

WACO

December 2018

Wisconsin Association of Campground Owners

HAPPY HOLIDAYS FROM THE WACO OFFICE

Wishing you a Happy Holiday and a joyful New Year !

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2019 WACO CONVENTION

The 2019 Wisconsin Association of Campground Owners Convention is **March 13-17, 2019** at The Holiday Inn & Convention Center in Stevens Point, Wisconsin.

We are very busy preparing for convention, with booths filling up fast. Booth details will be sent at later date. If you have an auction item that you want us to list with the information that gets sent out to campgrounds, or inserts to attendees please have it to us by March 1st.

Want a preview of some of the courses? We thought you might!

ServSafe Manager Course with Kama Teske (Certified ServSafe Instructor)

**Wednesday March 13th | 8:30 am
4:15pm**

This course covers critical principles for foodservice operators including: personal hygiene, allergens, cross contamination, proper time/temperature control, receiving and storage, food safety management systems and training hourly employees. These principles all play a key role in reducing the risk for foodborne illness. This course fulfills the Wisconsin statutory requirement that each campground that serves food to the public must have at least one certified food manager, who has taken an approved course and passed an exam. After passing the exam, you must complete a Certified Food Manager application and submit it to the State of WI Department of Health Services, along with a copy of the ServSafe® certificate. You must bring your book to this course. The normal fee for this course can be up to \$225 per



person. This is being offered to WACO members for only \$75 per person. Please call the WACO office to register ahead of time to receive your course book.

CPO – Pool School with Cyndi Robertson

Wednesday March 13th and Thursday March 14th | 8:30 am 4:15pm

The NSPF® Certified Pool/Spa Operator® Certification is recognized by local and state authorities as the most widely-accepted, verifiable pool and spa training credential. The program includes a two day course (14-16 hours) of instruction in pool and spa chemistry, testing, treatment, filtration, maintenance, automatic feeding equipment, government requirements and the NSPF® Pool & Spa Operator™ Handbook – a globally-recognized resource manual. The CPO® Certification is valid for five years. Must pre-register! This course runs Wednesday & Thursday. Save \$\$\$ by getting your NSPF® Certified Pool/Spa Operator® Certification with WACO!

*Please note this course will break for lunch from 12:00pm – 12:30pm

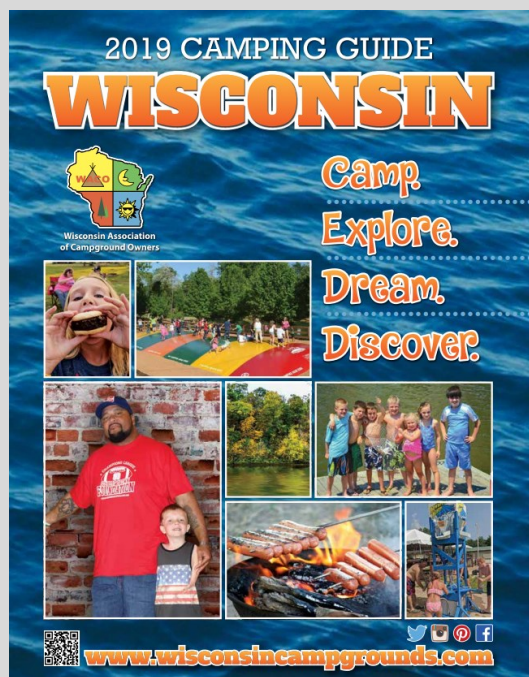
Super Facebook Ads with Renee Sommer

Wednesday March 8:30am – 12:00pm

Learn how to get a bang for your buck!

More Information on the speakers, sessions, and entertainment available in the Convention Program located online.

Not had the chance to register for convention yet? Now is the time to register and WACO is here to help! Download a copy of the registration form [here](#) 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



2019 DIRECTORY PRINT IS COMPLETE!

That's a wrap! The 2019 Wisconsin Campground Directory has been printed and ready to distribute to campers. Campers are able to order directories online at our website, on Facebook or by calling the office.

If you would like directories for your campground to hand out at shows or to put in your local community, please contact the WACO office. (608) 525-2327

Your online listing will be updated with the information you have submitted for the directory. You can update your photos in the Members Only section of the WACO website by using the Update Your Listing Form.

View a digital copy or download a pdf of the directory at www.wisconsin-campgrounds.com

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 postmarked 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!](#)

WBAY RV SHOW

The WBAY RV & Camping Show is held January 24-27, 2019 at the Resch Center in Green Bay, WI.

WACO has set up a room block at the Best Western Green Bay Inn Conference Center, 780 Armed Forces Drive, Green Bay, WI 54304.

10 rooms in block - 2 double beds

Rate is \$119 plus tax (normally \$139 plus tax)

Call (920) 499-3161 book a room

Room block code: **WACO**

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**

DONATE CERTIFICATES

WACO offers the free advertising option to campground members to distribute their certificates at various RV Shows. Certificates are given out to campers at the WACO Booth in spin-to-win games, trivia, and more! If your campground wants to participate in this free opportunity please get the information to the WACO office ASAP. Give the office a call at 608-525-2327 or email at lori@seversonandassociates.com.

BADA BOOM OR BOMB?

HOW TO BE SUCCESSFUL AT YOUR NEXT TRADE SHOW!

Ahhh the trade show - the excitement, the opportunities, the connections – and the ultimate waste of time and money if you don't do things right! When is the last time you truly interacted with a potential client or prospect? I'm talking TRULY interacted. Not sent an email or newsletter with a link, not sent a text, but actually spoke with them to spark some sort of beginning to a partnership? With all the media and technological advancements, we've seen as a society, the amount of time we have to engage conversations is extremely limited! Here are a few tips and reminders to ensure your upcoming trade show trip is a successful one.

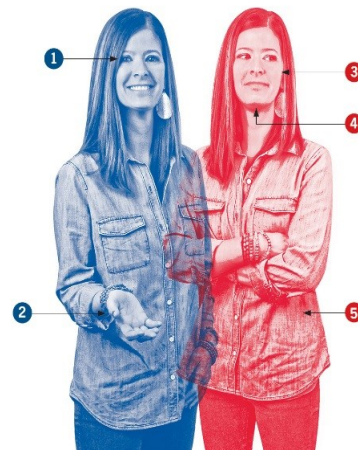
The Big Impact of Booth Staffers

The time it took to read the first sentence of this intro, is the same amount of time you have to make a "connection" with a trade show attendee. According to body-language expert Dr. Lillian Glass, people in live social encounters – such as a staffer greeting an attendee – used to have like four minutes to make an impression. Not anymore! "Today, that window for making a first impression has shrunk to **four seconds, and can be as little as four milliseconds in certain situations**," says Glass. So, what should your staffers be aware of?

COMMUNICATION

Doug MacLean, a staff trainer based in Columbia, SC advises, "Staffers need to be trained that a single expression or solitary gesture can halt any further contact with your exhibit and therefore your company just as easily as saying a wrong word."

You cannot overstate the importance of body language in training staffers for that initial encounter! Patti Wood, a body language expert and author of *Snap – Making the Most of First Impressions, Body Language, and Charisma* tells us that, "Everything from a staffer's handshake to head nod can also be the 'message' that attendees take home about your brand." Based on these experts' research and experience, here are illustrations of the top 11 ways staffers' body language can sink your exhibit in the wink of an eye.



1. Brows High

Eyebrows held in a resting position conveys a lack of interest in others, and could discourage eagerness to engage in conversation or even enter the booth. Raising the eyebrows is perceived as a welcoming action that better prompts visitors to approach and engage. Hike those brows up and be interested to talk to your attendees!

2. Palm Readers

Did you know there are 5,000 distinct hand gestures researchers have identified in body language? (Don't feel bad, I didn't know either!) Palms facing downward communicate a closed mind, and even disagreement with what the other person is saying. However, a palms-up gesture projects friendliness. Be friendly people ☺

3. Anger Management

Interactions with angry attendees can easily result in a devastating first impression, since many staffers at a booth

would just shut down if Johnny Crabby Pants huffed in. However, that can infuriate the upset party more because it suggests a lack of concern. Mirror the visitor by closing and flattening their lips, suggesting that you empathize with the guest. (Hint: You don't have to actually empathize to suggest it with your body language.)

4. Chin Music

An upward-facing chin conveys the impression – figuratively and literally – that staffers are looking down their noses at a guest. Keep your chin pointed down toward the floor showing guests that you are meeting them on equal terms.

5. Leaning Out

Leaning away from visitors, with body and feet pointed at an extreme, almost perpendicular angle away from them says two things: 1. I don't want to talk to you, and 2. I can't wait to get out of here. Tilting the body and feet only slightly away from visitors, with arms in a relaxed position establishes a more personal connection.

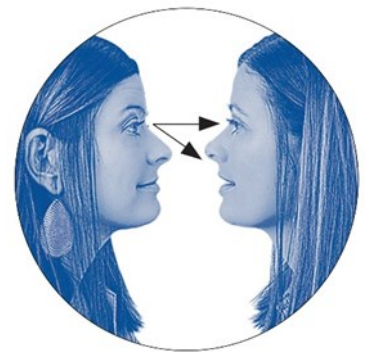
6. Shake It, Don't Break It

Research suggests that it takes an average of three hours of continuous face-to-face interaction to reach the same level of rapport a booth attendant can achieve instantly with a handshake. But crushing an attendee's hand and/or pumping it more than once during a handshake is a display of dominance that can border on bullying.



7. Forgo Full Frontal

Check out this picture...doesn't she look to be creating a human barrier to prevent visitors from entering the exhibit? Not inviting in any way! Instead, angle your body slightly away from approaching attendees, suggesting vulnerability and increasing accessibility to the booth.



8. Balance Your Eye Contact

Did you know not making eye contact can suggest a sense of dishonesty? Maintain eye contact in the ol' "eye-nose triangle" for roughly two-thirds of your encounter with a booth guest. Any more than that ratio can feel like you're looking a little TOO long, if you catch my drift.



9. Cold Shoulder

Slumped shoulders are a HUGE no-no at the trade show. The posture broadcasts weakness, pessimism, and a lack of confidence. Shoulders thrust back signify the opposite – strength and a positive outlook that appeals to visitors – and create the impression that your booth is important to visit!



10. Angling for Position

When showing attendees, a product demonstration or something on a screen, angling away from the guests and facing the product stops any connection from forming. Instead, imagine the screen/product, guests, and themselves as three points in a triangle, and position yourself so you can look at the two points (guests and screen/product) simultaneously.



11. Hold Steady

Shifting from side to side during a conversation implies your attention is otherwise engaged, and that you can't wait to move away from the attendee as quickly as possible. Standing still, on the other hand, suggests full focus on the person in front of you, and that you're willing to devote time and attention to have a conversation.

GENERAL REMINDERS:

- Interaction is key – I think we covered that above, but in case you missed it!
- Be Active on Social Media
 - ⇒ Invite attendees to stop by your booth to enter a contest or watch a demo
 - ⇒ Do a LIVE feed with an attendee who just won or is asking great questions/seems fun
 - ⇒ Include your booth number if and if there is an event hashtag, be sure to include it
- Provide Giveaways or an Activity
 - ⇒ Everyone loves to be a winner – you may opt to have smaller items that include promotion of your business, and a drawing for something larger
 - ⇒ Remember to play to your crowd – for example, a basket of sugary snacks and chips may not make the most sense at a convention geared toward healthy living.
- Secure contact information
 - ⇒ Use your giveaway to obtain business cards
 - ⇒ Take images of names/contact information to avoid losing it
 - ⇒ If the trade show includes scanning options, set your booth up and take advantage of it!
- Follow up
 - ⇒ Conversation at the show are all fine and dandy, but will have less impact over time if you don't follow up
 - ⇒ A quick email or phone call to all contacts you gather makes a huge impact – take the time to make that prospect feel special, as you never know when they may need your services!



GOVERNOR-ELECT EVERS ANNOUNCES KEY CABINET APPOINTMENTS

Sara Meaney, Department of Tourism

Sara Meaney currently serves as the Chief Marketing and Development Officer for Milwaukee Film and has served on the Board of Directors for the organization since 2012. Ms. Meaney brings more than 20 years of marketing experience, most recently as managing director at BVK, a fullservice, top 25 advertising agency. In early 2009, Meaney launched the strategic communications firm Comet Branding. The company merged with Hanson Dodge Creative in 2011, where Meaney then served as partner and president. She holds a Bachelor of Science degree in Psychology from UW-Madison



Tony Evers

OFFICE OF THE GOVERNOR-ELECT

FOR IMMEDIATE RELEASE: December 19, 2018

Contact: EversPress@wisconsin.gov or 608-267-2560

Governor-elect Evers Announces Key Cabinet Appointments

MILWAUKEE - Governor-elect Tony Evers today announced the appointment of secretaries for the Departments of Administration, Corrections, Natural Resources, and Tourism.

Joel Brennan will serve as Department of Administration secretary; Kevin Carr will serve as Department of Corrections secretary; Preston Cole will serve as Department of Natural Resources secretary; and Sara Meaney will serve as Department of Tourism secretary.

"I've said all along that my goal is to build a Wisconsin where people come together to invest in a brighter future for everyone, and I believe that starts with assembling a Cabinet that represents Wisconsin values," Governor-elect Tony Evers said. "The broad depth of experience this team brings to our state will ensure that we bring science back to the Department of Natural Resources; that we can reform our criminal justice system and address racial disparities while improving public safety; that we can highlight for the world all that Wisconsin has to offer; and that we do it all by running an efficient, effective government that is focused on bipartisan solutions, not political fights. On behalf of myself and Lt. Governor-elect Mandela Barnes, I am thrilled to welcome our new cabinet secretaries to the team. I look forward to partnering with them as we begin to tackle the problems we face and improve our state."

"I am honored to have the chance to work with Governor-elect Evers and his team as we build a government that can shape lives and futures in the state we love," said Joel Brennan. "Serving in the administration is a major responsibility but a fabulous opportunity, and I can't wait to do great and important things together with this team."

"We have much work to do, but I share Governor-elect Evers' vision to maintain public safety, build safer communities and create resources that are effective and responsive to people, as well as recognizing the value and human dignity in every person," said Kevin Carr. "I'm grateful for the opportunity."

"It is an honor to serve as Secretary of Tourism, along with my esteemed fellow cabinet members, under the leadership of Governor-elect Evers," said Sara Meaney. "I look forward to working collaboratively with the leaders of our State Legislature to ensure that all people from all walks of life feel welcomed with warm Wisconsin enthusiasm and inspired to put our great state at the top of their travel lists."

"Words cannot express how humbled and honored I am to serve as the secretary of the Department of Natural Resources," said Preston Cole. "As a natural resource professional, I endeavor to work tirelessly to serve the citizens of Wisconsin by restoring our rich history of conservation."

Joel Brennan, Department of Administration

Joel Brennan has served as the CEO of Discovery World since 2007. Prior to that role, he was the Executive Director of the Redevelopment Authority of Milwaukee and the Vice President of the Greater Milwaukee Convention and Visitors Bureau. Mr. Brennan also spent time working at Miller Brewing after beginning his career as a legislative assistant to Milwaukee Mayor Tom Barrett when Mayor Barrett served in Congress.

Mr. Brennan received his undergraduate degree from Marquette University and his Master's from the University of Chicago.

Kevin A. Carr, Department of Corrections

Kevin Carr currently serves as a U.S. Marshal for the Eastern District of Wisconsin. Mr. Carr has a 39-year law enforcement background, including 30 years with the Milwaukee County Sheriff's Office. He served four years in Internal Affairs and led a High Intensity Drug Trafficking Area Gang Task Force for two years.

He received his undergraduate degree from Concordia University and is a graduate of the Northwestern University School of Police Staff and Command and the FBI National Academy in Quantico, Virginia.

Preston Cole, Department of Natural Resources

Preston Cole currently serves as the Commissioner of the Milwaukee Department of Neighborhood Services. Mr. Cole drew distinction for becoming the first African-American forester hired by the Conservation Department. Previously, Mr. Cole was the Director of Operations for the City of Milwaukee Department of Public Works. In this position he was responsible for 2400 employees, O&M and Enterprise budgets of \$300 million and a capital budget of \$108 million. Additionally, he previously served as the former Parks Superintendent for the City of St. Louis, as well as a Resource Forester for the Missouri Department of Conservation.

He holds a Bachelor of Sciences degree from the University of Missouri-Columbia in Forest Management.

Sara Meaney, Department of Tourism

Sara Meaney currently serves as the Chief Marketing and Development Officer for Milwaukee Film and has served on the Board of Directors for the organization since 2012. Ms. Meaney brings more than 20 years of marketing experience, most recently as managing director at BVK, a full-service, top 25 advertising agency. In early 2009, Meaney launched the strategic communications firm

Comet Branding. The company merged with Hanson Dodge Creative in 2011, where Meaney then served as partner and president.

She holds a Bachelor of Science degree in Psychology from UW-Madison.

SPEAKER VOS ANNOUNCES ASSEMBLY STANDING COMMITTEES, CHAIRS

December 11, 2018 Speaker Robin Vos (R-Rochester) would like to announce the Assembly standing committees and their corresponding chairs for the 2019-2020 legislative session. There are several new committees: Environment; Forestry, Parks and Outdoor Recreation; Medicaid Reform and Oversight; Sporting Heritage; Substance Abuse and Prevention; and Community Development.

“The Assembly will have additional committees this next legislative session to allow for more public input and policy discussions on the important issues facing the state,” said Speaker Vos. “Since the committees are where a majority of the work is done on legislation, this change will have a positive impact on the overall process.”

Speaker Vos will name the vice chairs and the Assembly Republican members of the committees at a later date. The 104th Wisconsin State Legislature begins with the inauguration of the 99 members on January 7, 2019.

Committee	Chair	Committee	Chair
Aging and Long-Term Care	Rep. Rick Gundrum	Medicaid Reform and Oversight	Rep. Rob Summerfield
Agriculture	Rep. Gary Tauchen	Mental Health	Rep. Paul Tittl
Campaigns and Elections	Rep. Ron Tusler	Public Benefit Reform	Rep. Scott Krug
Children and Families	Rep. Pat Snyder	Regulatory Licensing Reform	Rep. Cody Horlacher
Colleges and Universities	Rep. Dave Murphy	Rules	Rep. Jim Steineke
Community Development	Rep. Scott Allen	Rural Development	Rep. Nancy VanderMeer
Constitution and Ethics	Rep. Chuck Wichgers	Science and Technology	Rep. Romaine Quinn
Consumer Protection	Rep. Treig Pronschinske	Small Business Development	Rep. Janel Brandtjen
Corrections	Rep. Michael Schraa	Sporting Heritage	Rep. Rob Stafsholt
Criminal Justice and Public Safety	Rep. John Spiros	State Affairs	Rep. Rob Swearingen
Education	Rep. Jeremy Thiesfeldt	Substance Abuse and Prevention	Rep. Jon Plumer
Environment	Rep. Joel Kitchens	Tourism	Rep. Travis Tranel
Energy and Utilities	Rep. Mike Kuglitsch	Transportation	Rep. Bob Kulp
Forestry, Parks and Outdoor Recreation	Rep. Jeff Mursau	Veterans and Military Affairs	Rep. Ken Skowronski
Family Law	Rep. Jessie Rodriguez	Ways and Means	Rep. John Macco
Federalism and Interstate Relations	Rep. Tyler Vorpagel	Workforce Development	Rep. Warren Petryk
Financial Institutions	Rep. Cindi Duchow	Joint Committee for Review of Administrative Rules	Rep. Joan Ballweg
Government Accountability and Oversight	Rep. David Steffen	Joint Committee on Finance	Rep. John Nygren
Health	Rep. Joe Sanfelippo	Joint Committee on Information Policy and Technology	Rep. Dan Knodl
Housing and Real Estate	Rep. John Jagler	Joint Law Revision Committee	Rep. Jim Ott
Insurance	Rep. Kevin Petersen	Joint Legislative Audit Committee	Rep. Samantha Kerkman
International Affairs and Commerce	Rep. Rob Hutton	Joint Legislative Council	Rep. Robert Brooks
Jobs and the Economy	Rep. Adam Neylon	Joint Review Committee on Criminal Penalties	Rep. Rob Hutton
Judiciary	Rep. Jim Ott	Joint Survey Committee on Retirement Systems	Rep. Mary Felzkowski
Labor and Integrated Employment	Rep. James Edming	Joint Survey Committee on Tax Exemptions	Rep. Tyler August
Local Government	Rep. Todd Novak	State Building Commission	Rep. Mark Born

For more information visit <https://bit.ly/2Gvkglv>



BUSINESS DAY IN MADISON

March 6, 2019 @ 7:30 am - 4:00 pm

Monona Terrace Community & Convention Center, Madison

Business Day in Madison will take place on Wednesday, March 6, 2019 at the Monona Terrace Community & Convention Center. This event brings business leaders from all over the state together to discuss important issues facing the business community and our state. We invite you to attend what is certain to be an insightful program.

This year's program will feature ED HENRY, award-winning political journalist, chief national correspondent for FOX News and New York Times bestselling author; DENNIS PRAGER, bestselling author, columnist and nationally syndicated radio talk show host; and TRAVIS MILLS, retired United States Army staff sergeant, recalibrated warrior, motivational speaker, actor and advocate for veterans and amputees.

Registration details coming soon!



BUILDING CABINS OR NEED A STICKER FOR PRE-EXISTING RENTALS

Call Jerry at (608) 792-7184 and you can order stickers and get your cabins inspected

JANUARY DATES TO REMEMBER

- January 4-6, 2019 — Wisconsin RV Show in Milwaukee, Misc.
- January 11-12, 2019 — Rochester MN - RV Boat, Hunting, Vacation & Home Show
- January 18-20, 2019 — Greater Chicago Schaumburg RV Show
- January 24-27, 2019— WBAY RV Show in Green Bay, Wisc.
- January 31, 2019 — Deadline for Early Bird Exhibitor Registration for 2019 WACO Convention



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/>.

WINTER ADVERTISING FOR CAMPGROUNDS

The cold time of the year is traditionally when Northern campgrounds take stock of their inventory and start on maintenance and other projects best done when campers are not present.

Social media has been effectively used by campgrounds for the last couple of years but the potential for increased sales has started to decline as the market becomes saturated with competing messages. This means that the largest potential group for expanded sales is your current customer base. The winter months can be used to engage your customers in conversations on Facebook, Tweets on finalized events for the new season, or even promoting specials at your bar/restaurant.



Take time now to design a social media or advertising plan. Where do you want to spend your money on advertising and where can you get your themed weekends or activities posted for free. Reach out to your local Visitors Bureau, town-

ship/city and see what they have available for you. Many sites let you post events or even direct links for your campground.

Sit down and power out some of the social media scheduling. Facebook provides you with a scheduling tool allowing you to preschedule posts over 6 months in advance. Look through your calendar and schedule out the big events or weekly items. The plus about social media is that no matter what, someone will see your post!

Something you might not be doing is looking at local businesses and seeing what kinds of tangible cross promotion you can do on each other's websites. Perhaps there are local businesses that many of your customers use for groceries or gas, local attractions that your patrons visit or other places of interest. Ask to have your campground brochure available on site or even ask for a link in exchange for one on your website. Think sponsorship for your campgrounds! Winter is a great time to do the legwork to make this happen.



However there are ways that you can actually profit from the winter months with your current infrastructure. Making cabins available for family winter getaways over the Holiday season or romantic escapes over the Valentines or Sweetest Day weekends. Cross promote with local restaurants or attractions, like museums, and it's a win/win for you and local business. Even if you winterize only a couple of cabins the payoff could be enormous as they were assets that were not paying you money while they sat idle.

Many campgrounds have trails primarily used for walking that might see use for snowmobiling or other off road recreational vehicles in the off season. There is a market of people who do winter hiking or cross country skiing looking to get away from it all and be back in nature who will have little impact on the trails. This is a potential new group of customers who perhaps, do not like the more crowded aspects of

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	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

TEXT CLUB

Are you a part of the WACO Member Text Club? If you are not, consider joining! The WACO office uses the text club as a way to communicate urgent messages, deadlines, important information and more. To join the text club, text the word "WACO" to 25827 and your number will





WACO 2019 Convention & Trade Show

March 13-17, 2019

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

Campground Name _____
Address _____ City _____ State _____ Zip _____
Signature _____ Date _____ Phone _____
Fax _____ E-Mail _____ Cell Phone _____

Please print names of registrants as you would like them to appear on badges.

1. _____ 2. _____ 3. _____
4. _____ 5. _____ 6. _____
7. _____ 8. _____ 9. _____

WACO Member Convention Pass Options

Early Bird Price Pay before January 31, 2019 (Must be postmarked or verifiable)

Full Convention per person \$200 x _____ people = \$ _____
Full Convention Out of State ARVC \$250 x _____ people = \$ _____
Full Convention non ARVC \$325 x _____ people = \$ _____

After January 31st, 2019

Full Convention per person \$300 x _____ people = \$ _____
Full Convention OOS ARVC \$375 x _____ people = \$ _____
Full Convention non ARVC Members \$425 x _____ people = \$ _____

Expo Only \$75 per person/per day _____ people x _____ days = \$ _____

Total from Passes: \$ _____

Pool Certification Course (Must pre-register)

Please print names of registrants

1. _____ \$100
2. _____ \$100
3. _____ \$100

ServSafe Certification (Must pre-register)

Please print names of registrants

1. _____ \$75
2. _____ \$75
3. _____ \$75
4. _____ \$75

Total from Certifications: \$ _____

Kids Kamp (Wednesday – Saturday)

****Rate for entire convention (No discounts for less days)**

Kids Kamp Wed. thru Sat. \$95 each x _____ people = \$ _____
Teen Program Wed. thru Sat. \$95 each x _____ people = \$ _____
Non-registered Kids Per Day 50 x _____ days x _____ people = \$ _____

Children's Name, Age, T-shirt Size (list if specifically youth or adult)

1. _____ 5. _____
2. _____ 6. _____
3. _____ 7. _____
4. _____ 8. _____

Total from Kids Kamp: \$ _____

TOTAL: \$ _____

Total Amount Enclosed \$ _____ Check # _____ Credit Card # _____
MC _____ Visa _____ Expiration Date _____ Signature _____

Room reservations should be made directly to Holiday Inn & Convention Center, Phone: (715)344-0200 (Standard double Suites \$78.00 King Suites \$108.00, plus tax). Other Accommodations: Holiday Inn Express (Across the Street) same rates plus tax, includes Breakfast. Phone: 715-344-0000. Please mention that you are attending the WACO Convention or use code CAM

Other lodging options include: La Quinta Inn & Suites Call for pricing (715)344-1900

Reservations must be made by **February 12, 2019** to insure these prices....No exceptions this year!

Complete and mail this form to: WACO – P.O. Box 228 – Ettrick, WI 54627

Phone: 608-525-2327 Fax: 608-525-2328



2019 EXHIBITOR REGISTRATION

Mail to: WACO - PO BOX 228 - Ettrick, WI 54627

Phone: 608-525-2327 Fax: 608-525-2328

Company Name _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax: _____

E-Mail _____

Product or
Service _____

Please print names of attendees for name badges:

***\$5 charge for name changes or adjustments at convention.*

_____	_____
_____	_____
_____	_____

Cost: (must be WACO Trade member to exhibit)

Annual Trade Member Fee	\$200.00	\$200.00
Entertainment Booth Only <i>Special Location</i>	\$150.00	\$ _____
Early Bird Booth Fee – each booth \$500.00 (Add \$50 for electricity)		\$ _____
After January 10, 2019 - \$600.00 (Add \$50 for electricity)		\$ _____
Cabin Size Space — \$700 includes literature table inside (you must provide your own electric)		\$ _____
Brochure Inserts to attendees (qty. 500) - \$300.00		\$ _____

Must be received at the WACO office by Feb.15, 2019

Lunch Tickets for Saturday are included in booth fee

Sponsorship: _____ Sponsor Level \$ _____

Total Amount due \$ _____

Check #: _____ Credit Card #: _____

M/C ____ Visa ____ Expiration Date: _____ CVV ____ Zip Code: _____

Booth fee includes 8 X 10, (some booths are slightly smaller, see diagram) exhibit booth with one 8 foot draped/skirted table, one 8-foot backdrop with 3-foot side drapes, 1 chair, a booth sign. Note: 2 complimentary dinner tickets for the Vendor Appreciation meal, and 2 tickets to the Saturday lunch are included in your booth fee. **Call the hotel directly for other booth arrangements.**