tab.
- s. Added the text "ONLINE BOOKING AVAILABLE" and linked to campground pages that offer online reservations.
- t. Changed the Link to digitally view the directory to HTML5 version.
- u. HTML5 is mobile friendly.
- v. Added Google Translate Feature
- w. Google Analytics tracking available- upgraded this
- x. Researching ways to make more search options
- y. All contests have been created on website and promoted via Facebook.
- z. Worked on Advanced Search Options – still needs tech help.
- aa. Gravity Forms requires a license. \$59/year Researching other options
- bb. Added the text "Click to Enlarge" below images on pages.
- cc. Main menu reordered.
- dd. "Member" has been changed to "Member Login"
- ee. Added a Search bar
- ff. Updated copyright to use this format: Copyright © 2018 Wisconsin Association of Campground Owners. All rights reserved
- gg. Removed Google+ from social links in the header.
- hh. Added "Region" after all 6 different regions under campgrounds
- ii. Updated 2019 Convention page HTML convention explanation.

Legislatively:

1. WMC – spoke with some folks Stephanie Klett recommended on this – they suggested strongly to do the \$2500 minimum to get the maximum value. It was brought to my attention that many many people would be there at the \$500 level. Bud represented WACO at the event and had some great one on one conversations. His recommendation would be to do it this way in the

Executive Director 2018 Summer Update

19. Meeting with Mary Ellen, Bud & Mark along with Reed on subleasing seasonals sites that meeting is set for the end of Sept.
20. Weekly contact with Mary Ellen from the State to ensure we have contact with her when it's necessary for our members. This has paid off several times over the summer.
21. Administratively – cleaned out old records – 7 years of shredding.
22. Redeemed WACO Bucks in our system.
23. Called media groups throughout each region, researched the demographics and traded WACO certificates for advertising. Created earned advertising of over 100,000.
24. Created the Ad for Indianhead Directory. Worked out the contract and distribution.
25. Conducted Personality Styles training for the board & various owners.
26. Meet with Jim Kaplanek once a month to discuss issues campground owners are having with inspections – this is a “quiet” call with Reed & Jim.
27. Trade member research
28. Trade member calls
29. Meet with Stephanie to get a plan to get the Governor to convention.
30. Meet the new Gem Grant person.
31. Worked with Mark on numerous campground issues this summer.

ARVC Outdoor Hospitality Conference & Expo

National Association of RV Parks and Campgrounds will be focusing on the “value of community” at the **2018 Outdoor Hospitality Conference & Expo** (OHCE) at the Cox Convention Center in Oklahoma City, Okla., from Nov. 4-8.

This year's OHCE will once again focus heavily on educational seminars—mixed in with Q&A sessions and speeches—are going to help

attendees stay on top of trends in the camping sector.

Educational sessions fall into five different categories: Industry Essentials, Business Management, Operations Management and Leadership and Guest Experience.

ARVC officials expect to see a full house with more than 100 vendors in attendance.

ARVC is also set to unveil its new website at this year's OHCE, that has been in the works for a while.

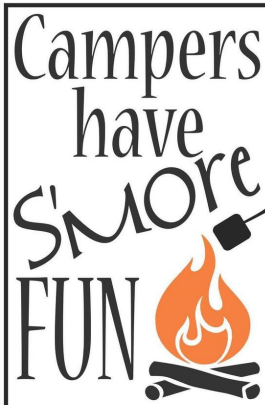
To learn more about OHCE and register, go to arvc.org.



2018 Camping Gift Certificates



The 2018 camping season has come to an end. Some of you may still be holding onto a few of these Camping Gift Certificates. Be sure to turn the certificates back in to be redeemed!



Have a weekend that works great at your campground and might do wonderful at other WACO campgrounds? Let us know!



Meet the newest owner of Beantown Campground!

Campground Activities

Every campground searches for campground activities to add to their schedule and themed weekends. Some pull out their hair trying to make the perfect weekend schedule while others use their creative to design a fun-filled time. For the campgrounds that are looking to shake up their activities or themed weekends, WACO has you covered. Take a look at the ideas the WACO staff has come up with!

Themed Weekends

- ☐ Pirates Weekend - Arrgh!
- ☐ Christmas in July
- ☐ Disney Weekend
- ☐ Death by Chocolate
- ☐ Country Hoe down
- ☐ Mother's Day Bliss
- ☐ Father's Day
- ☐ Wet and Wild
- ☐ Kids Rule
- ☐ Murder Mystery
- ☐ Vegas
- ☐ Fishing
- ☐ Mardi Gras
- ☐ Secret Agent/Spy
- ☐ Relay/Olympics
- ☐ Nature
- ☐ Animal
- ☐ Board Game

Having Halloween Activities Can boost Your Occupancy Rates

For most campground owners having themed weekends, special events and holiday celebrations will attract more campers. Halloween has become so popular in the campground world, that many parks have started Halloween-themed weekends starting in September and keep them going right through Oct. 31!

Offer a Variety of Activities

Be sure to offer a variety of age appropriate activities. Mystery trails tends to be mainly for older teens and adults. Many campgrounds offer Trick-or-Treating, games, coloring activities and other events to make sure everyone that stays at their park has fun. We have even heard of campgrounds include pets and have a pet costume contest.

Get Your Guests Involved

Many campground owners have noticed their campers really enjoy getting involved. Having a campsite decorating contest is a great way to get your guests involved! It allows your guests to show their creativity and also encourages other guests to walk around and socializes while looking at the decorations.

Market, Market, Market

Plan your activities ahead of time. Some campgrounds have already started planning for next year! Plan ahead and allow yourself time to make any changes needed and promote your activities through social media. Add your events to your calendar and post to your website. Allow your guests times to plan ahead also! Spread the word!



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/>.



Camping is Up in the U.S., Trend Expected to Continue as Millennials Seek the Positive Health Impacts of Time Spent Outdoors

Half of U.S. Campers Intend to Head to the Outdoors to Camp More in 2017; Future Outlook Positive with 90 Percent of Teen Campers Intending to Camp as Adults

BILLINGS, Mont.--(BUSINESS WIRE)--An estimated 13 million U.S. households plan to camp more in 2017 than they did in 2016, and more than 1 million new households have started camping each year since 2014. Millennials are driving this growth as they take to the outdoors in greater numbers, and they have no intention of letting up. This is according to the results of the [2017 North American Camping Report](#), an annual independent study supported by [Kampgrounds of America, Inc.](#) (KOA).

#Camping is up in the U.S., driven by #Millennials. Learn more in the 2017 North American Camping Report #KOACamping [Tweet this](#)

Millennials now account for 38 percent of the 75 million active camper households in the U.S., up from 34 percent in 2016, and 51 percent say they plan to increase their camping this year. Results of the survey indicate that these younger campers are using camping to add more balance to their lives. Their key reasons for camping include spending more time with friends and family, being physically active and improving their overall emotional well-being and health.

Their attitudes about camping are reinforced by their behaviors and, with the influx of younger campers, this is changing the camping landscape overall. Camping is becoming a more social activity, and outdoor recreation while camping is shifting to more physically active activities. In this year's results, hiking outranked fishing as the most popular type of camping recreation for the first time since the first iteration of the North American Camping Report. Kayaking and mountain biking also saw significant increases.

"Camping continues to grow in popularity, with more Americans starting to camp and people taking more frequent trips each year," said KOA COO Toby O'Rourke. "Year-over-year people consistently say camping allows them to relax, spend time with family and friends, be active and contributes to their emotional well-being. The significant growth in camping underscores Americans' enthusiasm and growing desire to get outside. Camping—whether it's traditional tent camping, RVing or staying in a full-service cabin—will continue to fulfill that need."

In an even more promising outlook for the future of camping and outdoor recreation in America, Generation Z teens (ages 13-17) are highly enthusiastic about camping and place a great deal of importance on people their age spending time outdoors.

The findings for this group, which are new to the North American Camping Report this year, indicate that teens share their adult counterparts' feelings about the benefits and emotional connections to camping. This suggests that as more families experience the outdoors, the more likely they are to continue those activities and consequently, this will result in continued increased overall incidence of camping nationally, and particularly among families.

"We're seeing that once these younger campers experience the outdoors and the benefits of camping, they become hooked on it and it becomes part of their lifestyle. As parents bring their children along, we're already seeing their love of camping being passed on to the next generation," added O'Rourke.

Key findings and trends based on the results of the 2017 North American Camping Report include:

Millennials are driving the growth of camping in America

- Currently, 61 percent, or 75 million, of U.S. households are active campers. This is up from 58 percent in 2014. The number of highly avid campers is growing even more rapidly, with the number of campers who take three or more trips per year growing by 36 percent since 2014.
- Millennials now account for 38 percent of active camper households in the U.S., up from 34 percent in 2015 (millennials comprise 31 percent of the overall population). Gen Xers account for 34 percent of campers, up from 28 percent in 2015 (Gen Xers account for 27 percent of the population). Millennials make up nearly half of all new campers who started camping in 2016 (48 percent).

2017 season forecast: Americans will head outdoors to camp more this year

- Overall, 13 million U.S. households say they plan to camp more in 2017 (49 percent; number of households is based on net). In 2016, 37 million households camped at least once, and of those, 14 million camped three or more times.
- For the second year in a row, millennials are the most likely to report that they intend to camp more often in 2017, with 51 percent saying they plan to take more camping trips and 57 percent saying they plan to spend more nights camping.

Seeking greater balance: Millennials, and campers in general, are discovering the emotional and physical health benefits of time spent outdoors

The positive impacts of camping are consistently up from past results, suggesting that as campers discover the emotional and physical health benefits of time spent outdoors, they are seeking it more and more.

- Americans who camp, and especially those in the millennial age group, say that it has a great deal of impact on reducing stress (45 percent of U.S. campers, as well as 45 percent of millennials), contributing to their emotional well-being (41 percent of U.S. campers, 43 percent of millennials), overall health improvement (39 percent of U.S. campers including 39 percent of millennials) and leading a healthier lifestyle (36 percent of U.S. campers, and 37 percent of millennials).
- According to millennials, the key reasons they camp include spending more time with friends and family (43 percent strongly agree), being physically active (33 percent) and blowing off steam (33 percent).
- A majority of millennials (60 percent) and Gen X (51 percent) campers say that they are more physically active than others in their age group.
- Self-described physical fitness is highest among millennials, with 7-in-10 stating that their physical fitness is either excellent or very good (72 percent).
- 81 percent of millennials say spending more time with friends and family is the top reason they plan to camp more in 2017. This was also the number one factor impacting their decisions to camp in 2016, with 80 percent saying it had a great deal of impact. Socioeconomic factors also played a role in millennials' camping behaviors last year, with 70 percent reporting more free time and 68 percent reporting a change in their personal financial situation had a great deal of impact on their decision to camp.
- In the U.S. market, 3-in-10 campers indicate that camping allows them to spend more time vacationing each year.

Younger campers are changing the camping landscape

The influx of younger campers is changing the camping landscape overall, from who is camping to how people are experiencing the outdoors.

- In line with their strong enthusiasm for camping with family and friends, millennials tend to camp in the largest groups. The average group size for millennials is 10.7, compared to 8.5 for Gen Xers and 7.9 for baby boomers.
- Camping is becoming more of a family event, with 51 percent of campers reporting they have children in the household, up from 41 percent in 2014. Younger parents are the most likely to say children are enthusiastic about camping (53 percent of millennial parents).

Not only are these younger campers highly social, but they also are more physically active and more likely to gravitate towards recreation such as mountain biking, hiking, running and adventure sports.

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- As a result, more physically active types of recreation are increasing in popularity overall, with mountain biking (+6 percentage points), hiking/backpacking (+4 percentage points), canoeing/kayaking (+5 percentage points) and biking (+5 percentage points) and all gaining popularity since 2014.
- While fishing remains a popular activity, for the first time in this survey's history, hiking (50 percent) outranks fishing (44 percent) as the most popular form of recreation.
- 41 percent of both millennials and Gen Xers say that onsite recreation is important to them. The driving factor for these younger campers is that they're likely to be camping with children.
- 70 percent of Gen Z teens say they want to stay at campgrounds with a lot of onsite activities. While fishing appears to be in decline overall (-14 percentage points since 2014), it may experience a resurgence in the coming years as it is extremely popular among teen campers, with 8-in-10 stating that they go fishing while camping.

Younger campers are much more diverse, which is contributing to an increasingly multicultural camping landscape overall.

- Of the 1 million U.S. households that started camping in 2016, 4-in-10 were either Hispanic (13 percent of new campers, 16 percent of the population), African American (12 percent of new campers, 12 percent of the population) or Asian American (14 percent of new campers, 5 percent of the population).
- This is a continuing trend driven by younger campers, as a full 30 percent of non-white millennial campers report that they've started camping in just the past few years, compared to 15 percent of white millennials.
- There has been a large influx of Asian American campers over the past couple of years, and it doesn't appear to be slowing. According to this year's survey results, the proportion of new Asian American campers is nearly triple what would be expected from overall population figures. This increase is most prevalent among younger Asian American campers with 43 percent only having started camping in the past couple of years.

Gen Z teens are highly enthusiastic about camping, and many see it as an opportunity to unplug

- Teen campers assign a great deal of importance on getting outside and being active, with 81 percent saying it's very important for people their age to spend time outdoors participating in activities such as camping, fishing, hiking, kayaking, rock climbing, etc.

- 58 percent of teen campers surveyed said they are very enthusiastic about camping, and virtually none reported low levels of enthusiasm. All the teens surveyed said they enjoyed their camping trips and 62 percent said they want to camp more in the coming year (33 percent said the same amount). Only 13 percent said they would rather go to an amusement park than go camping.
- Teens' favorite thing about camping is being able to spend time with their family and spending time outdoors.
- Teens enjoy being active while camping, with 70 percent saying they like to stay at campgrounds where there are a lot of activities. With childhood obesity being an ongoing problem, it is also important to consider that about 6-in-10 teen campers (58 percent) say that they are more physically active than others in their peer group.
- 90 percent of Gen Z teens say that they intend to camp as adults and 93 percent claim that if they have kids of their own, they will take them camping as well.

Even though many adults have the view that teens are “glued” to their phones, teens are no more likely to use technology than their adult counterparts. While most teens bring smartphones with them while camping, not surprisingly and like their adult counterparts, an overwhelming majority say they would still want to go camping if they could not stay in touch with others using their phones or computers.

- 71 percent of teen campers say they would still want to go camping even without access to technology. Only 6 percent of teen campers say that they would not want to camp without access to technology (about one-fourth are on the fence).
- Half of teens surveyed (52 percent) say that camping offers them an opportunity to “unplug” from technology.

Campers are using technology to spend more time outdoors

Access to technology is freeing up time among young campers who, in all likelihood, are able to check work emails and check in with work via phone when needed.

- Technology is allowing a large bloc of campers (37 percent) -- including at least 43 percent of millennials -- to spend more time camping. This group is also the most likely to check and send email while camping (45 percent), which likely includes work emails.
- This group takes an average of almost two additional vacation days to camp each year.
- While nearly all U.S. campers bring some type of technology with them while camping, they are evenly split in their opinions regarding whether technology enhances or detracts from their camping experiences. This holds true even among millennials, with 38 percent saying technology detracts from their camping experience and 36 percent saying it enhances it.

- Among campers who say that access to technology allows them to camp more often, 57 percent state that technology also enhances their trips, suggesting that the ability to access technology improves the quality of the experience simply by allowing them to camp more often.

America's Public Parks

- The desire to visit state and national parks has increased over 2015, and 3-in-10 U.S. campers say the National Park Service's 100th anniversary in 2016 got them to visit a park they would not have otherwise visited. Millennials were the most likely to claim this (40 percent). This suggests that a growing camper constituency will continue to place high demand on these lands.
- One-third of U.S. campers say that they now feel more welcome at national parks than they did several years ago. Large blocs of Hispanic (45 percent) and African American (42 percent) campers say they feel more welcome when compared to the past.

SURVEY METHODOLOGY

U.S. and Canadian Household Results: This survey was conducted by Cairn Consulting Group, an independent market research firm with extensive experience in the hospitality and services industries. The survey was conducted in January 2017. The sampling methodology targeted a randomly selected sample of U.S. and Canadian households. Sampling was designed to obtain n=2,426 completed survey among representative U.S. households and n=508 completed surveys among representative Canadian households. A sample of n=2,426 U.S. households is associated with a margin of error of +/- 1.99 percent. Among Canadian households, a sample of n=508 is associated with a margin of error of +/- 4.37 percent.

Teen Survey Results: The results are based on a total of 401 surveys completed among a random sample of U.S. households with children between the ages of 13 and 17. Each survey was completed with a teen respondent whose parents gave prior permission. A sample of n=401 teen campers is associated with a margin of error of +/- 4.9 percent.

All surveys were completed online via an outbound solicitation sent by Survey Sampling International to a randomly selected cross-section of U.S. and Canadian households. The sample of households from which the surveys were completed was statistically balanced to ensure that the results are in line with overall population figures for age, gender and ethnicity.



2017-2018 | Wisconsin

VOTING RECORD

YOUR LEGISLATORS' VOTING RECORD ON SMALL BUSINESS ISSUES 2018 EDITION

Roll call votes by your state legislators on key small business issues are listed here. Although this Voting Record does not reflect all elements considered by a lawmaker when voting, nor does it represent a complete profile of a legislator, it can be a guide in evaluating your legislators' attitudes toward small business. Please thank those legislators who supported small business.

- PROJECT LABOR AGREEMENTS (SB 3):** Prohibits state or local government from mandating project labor agreements as a condition for being awarded a public contract. **A "YES" vote supports the NFIB position.** Passed by the Senate 19–13. Concurred by the Assembly 64–35. Enacted into law.
- REGULATORY REFORM (SB 15):** Improves legislative oversight of the regulatory process, brings greater certainty, transparency, and cost sensitivity to Wisconsin's regulatory environment. **A "YES" vote supports the NFIB position.** Passed by the Senate 19–14. Concurred by the Assembly 62–34. Enacted into law.
- STATEWIDE LABOR STANDARDS (AB 748):** Prohibits state and local government from mandating labor peace agreements, restricts local government from creating duplicative occupational licenses, and creates statewide uniform standards for regulations relating to employee scheduling and benefits. **A "YES" vote supports the NFIB position.** Passed by the Assembly 58–32 (Two paired: paired for—Rep. Romaine Quinn; paired against—Rep. Jimmy Anderson). Passed by the Senate 18–14. Enacted into law.
- REGULATORY REFORM (AB 317):** Creates procedures for repealing rules and for eliminating obsolete, duplicate, or conflicting rules, and requires greater involvement by elected officials throughout the process to repeal unauthorized rules and review new and existing regulations. **A "YES" vote supports the NFIB position.** Passed by the Assembly 62–34. Passed by the Senate 19–13. Enacted into law.
- LEGAL REFORM (AB 773):** Reforms the civil justice system to address the high transactional costs of litigation relating to discovery and class action lawsuits, reduce costs, increase fairness, and improve predictability of Wisconsin's civil justice system. **A "YES" vote supports the NFIB position.** Passed by the Assembly on a voice vote. Passed by the Senate 18–14. Enacted into law.
- BALANCE FEDERAL BUDGET (AJR 21):** The resolution calls for a national convention of the states for the purpose of amending the Constitution to require a balanced federal budget. **A "YES" vote supports the NFIB position.** Adopted by the Assembly 54–41 (Two paired: paired for—Rep. Bob Kulp; paired against—Rep. Amy Loudenbeck). Concurred by the Senate 19–14.
- WORKERS' COMPENSATION (AB 308):** Requires a representative of small business be appointed to the Workers' Compensation Advisory Council. **A "YES" vote supports the NFIB position.** Passed by the Assembly 54–37. No vote in the Senate.

VOTING KEY

Y	=	Voted Yes	*	=	Absent for vote
N	=	Voted No	N/A	=	Not enough votes to score (5 required)
%	=	Percentage of votes aligned to NFIB position	-	=	Not in office at time of vote

SENATE VOTING RECORD

ISSUE NUMBER	1	2	3	4	5	6	%
NFIB POSITION	Y	Y	Y	Y	Y	Y	100%
LEGISLATOR							
Bewley, Janet (D-25/Ashland)	N	N	N	N	N	N	0%
Carpenter, Tim (D-3/Milwaukee)	N	N	N	N	N	N	0%
Cowles, Robert (R-2/Green Bay)	Y	N	Y	Y	Y	Y	83%
Craig, Dave (R-28/Town of Vernon)	Y	Y	Y	Y	Y	Y	100%

Darling, Alberta (R-8/River Hills)	Y	Y	Y	Y	Y	Y	100%
Erpenbach, Jon (D-27/Middleton)	N	N	N	N	N	N	0%
Feyen, Dan (R-18/Fond du Lac)	Y	Y	Y	Y	Y	Y	100%
Fitzgerald, Scott (R-13/Juneau)	Y	Y	Y	Y	Y	Y	100%
Hansen, Dave (D-30/Green Bay)	N	N	N	N	N	N	0%
Harsdorf, Sheila (R-10/River Falls) ¹	Y	Y	-	Y	-	Y	N/A
Johnson, LaTonya (D-6/Milwaukee)	N	N	N	N	N	N	0%
Kapenga, Chris (R-33/Delafield)	*	Y	Y	Y	Y	Y	100%
Larson, Chris (D-7/Milwaukee)	N	N	N	N	N	N	0%
Lasee, Frank (R-1/De Pere) ²	Y	Y	-	*	-	Y	N/A
LeMahieu, Devin (R-9/Oostburg)	Y	Y	Y	Y	Y	Y	100%
Marklein, Howard (R-17/Spring Green)	Y	Y	Y	Y	Y	Y	100%
Miller, Mark (D-16/Monona)	N	N	N	N	N	N	0%
Moulton, Terry (R-23/Chippewa Falls)	Y	Y	Y	Y	Y	Y	100%
Nass, Stephen (R-11/Whitewater)	Y	Y	Y	Y	Y	Y	100%
Olsen, Luther (R-14/Ripon)	Y	Y	Y	Y	Y	Y	100%
Petrowski, Jerry (R-29/Marathon)	Y	Y	Y	Y	Y	Y	100%
Ringhand, Janis (D-15/Evansville)	N	N	N	N	N	N	0%
Risser, Fred (D-26/Madison)	N	N	N	N	N	N	0%
Roth, Roger (R-19/Appleton)	Y	Y	Y	Y	Y	N	83%
Schachtner, Patty (D-10/Somerset) ³	-	-	N	-	N	-	N/A
Shilling, Jennifer (D-32/La Crosse)	N	N	N	N	N	N	0%
Stroebe, Duey (R-20/Saukville)	Y	Y	Y	Y	Y	Y	100%
Taylor, Lena (D-4/Milwaukee)	N	N	N	N	N	N	0%
Testin, Patrick (R-24/Stevens Point)	Y	Y	Y	Y	Y	Y	100%
Tiffany, Tom (R-12/Hazelhurst)	Y	Y	Y	Y	Y	Y	100%

ISSUE NUMBER	1	2	3	4	6	7	%
NFIB POSITION	Y	Y	Y	Y	Y	Y	100%

LEGISLATOR

Hesselbein, Dianne (D-79/Middleton)	N	N	N	N	N	N	0%
Hintz, Gordon (D-54/Oshkosh)	N	N	N	N	N	N	0%
Horlacher, Cody (R-33/Mukwonago)	Y	Y	Y	Y	Y	Y	100%
Hutton, Rob (R-13/Brookfield)	Y	Y	Y	Y	Y	Y	100%
Jacque, Andre (R-2/De Pere)	Y	Y	Y	Y	Y	*	100%
Jagler, John (R-37/Watertown)	Y	Y	Y	Y	Y	Y	100%
Jarchow, Adam (R-28/Balsam Lake)	Y	Y	Y	Y	Y	Y	100%
Katsma, Terry (R-26/Oostburg)	Y	Y	Y	Y	Y	Y	100%
Kerkman, Samantha (R-61/Salem)	Y	Y	Y	Y	Y	Y	100%
Kessler, Frederick (D-12/Milwaukee)	N	N	N	N	N	N	0%
Kitchens, Joel (R-1/Sturgeon Bay)	Y	Y	Y	Y	N	Y	83%
Kleefisch, Joel (R-38/Oconomowoc)	Y	Y	Y	Y	Y	Y	100%
Knodl, Dan (R-24/Germantown)	Y	Y	Y	Y	Y	Y	100%
Kolste, Debra (D-44/Janesville)	N	N	*	N	N	N	0%
Kooyenga, Dale (R-14/Brookfield)	Y	Y	Y	Y	Y	Y	100%
Kremer, Jesse (R-59/Kewaskum)	Y	Y	*	Y	Y	Y	100%
Krug, Scott (R-72/Nekoosa)	Y	Y	Y	Y	Y	Y	100%
Kuglitsch, Mike (R-84/New Berlin)	Y	Y	Y	Y	Y	Y	100%
Kulp, Bob (R-69/Stratford)	Y	*	*	*	Y	Y	N/A
Loudenbeck, Amy (R-31/Clinton)	Y	Y	Y	Y	N	Y	83%
Macco, John (R-88/DePere)	Y	Y	Y	Y	Y	Y	100%

Macco, John (R-88/DePere)	Y	Y	Y	Y	Y	Y	100%
Mason, Cory (D-66/Racine) ³	N	N	-	N	N	-	N/A
Meyers, Beth (D-74/Bayfield)	N	N	N	N	N	N	0%
Milroy, Nick (D-73/South Range)	N	N	N	N	N	N	0%
Murphy, Dave (R-56/Greenville)	Y	Y	*	Y	N	Y	80%
Mursau, Jeff (R-36/Crivitz)	Y	Y	Y	Y	Y	Y	100%
Nerison, Lee (R-96/Westby)	Y	Y	Y	Y	N	Y	83%
Neubauer, Greta (D-66/Racine) ⁴	-	-	N	-	-	-	N/A
Neylon, Adam (R-98/Pewaukee)	Y	Y	Y	Y	Y	Y	100%
Novak, Todd (R-51/Dodgeville)	Y	Y	Y	Y	N	N	67%
Nygren, John (R-89/Marinette)	Y	Y	Y	Y	Y	N	83%
Ohnstad, Tod (D-65/Kenosha)	N	N	N	N	N	N	0%
Ott, Jim (R-23/Mequon)	Y	Y	Y	Y	Y	Y	100%
Peterson, Kevin (R-40/Waupaca)	Y	Y	Y	Y	Y	Y	100%
Petryk, Warren (R-93/Eleva)	Y	Y	Y	Y	Y	Y	100%
Pope, Sindy (D-80/Mount Horeb)	N	N	N	N	N	N	0%
Pronschinske, Treig (R-92/Mondovi)	Y	Y	Y	Y	N	Y	83%
Quinn, Romaine (R-75/Barron)	Y	Y	Y	Y	Y	Y	100%
Riemer, Daniel (D-7/Milwaukee)	N	N	N	N	N	N	0%
Ripp, Keith (R-42/Lodi) ⁵	Y	Y	-	Y	Y	-	N/A

ISSUE NUMBER	1	2	3	4	5	6	%
NFIB POSITION	Y	Y	Y	Y	Y	Y	100%
LEGISLATOR							

Vinehout, Kathleen (D-31/Alma)	N	N	N	N	N	N	0%
Vukmir, Leah (R-5/Brookfield)	Y	Y	Y	Y	Y	Y	100%
Wanggaard, Van (R-21/Racine)	Y	Y	Y	Y	Y	Y	100%
Wirch, Robert (D-22/Somers)	N	N	N	N	N	N	0%

¹Sen. Sheila Harsdorf (SD 10) resigned her Senate seat upon being appointed by Gov. Scott Walker as Secretary, WI Department of Agriculture, Trade and Consumer Protection.

²Sen. Frank Lasee (SD 1) resigned his Senate seat to become Administrator for the Workers' Compensation Division with the Department of Workforce Development. The special election was held June 12.

³Sen. Patty Schachtner won a special election for SD 10 January 16 to replace Sen. Sheila Harsdorf.

ASSEMBLY VOTING RECORD

ISSUE NUMBER	1	2	3	4	6	7	%
NFIB POSITION	Y	Y	Y	Y	Y	Y	100%
LEGISLATOR							

Allen, Scott (R-97/Waukesha)	Y	Y	Y	Y	Y	Y	100%
Anderson, Jimmy (D-47/Fitchburg)	N	N	N	N	N	N	0%
August, Tyler (R-32/Lake Geneva)	Y	Y	Y	Y	Y	Y	100%
Ballweg, Joan (R-41/Markesan)	Y	Y	Y	Y	Y	Y	100%
Barca, Peter (D-64/Kenosha)	N	N	N	N	N	N	0%
Berceau, Terese (D-77/Madison)	N	N	*	N	N	N	0%
Bernier, Kathy (R-68/Chippewa Falls)	Y	Y	Y	Y	Y	Y	100%
Billings, Jill (D-95/La Crosse)	N	N	N	N	N	N	0%
Born, Mark (R-39/Beaver Dam)	Y	Y	Y	Y	Y	Y	100%
Bowen, David (D-10/Milwaukee)	N	N	N	N	N	N	0%
Brandtjen, Janel (R-22/Menomonee Falls)	Y	Y	Y	Y	Y	Y	100%
Brooks, Ed (R-50/Reedsburg)	Y	*	Y	*	*	Y	N/A
Brooks, Robert (R-60/Saukville)	Y	Y	Y	Y	N	*	80%
Brostoff, Jonathan (D-19/Milwaukee)	N	N	N	N	N	N	0%
Considine, Dave (D-81/Baraboo)	N	N	N	N	N	N	0%

Crowley, David (D-17/Milwaukee)	N	*	N	*	*	N	N/A
Doyle, Steve (D-94/Onalaska)	N	N	N	N	N	N	0%
Duchow, Cindi (R-99/Pewaukee)	Y	Y	Y	Y	Y	Y	100%
Edming, James (R-87/Glen Flora)	Y	Y	Y	Y	Y	N	83%
Felzkowski, Mary (R-35/Irma)	Y	Y	Y	Y	Y	Y	100%
Fields, Jason (D-11/Milwaukee)	N	N	N	N	N	*	0%
Gannon, Bob (R-58/Slinger) ¹	Y	Y	-	Y	Y	-	N/A
Genrich, Eric (D-90/Green Bay)	N	N	N	N	N	N	0%
Goyke, Evan (D-18/Milwaukee)	N	N	N	N	N	N	0%
Gundrum, Rick (R-58/Slinger) ²	-	-	Y	-	-	-	N/A
Hebl, Gary (D-46/Sun Prairie)	N	N	N	N	N	N	0%

ISSUE NUMBER	1	2	3	4	6	7	%
NFIB POSITION	Y	Y	Y	Y	Y	Y	100%
LEGISLATOR							
Rodriguez, Jessie (R-21/Oak Creek)	Y	Y	Y	Y	Y	Y	100%
Rohrkaste, Mike (R-55/Neenah)	Y	Y	Y	Y	Y	Y	100%
Sanfelippo, Joe (R-15/New Berlin)	Y	Y	Y	Y	Y	*	100%
Sargent, Melissa (D-48/Madison)	N	N	N	N	N	N	0%
Schraa, Michael (R-53/Oshkosh)	Y	Y	Y	Y	Y	Y	100%
Shankland, Katrina (D-71/Stevens Point)	N	N	N	N	N	N	0%
Sinicki, Christine (D-20/Milwaukee)	N	N	N	N	N	N	0%
Skowronski, Ken (R-82/Franklin)	Y	Y	Y	Y	Y	Y	100%
Snyder, Patrick (R-85/Schofield)	Y	Y	Y	Y	Y	Y	100%
Spiros, John (R-86/Marshfield)	Y	Y	Y	Y	Y	Y	100%
Spreitzer, Mark (D-45/Beloit)	N	N	N	N	N	N	0%
Stafsholt, Robert (R-29/New Richmond)	Y	Y	Y	Y	Y	Y	100%
Steffen, David (R-4/Green Bay)	Y	Y	Y	Y	Y	Y	100%
Steineke, Jim (R-5/Kaukauna)	Y	Y	Y	Y	Y	Y	100%
Stuck, Amanda (D-57/Appleton)	N	N	N	N	N	N	0%
Subeck, Lisa (D-78/Madison)	N	N	N	N	N	N	0%
Summerfield, Rob (R-67/Bloomer)	Y	Y	Y	Y	Y	Y	100%
Swearingen, Rob (R-34/Rhineland)	Y	Y	Y	Y	Y	Y	100%
Tauchen, Gary (R-6/Bonduel)	Y	Y	Y	Y	Y	Y	100%
Taylor, Chris (D-76/Madison)	N	N	N	N	N	N	0%
Thiesfeldt, Jeremy (R-52/Fond du Lac)	Y	Y	Y	Y	Y	Y	100%
Tittl, Paul (R-25/Manitowoc)	Y	Y	Y	Y	Y	Y	100%
Tranel, Travis (R-49/Cuba City)	Y	Y	Y	Y	Y	*	100%
Tusler, Ron (R-3/Harrison)	Y	Y	Y	Y	Y	Y	100%
VanderMeer, Nancy (R-70/Tomah)	Y	Y	Y	Y	N	Y	83%
Vorpapel, Tyler (R-27/Plymouth)	Y	Y	Y	Y	Y	N	83%
Vos, Robin (R-63/Burlington) (Speaker)	Y	Y	Y	Y	Y	Y	100%
Vruwink, Don (D-43/Milton)	N	N	N	N	N	N	0%
Wachs, Dana (D-91/Eau Claire)	N	N	N	N	N	N	0%
Weatherston, Thomas (R-62/Racine)	Y	Y	Y	Y	Y	Y	100%
Wichgers, Chuck (R-83/Muskego)	Y	Y	Y	Y	Y	Y	100%
Young, Leon (D-16/Milwaukee)	N	N	N	N	N	N	0%
Zamarripa, JoCasta (D-8/Milwaukee)	N	N	N	N	N	N	0%
Zepnick, Josh (D-9/Milwaukee)	N	N	N	N	N	N	0%
Zimmerman, Shannon (R-30/River Falls)	Y	Y	*	Y	Y	Y	100%

¹Rep. Bob Gannon (AD 58) passed away unexpectedly in October 2017.

²Rep. Rick Gundrum won a special election for AD 58 on January 16 to replace Rep. Bob Gannon.

³Rep. Cory Mason (AD 66) resigned his Assembly seat upon being elected Mayor of Racine.

⁴Rep. Greta Neubauer won a special election for AD 66 on January 16 to replace Rep. Cory Mason.

⁵Rep. Keith Ripp (AD 42) resigned his Assembly seat to become Assistant Deputy Secretary at the WI Department of Agriculture, Trade and Consumer Protection. The special election was held June 12.

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