



55 Years

WACO

Annual Meeting Report 2017-2018



WACO BOARD OF DIRECTORS



SCOTT D. KOLLOCK

President - Finance Committee

Vista Royale Campground || 715-335-6860

Scott is a second generation owner of Vista Royale Campground in Bancroft, WI. The park was built by his family 45 years ago and has been ran by them since day one. Scott has valuable long term experience with all aspects of the camping business. Scott loves camping and looks forward to promoting it and WACO into the future. Scott is now serving as President of the WACO Board of Directors.



BUD STYER

Planning & Development Committee

Smokey Hollow Campground || 608-635-4806

Bud Styer, Smokey Hollow Campground, is a member of both State and National professional associations, not only attends national and state conventions, but has spoken numerous times for the National Association of RV Parks and Campgrounds (ARVC), Wisconsin Association of Campground Owners (WACO), University of Illinois, Lewis University, IL, St. Mary's College, MN, and numerous state wide training courses. Bud is a committee member for the State of Wisconsin DNR, Governor's Small Business Committee, NFIB's Small Business Committee and Wisconsin's Business Voice Small Business Committee. At the local level, he actively participates in the Chamber of Commerce in five different communities in towns/cities near the Madison area.



PAT REHWINKEL

Advertising Committee

608-493-2367

Patrick Rehwinkel has been in the campground business for over 18 years. Pat is currently a consultant for Merry Mac's Campground, where he and his wife, Dawn, previously owned and operated the campground from 2008-2017. Prior to ownership, he managed Crystal Lake Campground for 10 years.

Pat went to the University of West Florida on a baseball scholarship and signed and played with the Milwaukee Brewers until a shoulder surgery ended his baseball career in 1989. He worked in the corporate world with TECO Power and Gas in Sarasota, Florida before moving in 1998 to Wisconsin to work in the family campground business.



BECKY GUSSEL

Advertising Committee

Sherwood Forest Campground || 608-254-7080

Becky came to Wisconsin Dells from Janesville, WI. She attended UW-Eau Claire and UW-Stout for business management and interior decorating. She moved to Wisconsin Dells in 2000 to begin her career in hospitality. Becky managed restaurants in both Wisconsin Dells and Middleton until 2009 when she became active in the camping industry. She has been working alongside her husband, Brad, at Sherwood Forest Camping & RV Park in Wisconsin Dells. Together, they have grown the park to include 36 seasonal campsites and 181 overnight sites and rental units. In the fall of 2011 Becky was elected Director of the Campground Division for the Wisconsin Dells Visitor & Convention Bureau where she continues to serve on the Board of Directors.



JIM BUTTON, CPO, OHE

Evergreen Campsites & Resort || 920-622-3498

Jim Button has fulfilled his childhood dream of operating and owning Evergreen Campsites & Resort. Jim has been in the industry for 40+ years and has owned Evergreen Campsites & Resort for 22 years. Jim is very passionate about the industry and is an advocate for his state association (WACO) where he currently serves on the BOD. He attends and teaches at conferences, and participates in fall tours and workshops. Jim is also an advocate for his national association (ARVC) where he has participated in advocacy day on the hill, attends and teaches at national conferences, graduate from the OHEP program, OHE certifications, 2017-2018 ArvcLarge/Mega Park of the Year, and 2017-2018 Arvc Campground Partner Award.

✳️He is also active on the National Group 20 #4 for the past 10 years. This group is divided of campgrounds throughout the USA striving to be the best they can be. Jim does not do this alone he is married to Dawn Button and has four children: Emily, Joey, Ricky, and Rebecca who have started to join the family business. Jim also is an active volunteer firefighter for Saxeville..

WACO BOARD OF DIRECTORS



BERT DAVIS

Planning & Development Committee

Badgerland Campground || 608-873-5800

Bert Davis is the Owner/Manager of Badgerland Campground in Stoughton, WI, formally Kamp Kegonsa. He was elected to National Association of RV Parks and Campgrounds (ARVC) Board. Please do not hesitate to contact him with any ARVC related questions or concerns.

He completed Oglebay Campground Management School in 2013. He has been in the camping industry for 12 years, 10 with Pride of America and two at Badgerland Campground. He is also a Certified Pool Operator.



JULIE MICHAELS

Treasurer – Finance Committee

Scenic Ridge Campground || 608-883-2920

Julie Michaels currently owns and operates Scenic Ridge Campground in Whitewater, WI with her siblings, husband and two children. In addition to the campground, she oversees the overall operations of their three other family businesses, one small fishing resort and two manufactured housing communities. Growing up in a large family and running a business with her siblings, as she would put it, has been quite an adventure but extremely rewarding. Family is very important to her so being able to pass along the rewards of providing other families a safe and enjoyable place to create many memorable moments is what she believes makes her job and this industry so special. When Julie isn't glued to her computer or running around tending to her camping guests, she enjoys crafting, painting and interior decorating. In her free time, she uses these talents to create a visual atmosphere throughout the campground.

Julie is no stranger to the campground industry as she has been operating Scenic Ridge for over 21 years. She has been a member of the Wisconsin Association of Campground Owners since the purchase of her campground in 1996 and was elected to the board in March of 2014. Julie is a firm believer in this organization. She feels that the knowledge and support she has received from WACO has most certainly aided her in the growth of her own business and is honored to be able to pay forward what she has learned over the years.



ADAM MALSACK

Member Services Committee

Lake Arrowhead Campground || 920-295-3000

Adam has been in the camping industry all his life, starting with weekend garbage collection at the age of 9 and advancing to full time Manager at 17. In 2009 he became co-owner of the Lake Arrowhead and Lakeside Campgrounds in Montello, marking the third generation of family ownership.

Adam has undergraduate degrees from Ripon College in Computer Science and Mathematics, and received a Master of Science in Electrical engineering from the University of Wisconsin in Madison. In his free time Adam enjoys being involved in theatre, photography and most of all, he loves to camp. Adam has become a key player in the science of expressing our legislative ideas to people who matter.



MIKE DRICKEN

Lake Lenwood Beach and Campground || 262-334-1335

Mike and his wife Mary own and operate Lake Lenwood Beach and Campground with 130 sites in West Bend. Mike's parents Len and Rhea started the campground in the early 60's and were charter members of WACO. Mike, Mary and their three children started operating in 1983 and are purchasing it from the family. Mike believes strongly in WACO and is willing to share what he has learned from operating a small campground with limited staff to other members.



JOYCE STENKYFT

Membership Committee

Stoney Creek RV Resort || 715-597-2102

Joyce worked at Jellystone Park in Warrens from 1990 to 2007, serving as General Manager from 2001-2007. She was elected to the WACO Board in 2002 and served as President from 2006-2008.

Joyce retired in 2008 and spent 6 years catching up with family and friends. In 2014 she partnered with her daughter Deneen and Son-In-Law Brian Pedersen to purchase Stoney Creek RV Resort in Osseo, WI. Joyce is excited to be serving on the WACO Board and being back in the camping business. To her, it feels like she's back home fulfilling her dream and reaching her destination.

PRESIDENT'S REPORT

As I write this letter our annual WACO conference is just around the corner and that means our busy season is just around the corner. This time of year is both exciting and thought provoking as we look ahead to the summer months. Lori and our Board of Directors have had many discussions at our recent meetings reviewing the current member benefits, policies, procedures, and affiliations of our organization. I know all of you are considering options for your parks as the season nears and I would ask you to take a little time to think about the direction of WACO, what you find meaningful from membership and maybe items you think we could do without. WACO is a strong organization with the best State Executive, annual conference, and trade show in the Nation, but we are always looking for ways to improve on our platform. If you have questions or suggestions on an item please don't hesitate to ask Lori or a board member to bring it to our strategic planning meeting next month for discussion.

Wishing everyone a safe and prosperous 2018 camping season!

SCOTT KOLLOCK

Vista Royale Campground || 715-335-6860



SECRETARIES REPORT

Wisconsin Association of Campground Owners

ANNUAL MEETING

Stevens Point, WI March 18, 2017

WACO 2017 Convention

Saturday, March 18, 2017

Scott Kollock called the meeting to order at 8: 05AM

A roll call was done as members checked into the meeting. (List of attending campgrounds is kept on file at the WACO office.) All current board members were also present. A copy of the 2016 annual meeting report was distributed to all members for review, all financial reports from 2016, and the agenda for the 2017 Annual Meeting were distributed.

Randy Sondalle made a motion to accept the agenda. Bert Davis seconded the motion.

Motion # 031801 was carried.

SECRETARY'S REPORT: Virginia Minton made a motion to accept the 2016 Secretary's Report . The motion was seconded by Jim Button. Motion # 031802 was carried.

TREASURER'S REPORT: Julie Michaels presented the 2016 Treasurer's Report. All financial records are attached. Julie entertained questions from the floor.

Joyce Stenklyft made a motion to have the 2017 P & L report and the 201 7 Budget approved. Mike Dricken seconded the motion. Motion #031803 was carried.

NOMINATIONS:

Two seats are running for their second three year terms. Those members are Julie Michaels and Pat Rehwinkel. The secretary asked for any nominations from the floor. A motion to close the nominations was made by Jim Dricken, seconded by Leland Nelson. Motion # 030804 was carried.

Jim Kersten made a motion to accept the ballot as written. Eric Anderson seconded the motion. Motion # 031805 was carried. Bud Styer made a motion for a unanimous ballot, seconded by Mike Dricken. Motion # 031806 was carried.

PAC FUND: Bob Weiss reported on the PAC fund. There is a balance currently of \$4131.74. WACO collected appx \$2400 at the PAC auction on Thursday night.

ARVC REPORT: Bert Davis reported that ARVC has now changed the way membership works for the various states. At this time the status for states became "partnering" and "non partnering " Bert discussed the options that our WACO membership has in their decision to be either a WACO member or a WACO/ARVC member.

NEW BUSINESS:

Randy Sondalle made a motion to adjourn the meeting. Mike Dricken seconded the motion. Motion # 031807 was carried. The meeting was adjourned at 9: 05 AM.

RESPECTFULLY SUBMITTED

Judy Buchta, Secretary

FINANCIALS

Wisconsin Association of Campground Owners, Inc. Statements of Revenue & Expenses - Income Tax Basis

	Jan - Dec 17	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
4-1020 · Convention Income				
4-1021 · Auction/Raffles/Etc.	41,535.00	46,000.00	-4,465.00	90.3%
4-1023 · Booth Fees	78,300.00	81,750.00	-3,450.00	95.8%
4-1024 · Classes	1,000.00	2,000.00	-1,000.00	50.0%
4-1025 · Kids Kamp	3,375.00	2,800.00	575.00	120.5%
4-1027 · Optional Events	2,135.00	10,000.00	-7,865.00	21.4%
4-1028 · Registrations	36,392.00	40,000.00	-3,608.00	91.0%
4-1029 · Sponsorships	20,100.00	25,000.00	-4,900.00	80.4%
4-1030 · Convention Income - inserts-opt	905.00	0.00	905.00	100.0%
Total 4-1020 · Convention Income	183,742.00	207,550.00	-23,808.00	88.5%
4-1210 · Fall Workshop Income	2,420.00	2,000.00	420.00	121.0%
4-1220 · Interest Income	190.34	180.00	10.34	105.7%
4-1230 · Internet Income	10,587.50	10,000.00	587.50	105.9%
4-1240 · Literature Dist.	22,450.00	22,000.00	450.00	102.0%
4-1241 · Madison Show Booth Inc-Member	10,525.00	9,000.00	1,525.00	116.9%
4-1300 · Directory Advertising				
4-1301 · Directory Advertising	126,323.30	133,266.90	-6,943.60	94.8%
4-1304 · Additional Directory Listing	2,650.00			
Total 4-1300 · Directory Advertising	128,973.30	133,266.90	-4,293.60	96.8%
4-1330 · Membership Dues				
4-1331 · Membership Dues - WACO	117,985.15	117,985.15	0.00	100.0%
4-1332 · Membership Dues - ARVC	42,070.66	41,527.60	543.06	101.3%
Total 4-1330 · Membership Dues	160,055.81	159,512.75	543.06	100.3%
4-1339 · Misc. Income - Other	11,331.48	200.00	11,131.48	5,665.7%
4-1445 · Trade Member Banner Ad	0.00	300.00	-300.00	0.0%
4-1446 · Member Banner Ad	0.00	500.00	-500.00	0.0%
4-1450 · Trade Member Dues	26,100.00	29,000.00	-2,900.00	90.0%
4-1470 · WACO Gift Certificate Sales	1,875.00	1,200.00	675.00	156.3%
4-1480 · The Piggy Back Promo Program	3,900.00			
4-1610 · Video Advertising	0.00	1,200.00	-1,200.00	0.0%
4-1700 · Waco Member Printing Program	3,300.00	22,000.00	-18,700.00	15.0%
Total Income	565,450.43	597,909.65	-32,459.22	94.6%
Gross Profit	565,450.43	597,909.65	-32,459.22	94.6%
Expense				
5-1000 · Advertising & Promotion				
5-1010 · Advertising & Promotion - Other	1,825.00	1,800.00	25.00	101.4%
5-1020 · Advertising Contract Fee	15,000.00	15,000.00	0.00	100.0%
5-1030 · Camping Coupons	20,960.00	24,000.00	-3,040.00	87.3%
5-1040 · Directory Distribution	14,289.44	12,000.00	2,289.44	119.1%
5-1050 · Directory Printing	60,417.29	57,000.00	3,417.29	106.0%
5-1060 · Internet Expense	12,474.59	12,500.00	-25.41	99.8%
5-1070 · Printed Materials	11,909.48	12,000.00	-90.52	99.2%
5-1091 · Member Show Booth Rental Exp.	9,350.00	8,000.00	1,350.00	116.9%
5-1095 · Show Expense	37,693.98	32,000.00	5,693.98	117.8%
5-1096 · Advertising/Promo. - Other	25,000.00	25,000.00	0.00	100.0%
Total 5-1000 · Advertising & Promotion	208,919.78	199,300.00	9,619.78	104.8%
5-1097 · Waco Mmb Printing Prog Expen	13,451.13	16,000.00	-2,548.87	84.1%
5-1200 · Bank Charges	88.54	425.00	-336.46	20.8%
5-1300 · Board of Directors	2,214.02	1,750.00	464.02	126.5%
5-1400 · Commissions	29,513.84	28,500.00	1,013.84	103.6%
5-1500 · Contract Fee	75,000.00	75,000.00	0.00	100.0%
5-1600 · Convention Expense				
5-1610 · General	86,427.63	105,000.00	-18,572.37	82.3%
5-1620 · Kids Kamp	1,108.60	2,500.00	-1,391.40	44.3%
5-1630 · Speakers	3,548.89	10,000.08	-6,451.19	35.5%
5-1631 · Convention Expense - Other	5,268.18	5,000.00	268.18	105.4%
5-1632 · Classes	1,041.50	1,250.00	-208.50	83.3%
Total 5-1600 · Convention Expense	97,394.80	123,750.08	-26,355.28	78.7%

FINANCIALS

Wisconsin Association of Campground Owners, Inc. Statements of Revenue & Expenses - Income Tax Basis

	Jan - Dec 17	Budget	\$ Over Budget	% of Budget
5-1999 · ARVC Dues Expense	40,695.16	41,527.60	-832.44	98.0%
5-2000 · Credit Card Fees Expense	11,233.30	11,000.00	233.30	102.1%
5-2010 · Dues, Subscriptions, Reg.	1,510.50	3,100.00	-1,589.50	48.7%
5-2020 · Fall Workshop Expense	972.00	1,300.00	-328.00	74.8%
5-2030 · Insurance	1,279.00	3,600.00	-2,321.00	35.5%
5-2050 · Legal & Professional	12,750.00	8,500.00	4,250.00	150.0%
5-2055 · Accounting Fees Expense	2,199.26	5,000.00	-2,800.74	44.0%
5-2060 · Legislative Expense	2,573.70	5,000.00	-2,426.30	51.5%
5-2070 · Member Goodwill	421.00	500.00	-79.00	84.2%
5-3000 · Miscellaneous Expense	30.00			
5-3100 · Newsletter Expense	6,000.00	6,000.00	0.00	100.0%
5-3200 · Office Expense	17,993.06	25,000.00	-7,006.94	72.0%
5-3400 · Postage	4,984.99	5,000.00	-15.01	99.7%
5-5000 · Telephone	3,159.97	4,250.00	-1,090.03	74.4%
5-6000 · Travel Expenses				
5-6010 · Air Fare	3,301.67	3,000.00	301.67	110.1%
5-6020 · Lodging	5,250.18	2,000.00	3,250.18	262.5%
5-6030 · Meals	2,280.78	1,000.00	1,280.78	228.1%
5-6040 · Mileage	10,841.99	10,000.00	841.99	108.4%
5-6050 · Other Travel Expense	1,979.41	2,000.00	-20.59	99.0%
Total 5-6000 · Travel Expenses	23,654.03	18,000.00	5,654.03	131.4%
Total Expense	556,038.08	582,502.68	-26,464.60	95.5%
Net Ordinary Income	9,412.35	15,406.97	-5,994.62	61.1%
Other Income/Expense				
Other Income				
9-5001 · Misc. Income/Expense	0.00	-182.77	182.77	0.0%
Total Other Income	0.00	-182.77	182.77	0.0%
Net Other Income	0.00	-182.77	182.77	0.0%
Net Income	9,412.35	15,224.20	-5,811.85	61.8%





WACO

Statements of Revenue & Expenses - Income Tax Basis-Monthly

Ordinary Income/Expense

Income

4-1020 · Convention Income

4-1021 · Auction/Raffles/Etc.	41,535.00	46,000.00	-4,465.00	42,000.00
4-1023 · Booth Fees	78,300.00	81,750.00	-3,450.00	80,000.00
4-1024 · Classes	1,000.00	2,000.00	-1,000.00	1,000.00
4-1025 · Kids Kamp	3,375.00	2,800.00	575.00	3,000.00
4-1027 · Optional Events	2,135.00	10,000.00	-7,865.00	2,500.00
4-1028 · Registrations	36,392.00	40,000.00	-3,608.00	38,000.00
4-1029 · Sponsorships	20,100.00	25,000.00	-4,900.00	25,000.00
4-1030 · Convention Income - inserts-opt	905.00	0.00	905.00	1,000.00

Total 4-1020 · Convention Income	183,742.00	207,550.00	-23,808.00	192,500.00
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4-1210 · Fall Workshop Income	2,420.00	2,000.00	420.00	2,500.00
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4-1220 · Interest Income	190.34	180.00	10.34	180.00
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4-1230 · Internet Income	10,587.50	10,000.00	587.50	10,500.00
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4-1240 · Literature Dist.	22,450.00	22,000.00	450.00	38,525.00
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4-1241 · Madison Show Booth Inc-Member	10,525.00	9,000.00	1,525.00	9,000.00
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4-1300 · Directory Advertising

4-1301 · Directory Advertising	126,323.30	133,266.90	-6,943.60	130,000.00
4-1304 · Additional Directory Listing	2,650.00			

Total 4-1300 · Directory Advertising	128,973.30	133,266.90	-4,293.60	130,000.00
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4-1330 · Membership Dues

4-1331 · Membership Dues - WACO	117,985.15	117,985.15	0.00	121,411.56
4-1332 · Membership Dues - ARVC	42,070.66	41,527.60	543.06	42,479.10

Total 4-1330 · Membership Dues	160,055.81	159,512.75	543.06	163,890.66
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4-1339 · Misc. Income - Other	11,331.48	200.00	11,131.48	10,000.00
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4-1445 · Trade Member Banner Ad	100.00	300.00	-200.00	0.00
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4-1446 · Member Banner Ad	0.00	500.00	-500.00	0.00
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4-1450 · Trade Member Dues	26,100.00	29,000.00	-2,900.00	27,000.00
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4-1470 · WACO Gift Certificate Sales	1,875.00	1,200.00	675.00	2,000.00
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4-1480 · The Piggy Back Promo Program	3,900.00			2,400.00
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4-1610 · Video Advertising	0.00	1,200.00	-1,200.00	1,200.00
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FINANCIALS



WACO

Statements of Revenue & Expenses - Income Tax Basis-Monthly

	Jan - Dec 2017	Budget	\$ Over Budget	2018 Budget
4-1700 · Waco Member Printing Program	4,620.00	22,000.00	-17,380.00	20,350.00
Total Income	566,870.43	597,909.65	-31,039.22	610,045.66
Gross Profit	566,870.43	597,909.65	-31,039.22	610,045.66
Expense				
5-1000 · Advertising & Promotion				
5-1010 · Advertising & Promotion - Other	1,825.00	1,800.00	25.00	5,000.00
5-1020 · Advertising Contract Fee	15,000.00	15,000.00	0.00	15,000.00
5-1030 · Camping Coupons	20,960.00	24,000.00	-3,040.00	20,000.00
5-1040 · Directory Distribution	14,289.44	12,000.00	2,289.44	12,000.00
5-1050 · Directory Printing	60,417.29	57,000.00	3,417.29	65,000.00
5-1060 · Internet Expense	12,474.59	12,500.00	-25.41	14,500.00
5-1070 · Printed Materials	11,909.48	12,000.00	-90.52	12,000.00
5-1091 · Member Show Booth Rental Exp.	9,350.00	8,000.00	1,350.00	9,350.00
5-1095 · Show Expense	37,693.98	32,000.00	5,693.98	38,000.00
5-1096 · Advertising/Promo. - Other	25,000.00	25,000.00	0.00	25,000.00
Total 5-1000 · Advertising & Promotion	208,919.78	199,300.00	9,619.78	215,850.00
5-1097 · Waco Mmb Printing Prog Expen	13,451.13	16,000.00	-2,548.87	25,000.00
5-1200 · Bank Charges	88.54	425.00	-336.46	425.00
5-1300 · Board of Directors	2,214.02	1,750.00	464.02	1,750.00
5-1400 · Commissions	29,513.84	28,500.00	1,013.84	28,500.00
5-1500 · Contract Fee	75,000.00	75,000.00	0.00	75,000.00
5-1600 · Convention Expense				
5-1610 · General	84,235.37	105,000.00	-20,764.63	100,000.00
5-1620 · Kids Kamp	1,108.60	2,500.00	-1,391.40	3,000.00
5-1630 · Speakers	3,548.89	10,000.08	-6,451.19	5,000.00
5-1631 · Convention Expense - Other	5,268.18	5,000.00	268.18	5,000.00
5-1632 · Classes	1,041.50	1,250.00	-208.50	1,250.00
Total 5-1600 · Convention Expense	97,394.80	123,750.08	-26,355.28	114,250.00
5-1999 · ARVC Dues Expense	40,695.16	41,527.60	-832.44	42,479.10
5-2000 · Credit Card Fees Expense	11,233.30	11,000.00	233.30	12,000.00
5-2010 · Dues, Subscriptions, Reg.	1,510.50	3,100.00	-1,589.50	3,100.00
5-2020 · Fall Workshop Expense	972.00	1,300.00	-328.00	1,300.00

FINANCIALS



WACO

Statements of Revenue & Expenses - Income Tax Basis-Monthly

	Jan - Dec 2017	Budget	\$ Over Budget	2018 Budget
5-2030 · Insurance	1,279.00	3,600.00	-2,321.00	3,600.00
5-2040 · Interest Expense	93.67	0.00	93.67	0.00
5-2050 · Legal & Professional	12,750.00	8,500.00	4,250.00	15,000.00
5-2055 · Accounting Fees Expense	2,199.26	5,000.00	-2,800.74	5,000.00
5-2060 · Legislative Expense	2,573.70	5,000.00	-2,426.30	5,000.00
5-2070 · Member Goodwill	421.00	500.00	-79.00	500.00
5-3000 · Miscellaneous Expense	30.00			0.00
5-3100 · Newsletter Expense	6,000.00	6,000.00	0.00	6,000.00
5-3200 · Office Expense	17,993.06	25,000.00	-7,006.94	20,000.00
5-3400 · Postage	4,984.99	5,000.00	-15.01	5,000.00
5-5000 · Telephone	3,159.97	4,250.00	-1,090.03	4,500.00
5-6000 · Travel Expenses				
5-6010 · Air Fare	330.67	3,000.00	-2,669.33	3,000.00
5-6020 · Lodging	5,250.18	2,000.00	3,250.18	6,000.00
5-6030 · Meals	2,280.78	1,000.00	1,280.78	1,500.00
5-6040 · Mileage	10,841.99	10,000.00	841.99	12,500.00
5-6050 · Other Travel Expense	1,979.41	2,000.00	-20.59	2,000.00
Total 5-6000 · Travel Expenses	23,654.03	18,000.00	5,654.03	25,000.00
Total Expense	556,038.08	582,502.68	-26,464.60	609,254.10
Net Ordinary Income	9,412.35	15,406.97	-5,994.62	791.56
Other Income/Expense				
Other Income				
9-5001 · Misc. Income/Expense	0.00	-182.77	182.77	0.00
Total Other Income	0.00	-182.77	182.77	0.00
Net Other Income	0.00	-182.77	182.77	0.00
Net Income	9,412.35	15,224.20	-5,811.85	791.56

FINANCIALS

WACO Balance Sheet

Accrual Basis

As of December 31, 2017

	Dec 31, 17
ASSETS	
Current Assets	
Checking/Savings	
1-1185 · US Bank Checking	-5.00
1-1190 · United Bank - CD Act.	50,933.04
1-1195 · United Bank	286,358.30
1-1200 · United Bank-Script Acct	50.00
Total Checking/Savings	337,336.34
Accounts Receivable	
1200 · Accounts Receivable	42,764.94
Total Accounts Receivable	42,764.94
Other Current Assets	
1-1400 · Undeposited Funds	2,750.00
1-1450 · Inventory-Script Cards	2,750.00
1-1551 · Prepaid Convention Expense	465.00
Total Other Current Assets	5,965.00
Total Current Assets	386,066.28
Fixed Assets	
1-2115 · Equipment Cost	8,760.24
1-2120 · Accum Depr - Equipment	-7,065.93
1-2215 · Software Cost	634.35
1-2220 · Accum. Depreciation - Software	-634.35
Total Fixed Assets	1,694.31
Other Assets	
1-2320 · Suspense	-28.77
Total Other Assets	-28.77
TOTAL ASSETS	387,731.82
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2-1130 · Deferred Convention Income	
2-1125 · Deferred Literature Dist.	37,075.00
2-1126 · Deferred Madison Show Booth Inc	7,175.00
2-1131 · Deferred Booth Fees	32,550.00
2-1132 · Deferred Classes	950.00
2-1133 · Deferred Kids Kamp	1,330.00
2-1136 · Deferred Registration	12,150.00
2-1137 · Deferred Sponsorships	15,300.00
2-1139 · Deferred Piggy Back Program	2,200.00
Total 2-1130 · Deferred Convention Income	108,730.00

FINANCIALS

WACO Balance Sheet

Accrual Basis

As of December 31, 2017

	Dec 31, 17
2-1200 · Deferred Memb. Adv.	
2-1203 · Deferred Directory Advertising	98,025.13
2-1205 · Deferred Directory Ad Listing	500.00
2-1210 · Deferred Internet Income	6,400.00
2-1213 · Deferred Adv. - Disc. WI	1,500.00
2-1215 · Deferred Member Printing Progra	13,948.00
Total 2-1200 · Deferred Memb. Adv.	120,373.13
2-1230 · Deferred Member Dues	
2-1120 · Deferred Mem. Dues - ARVC	47,164.45
2-1231 · Deferred Mem. Dues - WACO	120,964.56
Total 2-1230 · Deferred Member Dues	168,129.01
2-1260 · Deferred Trade Member Dues	9,850.00
2-1265 · Deferred RV Show Expense	-1,930.00
Total Other Current Liabilities	405,152.14
Total Current Liabilities	405,152.14
Total Liabilities	405,152.14
Equity	
3-1020 · Net Assets	-26,832.67
Net Income	9,412.35
Total Equity	-17,420.32
TOTAL LIABILITIES & EQUITY	387,731.82



NOMINATIONS



Ashley A. Wegner – Wilderness Campground

I am a proud third generation, future campground owner, of Wilderness Campground in Montello. We have around 390 sites and are in the Central Wisconsin River Country Region. I have been involved in day to day operations of the campground ever since I can remember. My very first memories involve the campground, and the WACO convention as a child.

I graduated from U.W. Whitewater with my B.B.A. in Marketing in 2008. In 2010 I moved to Appleton, Wisconsin with my husband and took a position at Kimberly-Clark in the Consumer Services Department. We moved back to Montello in 2013 and I accepted a position in the Marketing Department for Brakebush Bros. In 2014, I decided I had enough experience outside the family business and went back to work at the campground full-time.

I feel that my time away from the campground has helped me to realize that my passion and my skillset alike are really for the campground industry. It is a highly demanding, yet extremely rewarding career in which one must wear multiple hats. I truly am looking forward to helping continue the growth of our family campground.



Laurie Adams – Baraboo Hills Campground

In 2014 my husband Greg and I purchased Baraboo Hills Campground near Wisconsin Dells. I left my job with Baraboo School District and my husband ended his 27-year career with Sysco Foods to take this life-changing leap.

Our introduction to campground management started back in 2004 when we both worked summers for the campground's owner, Jim Tracy. Me as camp manager and my husband was part-time Mr. Fix It/landscaper. Then in 2009, the campground changed hands and was purchased by Bud Styer. Over the next five years our roles transitioned into more permanent positions. We are grateful to our mentors, Jim and Bud, and for the opportunity to be a part of the campground industry. It has been the best decision we ever made!

I hold a nursing degree (LPN) from Madison College. In addition to this I have earned certifications as an EMT, CNA and CBRF (Assisted Living Facility). Previously licensed as a child care provider.

I have spent over 30 years in a variety of customer facing roles. Growing up in Juneau County, my family ran supper clubs, restaurants and taverns. In the 1990's I was banquet/meeting coordinator for a 300+ seat banquet hall in Baraboo. Then in the 2000's, I worked as administrative assistant to an elementary principal transitioning into school nurse.

Baraboo Hills has 50 seasonal sites, 40 rental units and 70 overnight sites for a total of 160 sites. We have two sons, Trent (20) at UW Platteville and Trevor (17) a senior at Baraboo High School. Our campground has been a WACO member for over 20 years and I have attended WACO conventions since 2009.



Sarah Krause – River's Edge Campground

I developed a passion for customer service very early on in life. I have been the manager at Rivers Edge Campground for about a year and a half. River's Edge has about 270 sites and is located in central Wisconsin.



Jim Tracy – Al's Fox Hill RV Park & Campground

Overview

Senior business executive with a proven track record growing business in a unique combination of large corporate, mid-size business and small entrepreneurial environments

Experience

EVP, Worldwide Account Director, Leo Burnett Advertising Agency 1982 – 2005

-Experiences included Management positions on CPG clients Keebler, Kraft, and Kellogg from 1982–1995 before spending 10 years managing and growing the Walt Disney account

-Responsible for team that produced award winning marketing and advertising campaigns that help drive seven years of record attendance at Walt Disney World. Signature campaigns included WDW's 25th Anniversary and Millennium celebrations, the launch of Disney's Animal Kingdom, and WDW's first Post-Family, Hispanic and direct marketing campaigns. (CONT. on next page)

NOMINATIONS

EVP/General Manager, Integrated Merchandising Systems - One of North America's leading merchandising supply chain companies 2005 – 2018

-Partnered with McDonald's Retail Merchandising team and National agency to manage monthly sourcing and delivery of National menu and promotional signage to 16,000+ McDonald's restaurants in the U.S. and Canada

Owner/President Fox Hill RV Park & Campground, Baraboo WI 2005 – Present

-Designed, built and operate a 50 acre private family-oriented campground that hosts 500+ guests/week. Manage all business aspects working at night and weekends.

-Awarded TripAdvisor's #1 ranking for Specialty Lodging the past five years based on guest reviews

- Increased sales from \$36K to over \$500K/year

Owner/President Fairfield Hills Golf Course & Range, Baraboo, WI 2014 – Present

-Purchased a 17 year old executive golf course and increased sales by 40% over the past 4 years

-Designed and built three additional holes to capitalize on current golf trends creating one of the first 12-hole golf courses in Wisconsin. Innovative design allows golfers to play 3,6,9,12, or 18 holes based on their interest in golf and the time they have available

-Awarded Golf Course Owners of Wisconsin award for *Best Appearance and Maintained* 9-hole golf course in the state (2015, 2016, 2017)

Member of WACO since 2004

ELECTIONS

Please check on
additional people
running for the Board
at Convention!



PAC REPORT

2017 REPORT

We raised \$2477.00 last year.

Contributions were \$ 500.00 to Schimmel for Attorney General

And \$920.00 to the Gilbert Brown Foundation, (remember it was that or pay a penalty for the fundraiser luncheon amount being over, or list everyone there.)

The board was supposed to figure out just what to do after the check was written.

We also had expenditures of \$60.00 as US Bank has decided to add a \$5.00 per month service charge. (do we want to change banks, can we get no charge checking somewhere else).

As of Dec 31st and to current we have a balance of \$5403.74 in our account.

It is an election year, and I do have requests for contributions.

ABOUT PAC

Your WACO PAC (Political Action Committee) is making a difference in legislation that affects your campground business!

WACO Board members are instrumental in working with our Legislators and Mark Hazelbaker (WACO Attorney) to keep our members informed on all the latest information that is being reviewed in Madison that can affect the campground industry.

Politics can affect your tax rates, the wages you pay your employees, the amount you pay for insurance, when you can schedule teen employees to work, your licensing fees, and the list goes on!

The WACO PAC is a non-partisan fund supported by voluntary personal contributions by Wisconsin Association of Campground Owners members.

As a contributor to WACO PAC, your donation will be combined with those of your fellow WACO members to create a sizable fund with great impact.

Our PAC's active involvement in campaigns will then help to elect candidates with small business experience or pro-business attitudes on the state and local level as well as help create a positive legislative environment.

With your contribution, you can help make WACO one of the strongest political forces in the state!



ARVC REPORT

Jeff Sims Monitors

Any Legislation relating to Campgrounds
And reports to WACO instantly so we can act !

January 2018 ARVC Legislative & Regulatory Review

State	Legislation	# Sent Out	Regulation	# Sent Out	Hearing Notices	State	Legislation	# Sent Out	Regulation	# Sent Out	Hearing Notices
AL	25	2	4	0	1	NE	24		3		
AK	4		1			NV			2		
AZ	54	2			1	NH	34	7	4		9
AR	2		1			NJ	127	9	8		
CA	20	1	11			NM	23		4		
CO	15	1	6		1	NY	37	1	2		2
CT			1			NC			2		
DE	2	1	8			ND			2		
FL	101		10			OH	1		15		1
GA	5		1			OK	60		11		
HI	90	4				OR	18		11		
ID	4		3	1		PA	6		2		
IL	14		9			RI	19	1	6		
IN	52	2	1			SC	15		1		
IA	16					SD	32	3			
KS	12					TN	37	1			
KY	23	2	9			TX			5		
LA			2			UT	30		10		
ME	9	2	4		5	VT	15	1	1		2
MD	41	3	1			VA	183	15	3		2
MA	9	1	5		1	WA	81	7	5		1
MI	15		1			WV	72	3			1
MN			2			WI	11	1			
MS	134	9	6			WY	4		3		
MO	45	9	21		1	US	7	1	11		
MT			3	1		DC	1		1		

Wisconsin

1. [WI A 814](#)

SESSION

ADJOURNMENT

January 07, 2019

335 Days Remaining

Author: [Melissa Sargent \(D-048\)](#)

Coauthor [Carpenter \(D\)](#) , [Anderson J \(D\)](#) , [Subeck \(D\)](#) , [Spreitzer \(D\)](#) , [Considine \(D\)](#) , [Brostoff \(D\)](#) , [Ohnstad \(D\)](#) , [Genrich \(D\)](#) , [Taylor C \(D\)](#) , [Larson C \(D\)](#) , [Ringhand \(D\)](#) , [Vinehout \(D\)](#) , [Zepnick \(D\)](#) , [Pope \(D\)](#) , [Wirsch \(D\)](#) , [Berceau \(D\)](#) , [Crowley \(D\)](#)

Title: Minimum Wage

Introduced: 01/05/2018

Disposition: Pending

Location: Assembly Labor Committee

Summary: Relates to the state minimum wage; permits the enactment of local minimum wage ordinances; extends the time limit for emergency rule procedures; provides an exemption from rule-making procedures.

Status: 01/05/2018 INTRODUCED.

01/05/2018 [To ASSEMBLY Committee on LABOR.](#)



ARVC REPORT

Arvc Report March 2018

Bert Davis Voting Area 3 Representative

Well I am very happy to report that thanks to the hard work of the ARVC staff and the BOD, ARVC is in great shape as a whole. The fact that ARVC has been operating within its budget has given the association the ability to set money aside in its investment portfolio. According to the bylaws that money has to be set aside incase the association were to ever close. But with the strength of the staff, its BOD, and the great member benefits I would say there is little chance of that happening any time soon.

The November 2017 ARVC convention was held in Raleigh, NC. It was a great convention with a lot of great classes and many vendors on the show floor. It was also the location of a contested election for Vote Area 3 representation. In case you're not familiar with Area 3 it consists of Minnesota, Wisconsin, Michigan, Illinois, Indiana, Ohio, and Kentucky. I had currently held a seat and was being contested by David Cordray of Michigan. I am happy to report that due to the great efforts made by my campaign manager Lori Severson, the WACO BOD, and voters across the region we were able to march to victory. This victory cements WACO representation at ARVC for the next three years and will be a total of 12 years straight. I would like to thank every one who voted for me. It is a great honor for me to serve on the ARVC BOD. The 2019 ARVC convention will be held in Oklahoma City, OK November 5-8. Early bird pricing is now available.

The improvements of ARVC education program is well under way and gaining ground every day. It is a lot to take in and understand but Barb Youmans has done an amazing job at helping create and certify the curriculum for college credit eligibility. You are never too old to learn and I encourage every one to advance their education in what ever they may be doing. I would also encourage you to get enrolled in the OHEP program. It is the program that took the place of the old CPO and it fantastic. You can check it out at arvc.org or talk to Barb during the WACO convention. WACO hopes to be offering OHEP certified programs at convention in 2019. So get signed up and make those classes count toward your Arvc education next year.

Continued on next page



ARVC REPORT

As far as in class education, ARVC still offers the East School in February. But after many great years in Wheeling, WV the school has moved to the new location of Myrtle Beach, SC. The change is expected to help increase enrollment with the chance of fairer weather. The Denver school is still offered in the summer months for our members who do not have the opportunity in the winter. FYI the ARVC Foundation is looking for a big time donor to name the school after.

The ARVC BOD has come to the realization that education is very expensive. The ARVC Foundation is the main source of income to fund the advancements in the education program. Therefore in June ARVC hired professional philanthropist Ken Mowadto raise funds through the ARVC Foundation to advance the education program. Ken has spent a great deal of his career doing philanthropy work for The United Way and understands that raising money is not about twisting arms. It's about building a relationship of trust with your donors. I am sure most of us would rather give our money to a quality cause rather than pay taxes and have no clue where our money went. I would encourage you to contact Ken as he may have some creative ways for you to be donor. Remember gifts are gifts no matter what the size.

303-681-040

kmowad@arvc.org

Thank You for reading my report please never be afraid to contact me with any question you may have about both WACO or ARVC.

Bert Davis

Badgerland Campground

608-873-5800

bert@badgerlandcampground.com

WACO BOD 2nd Vice President

ARVC BOD/EXCOM 2nd Vice Chair



EXECUTIVE DIRECTOR MESSAGE

Dear Members:

We have come so far with help from each and every member all wanting to see our industry, specifically Wisconsin, be the very best we can be. Our success is in each member looking at the good of the whole and not as competitors. This attitude has created the team we have in Wisconsin today. When one member falls others are there to help pick them up. WACO is a community and a family. One we are all lucky to be a part of .

There is strength in numbers. Showing up matters and creates new laws that support our industry. Each member belongs to WACO for their own reasons. I look at my responsibility to provide enough reasons for each member to see value in belonging. Belonging to this organization is a business decision. Our job is to ensure your ROI makes good business sense. We are a member driven organization, so every member makes a difference. The Board is charged with approving additional member benefits that are affordable to implement and make sense for the organization. My role is to implement the direction the Board sets to the best of my ability.

I am so proud of the Board we have and how hard they work to do what is best for the organization as a whole. Being a member of any Board is not an easy thing to do. Any volunteer job has its share of dealing with issues and complaints. This Board works hard to ensure each member feels heard. If you see a Board member or a member who is looking to run for the Board please compliment them. This job is not an easy one.

Personally I would love to get to the point of having regional directors so we can get more people to belong and get excited about our industry. Every little bit helps make us successful. This year we have an opportunity to get all our Board Members to the National Convention at ARVC. I think this would be a great accomplishment! Let me know if you would like to help us achieve this goal.

I love coming up with new ideas and promotions for WACO and hope we can continue to do things that make a difference for all of us. Its so great to work for a Board that allows me and my team to fail from time to time. It allows us to figure out what success looks and feels like. Thank you for recognizing that our mistakes take us to the next level.

Please give us input on how we are doing. It's important to support extra efforts you see and discuss what we can do better. This is your organization, help us meet your needs.

It's an honor and a privilege to work with people at this professional level. I'm so excited for the future, so happy to see other industries who want to be part of ours. I can not wait to see what this year holds for us.

Thank you,

Lori Severson

lori@seversonandassociates.com

W: 608-525-2327

C: 608-792-5915



WACO HIRES SEVERSON & ASSOCIATES

What do you get?

A Team not a person. Severson & Associates has the equivalent of 7 full time employees and 29 volunteers. WACO pays no payroll and has no employee expenses.

Services include: IN - HOUSE

- Graphic artist services
- Web design & development – Content Creation
- Client Liaison
- IT services
- On site server & back-up data
- Social media maintenance and Content Creation
- Develop Social Media Platforms - Facebook, Twitter, Instagram, Google+, and Pinterest
- Answering service – 24 hour cell access-independent WACO line – Credit Card machine
- Shipping Facilities
- Office management and equipment
- Warehousing, services, including fork lift and loading dock
- Sales department
- Data base management
- Convention set up, preparation and execution
- Food -Space -Contracts -Donations -Registrations -Speakers -Sponsorships -Programing –Hotel rooms, Trade member sales , communication
- Member Benefit connections
- Attendance of all Board Meetings and Membership Meetings
- Membership outreach - Text Club – Private Facebook Group-
- member section website- Constant Contact Email & survey –Newsletter
- Bulk Mailing program
- Media Connections
- Emergency action plan
- Coordinate bulk purchasing programs
- Printing Program – coordination-printing –storage
- Manage consumer requests for directories and piggy back program
- Assist Membership Committee in Fall workshops
- Creation of a prominent role in RV shows – Madison – Green Bay – Wausau speaking
- Soft skills seminar training
- Attending Legislative educational meetings and fundraisers.
- Personal visits to campgrounds – Joint ARVC when possible
- Google calendar events for consumers and WACO members
- Secretary of CAMP – Campground association management professionals
- Attend Tourism meetings and events
- Attend State Tavern League Conventions – 2 a year
- Attend NBA every other year
- Work with RVIA & Wisconsin RVIA
- Attend ARVC Meetings
- Attend IAAPA - International Association of Amusement Parks and Attractions
- Attend other State Association Meetings.
- Share Severson & Associates networking connections



OUTSIDE OF CONTRACT EXTRAS

- Paid for and have signage for the building that identifies WACO.
- Created & paid for a data base to update member information and provide timely service to the members. We can also collect information about our members, track directories, create checklists, and pull reports that help us run the business more effectively. We are able to track time on individual projects and customers.
- This system allows us to keep our data safe on a server and backed up.
- WACO currently does not pay for data storage either physically or electronically.
- Took on data entry of Quick Books and financial bill pay and book keeping. This project is outside the contract.
- Use Severson & Associates training staff to teach at convention at no cost. Severson & Associates bills out training to other campground conventions at \$2500 per day plus expenses.
- Attend fundraisers at individual campgrounds to work with players and campground owners. This program is a player requirement.
- Attend political fundraisers and contribute personally, representing WACO.
- Attend local and State Department of Tourism Meetings.
- Attend Wisconsin Federation of Tourism meetings.
- President of CAMP – Campground Executives in the National Organization.
- WACO distribution of directories over and above RV shows such as Family Fest, Showcase Galesville, Cranfest, Iola Car shows, Madison Races, Gander Mountain Campground Promotional Days, Oktoberfest, & Oshkosh.
- Speak at group 20's for members at no charge.
- Warehouse directories at no charge.
- Store directories and printed materials at no charge.
- 5500 square feet used for fulfillment.
- Attended 9 Political fundraisers and contributed personally to these.
- Joined the tavern league and attended both conventions and local meetings to learn how they conduct business and specifically how they are so successful legislatively.



RV SHOWS

Attended RV Shows by WACO

- Milwaukee RV SuperShow
- Greater Chicago SuperShow (Schaumburg)
- WBAY Green Bay RV Show
- Madison RV Show
- La Crosse RV Show
- Minneapolis RV Show
- Milwaukee RV Show

Distributed to RV Shows by WACO

- Rochester, MN RV Show
- Eau Claire RV Show
- Oshkosh RV & Boat Show
- Central Wisconsin RV Show (Wausau)
- Rockford RV Show

Key RV Show Perks at RV Shows

- All shows are currently getting more involvement in WACO and have asked us to play a bigger part in their shows for 2019.
- Our ability to draw more people to the shows with the sports marketing connection has made a difference.
- Madison offers a \$325 booth for WACO members! That is a \$225 savings on the booths. With that WACO member price, the booths are also located in the large entry/exit hall which all attendees must walk through. This is a prime location for our campgrounds. – more members looked at this as a plus and new campgrounds obtained booths. WACO has a huge additional space that we control. 29 WACO Campgrounds take advantage of this offer.
- The WBAY Green Bay Show has given us a larger booth as well as several exclusive programming spots throughout the weekend to do trivia with campers and give away certificates. The WBAY Show has also handed out our WACO bags with the Literature Distribution and Directory in them at the front entrance door. This year Gilbert Brown hosted a Military Night on Friday and it was a huge success. Next year they are looking into doing a television show on Sunday morning prior to opening the show.

WRVDA - The Wisconsin Recreational Vehicle Dealers Alliance is a trade association newly formed to address the business interests of the RV industry. They are advocates for any issues that arise at the Capitol, they hold a convention every winter, provide educational offerings for industry members and are looking into a discount program for insurance.

If you have any suggestions or would like to join the WRVDA, contact Amy Bliss at (608) 255-3131.

WACO attended the RVIA conference and are working with RV Dealerships to become better partners with them and work on our legislative synergies.

Both Executive Directors are working together and attending each others conferences. Data is a powerful thing, that allows us to make great decisions.



LEGISLATIVE REPORT

Wisconsin Manufacturers & Commerce (WMC)

Founded in 1911, Wisconsin Manufacturers & Commerce is the state's chamber of commerce and largest business trade association representing more than 3,700 employers of every size and from every sector of the economy.

WMC

**501 E Washington Ave.
Madison, WI 53703
608.258.3400**



WMC has been a huge advocate of WACO's . They have provided resources and introductions to get us appointments with legislators that make a difference in our industry. Please thank them by being a member of theirs if you can!



✕Brittany Rockwell, Director of Small Business Advocacy

Brittany Rockwell is the Director of Small Business Advocacy at Wisconsin Manufacturers & Commerce (WMC).

Brittany advocates for pro-growth reforms that will improve the climate for small businesses across the state. Brittany runs the WMC Small Business Committee made up of small business owners from every sector of the states economy. Brittany has a B.A. in Political Science and M.A. in Communications from Dallas Baptist University in Dallas, Texas. Brittany grew up on Madison's east side and now lives with her husband in Sun Prairie.



Cory Fish serves as WMC's Director of Tax, Transportation and Legal Affairs.

Prior to joining WMC, Cory worked for the State of Wisconsin. Most recently he worked for State Senator Alberta Darling, Co-Chair of the powerful Joint Committee on Finance, serving as her Legal Counsel. He also advised Sen. Darling on budget and policy issues ranging from higher education and regulatory reform to natural resources and transportation.

Fish works with the legislature and state agencies to improve Wisconsin's business climate by advocating for sensible tax policies, strong infrastructure, and a fair civil justice system.

Cory earned a B.A. from UW-Eau Claire, Summa Cum Laude, and a J.D. from the University of Wisconsin Law School, where he graduated Cum Laude. He is a licensed attorney in Wisconsin.

WACO ATTORNEY - MARK HAZELBAKER



Mark Hazelbaker

Provides Association Legal Services to WACO and Members



WACO is introducing an important new service for members through arrangement with Hazelbaker & Associates, S.C., a Madison law firm. The firm, headed by 27-year veteran attorney Mark Hazelbaker, will be advising the Association board on association business. But the firm will also answer member questions about legal issues through a new legal hotline. And, WACO members will be eligible for discounted legal services from the firm dealing with individual legal issues encountered by campground owners.

Hazelbaker & Associates has a strong emphasis on employment, zoning and local government law, areas WACO members often deal with. "I started out my career advising county officials, and I've been involved in zoning and employment cases ever since," Hazelbaker said. "It's exciting

to work with WACO and its members because I share their experience and frustrations as a small business owner myself."

The legal hotline, which starts immediately, is a service under which Hazelbaker and his team will answer short questions about legal topics. Legal hotline information is not legal advice, but it can help resolve simple issues or identify the need for legal counsel.

In order to obtain legal hotline information, call Mark at 608 663 9770. The service is free for WACO members, and includes a short consultation and information.

Mark will also be working with WACO on improving zoning of campgrounds and building more effective member services. We welcome him aboard.

- Legal Hotline creation – a member benefit is to call the legal hotline and ask a question where Mark can advise you on simple issues.
- Mark has also created and advised the membership with job descriptions, seasonal agreements, termination letters, and more.

MENTORSHIP PROGRAM

- Membership is retained once members come to “something”. Our goal is to help new members discover the benefits of belonging to WACO.
- With this, WACO has created a binder full of information to help a campground member succeed. This binder will be available to all new members of WACO. Information included in the binder covers all aspects of the campground world including:
 - Legal Topics (New campground code, service animals, shore land zoning, personal property tax, etc..)
 - Job Description examples
 - Campground forms (rental agreement, seasonal agreement, termination letter, check-in and out slips, necessary new hire documents, etc..)
 - Creating your mission
 - Themed Weekends
 - Advertising opportunities
 - Branding
 - Online presence (Website, social media, reviews, etc..)
 - And much more!
- Leaders and membership are helpful to other members when they have issues. The concept is that many times a member will be forced to become the “expert” because of a problem they have. The goal is to share the information and be able to give that information to other campground owners who have the same issues.
- WACO has developed several ways to keep all campground members informed and able to ask each other questions. Tools such as email blasts, private Facebook groups, convention round tables, cracker barrels, fall workshops are a perfect example of giving campground members the opportunities to ask other owners for opinions or ideas.
- Board Members who are willing to donate their time and energy to make things work.



WACO PROMOTIONS

BRANDING THE WACO NAME

- We are known throughout the state using the appropriate pronunciation of our name through....
 - Sports Marketing
 - Media identification program
 - Gift Certificate Program
 - Campgrounds participated by hosting events from April 1 – October 31

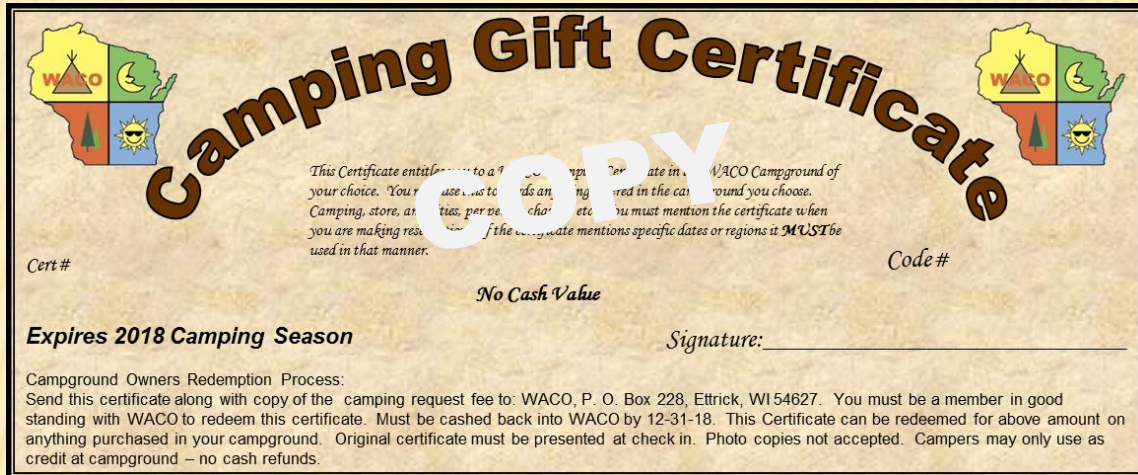
Branding was a major issue we faced several years ago. The consumer, our camping guests, really didn't understand the WACO brand. We would survey people at RV shows, and they were familiar with the camping bible "The Directory", but not with WACO as a name brand. We began exploring various avenues to create better brand recognition and even explored changing the name. Research showed us that brand recognition of the stature we wanted would cost hundreds of thousands of dollars. We looked for ways to create that kind of awareness with out the cost. We created programs that really seemed to help.

1. WACO Gift Certificates – This program has helped WACO develop further into the campers home by allowing campers to purchase, win, or donate the certificates. Further information can be found on the next page.
2. The second piece came to us through Sports Marketing and the Charity work WACO does. We found that many of our WACO campgrounds have been doing wonderful charity work through the years. Unfortunately – or fortunately for us – The media is very interested in the football phenomena in Green Bay – Our partnerships with Gilbert Brown's Foundation have created many media opportunities for WACO to get our name out there.
3. The Department of Tourism is helping us take a very key role in branding and supporting our WACO name and brand.
4. We are consistently trying new programs such as a state wide bean bag tournament, Armed forces weekend, and Charity weekend to gather more publicity.
5. We have participated in festivals and parades to bring awareness to our brand.
6. We are working with radio stations and television to drive people to our social media sites.
7. Developed a rentals and cabins brochure to create additional excitement about how to camp.



WACO PROMOTIONS

WACO GIFT CERTIFICATE PROGRAM



A WACO Gift Certificate is campground cash. The WACO Gift Certificate program is implemented and developed in several different ways.

- Certificates are won as prizes at most of the RV shows with the Spin-To-Win camper game or through Trivia during RV Show programming.
- They are used by various media to promote WACO and educate the public on the name. The WACO office “trades” them for promotional use to media all over the State of Wisconsin, Minnesota & Ill. We get the total amount of the certificate to use for advertising. For example if we send a \$100 certificate to a TV station they would run a \$100 TV ad for us. If they use it for a contest or sell it at a reduced price on their auction we get the additional advertising they use to promote their auction or contest. WACO members are paid the full value of the certificate! So instead of paying thousands of dollars directly to the media we get the advertising and our members get the money. In the beginning we had to beg radio stations to try them. Now we are in every market in Wisconsin, Illinois, Minnesota and parts of Iowa. Our certificates are used by all media including major television markets.
- They can be purchased by calling the WACO office or by ordering online through WisconsinCampgrounds.com and WisconsinCampingRentals.com.
- Certificates are also used for grand prizes for events to drive our social media programs.
- They can be used for convention expense, like treating the staff, paying the speakers, and even tipping the servers! Again another way to take the cash we would pay for this service and give it to members.
- Donations requested by Campground owners

What do I do when I receive a certificate from a customer?

Waco will reimburse you 100% of the value of the certificate

Just mail the certificate to WACO, and WACO sends you the money!

Certificate can be used to purchase anything in your campground

Accepting a certificate costs you nothing except the time to send it to WACO and the postage.



If you would like WACO to donate to a charity or cause you support just direct them to our website and fill out the form!

WACO PROMOTIONS

WACO GIFT CERTIFICATE PROGRAM



Camping Gift Certificate



This Certificate entitles you to a WACO Camping Certificate in the WACO Campground of your choice. You may use this towards anything offered in the campground you choose. Camping, store, amenities, per person charges, etc. must be paid with the certificate when you are making reservations. If the certificate is for specific camps or regions it **MUST** be used in that manner.

Cert # _____
Code # _____

No Cash Value

Expires 2018 Camping Season
Signature: _____

Campground Owners Redemption Process:
 Send this certificate along with copy of the camping request fee to: WACO, P. O. Box 228, Eltrick, WI 54627. You must be a member in good standing with WACO to redeem this certificate. Must be cashed back into WACO by 12-31-18. This Certificate can be redeemed for above amount on anything purchased in your campground. Original certificate must be presented at check in. Photo copies not accepted. Campers may only use as credit at campground – no cash refunds.

Media	Amount
WWIS	\$500.00
WRMN - AM	\$250.00
Donation	\$1,500.00
WAQE	\$250.00
iHeart Media- Madison	\$250.00
Radio Result Network	\$500.00
Promotional	\$1,520.00
Hilton Garden Inn	\$500.00
Leighton Broadcasting	\$2,025.00
Convention Sponsor	\$2,000.00
Holiday Inn	\$2,050.00
KWNO	\$2,000.00
Purchase	\$1,780.00
Fox Valley	\$1,000.00
Fox TV	\$5,000.00
Chicago RV	\$2,000.00
Spooner	\$500.00
Michigan Area	\$1,500.00
WBAY Green Bay	\$500.00
Madison RV	\$500.00
WAXX	\$2,000.00
TOTAL	\$30,845.00



SPORTS MEDIA CONTACTED RELATED TO PLAYERS

E-Mail Address	First Name	Last Name
jebraham@wiscvtv.com	Jim	Abraham
lallan@todaystmj4.com	Lance	Allan
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 Owen
 NCAA
 Dan
 Mitch
 Scott
 Ab
 N.
 Ryan
 Tom
 Tom
 Drew
 Jesse
 Adam
 John
 Paige
 Deb
 Tom
 Claudia
 Steve
 Jim
 Ryan
 Brian
 Jeff
 Mike
 Dennis
 Dennis
 Ryan

Mansmith
 Marcus
 Matas
 Mayer
 Mayo
 McCarren
 McNamara
 McPoland
 Mellon
 Mertz
 Michaels
 Millam
 Milewski
 Miller
 Misun

 Morgan
 Mulhern
 Murphy
 Murphy

 Needles
 Nelles
 Nelson
 Nicholas
 Fulton
 Nolan
 Oates
 Oates
 Olson
 Osborne
 Parks
 Pearson
 Pearson
 Piper
 Pipines
 Pogreba
 Politziner
 Polzin
 Popkey
 Posick
 Potrykus
 Powers
 Punzel
 Punzel
 Reker



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 Erin
 Owen *
 NCAA
 Dan
 Mitch
 Scott
 Ab
 N.
 Ryan
 Tom
 Tom
 Drew
 Jesse
 Adam
 John
 Paige
 Deb
 Tom
 Claudia
 Steve
 Jim
 Ryan
 Brian
 Jeff
 Mike
 Dennis
 Dennis
 Ryan

Mansmith
 Marcus
 Matas
 Mayer
 Mayo
 McCarren
 McNamara
 McPoland
 Mellon
 Mertz
 Michaels
 Milam
 Milewski
 Miller
 Misun

 Morgan
 Mulhern
 Murphy
 Murphy

 Needles
 Nelles
 Nelson
 Nicholas
 Fulton
 Nolan
 Oates
 Oates
 Olson
 Osborne
 Parks
 Pearson
 Pearson
 Piper
 Pipines
 Pogreba
 Politzner
 Polzin
 Popkey
 Posick
 Potrykus
 Powers
 Punzel
 Punzel
 Reker



GILBERT BROWN FOUNDATION WACO CONNECTION

The Gilbert Brown Foundation

“Supporting over 156 children’s charities in Wisconsin”



The Gilbert Brown Foundation’s mission is to service youth in an environment that promotes structure and life skills awareness, by introducing team building skills and promoting diversity in the community.

The Foundation is a 501(c)3 non-profit organization supporting over 156 children’s charities throughout the state of Wisconsin.

Gilbert is partnering with the Wisconsin Association of Campground Owners and making appearances throughout the summer to raise funds for kids with cancer and other illnesses. Campers truly enjoy spending time and talking with the former Super Bowl Champion while raising money.

The Gilbert Brown Foundation has events each quarter and works with organizations like Make-a-Wish and St. Jude’s. The Foundation puts on a free football camp for inner city youth, hosts a turkey giveaway, and supplies coats and toys for children during the holidays. The Foundation has provided necessary school supplies for kids, sends footballs to the troops, and has passion for taking the anti-bullying message to schools.

WHAT DOES GILBERT DO FOR WACO?

- Madison Show pricing
- Green Bay Show
- Special event networking
- New campground memberships
- WACO Brand Awareness
- Youth Development within Campgrounds
- Continued link between WACO and Green Bay Packers
- Community & School out reach
- Other player connections
- Use of his social media reach
- Attends conventions at no charge and is a sponsor
- Anti-bullying awareness
- Kids Kamps for free
- Presenter for convention
- Assists with the Auction
- Creates an avenue to fundraise & raffle with 501C3

GILBERT BROWN FOUNDATION WACO CONNECTION

WHERE DOES THE MONEY GO?

- ✗ Gilbert Brown works with WACO and does fundraising events in various campgrounds to raise money for his foundation.
- ✗ Prior to working with WACO Gilbert personally funded his foundation and did one large event – a free football camp for intercity kids. This was a huge undertaking and required over \$100,000.00 of funding. He funded other charities, but to a lesser degree.
- ✗ Today with WACO & other partners he not only runs a yearly free football camp, but contributes to over 156 Children's Charities throughout Wisconsin.

Gilbert's Foundation works hard to support the Foundations efforts by using a team of volunteers to manage the association. The following is a listing of projects the Foundation is currently supporting.

- Brett Favre's Fourward
- The Foundation funds Scholarship programs to schools in Wisconsin.
- We provide gas cards for kids with cancer enabling them to get necessary medical care.
- We provide gas cards for breast cancer patients.
- School supplies are purchased and delivered to inner city children.
- St. Jude's Hospital
- Donate auction items for various charities, raising over \$40,000 for youth sports groups, individual cancer kids & families, memorials, area golf tournaments, breast cancer walks & runs, area football camps and scholarship fundraisers annually.
- Teddy Bear Fund – provides supplies for inmates to create items that can be used within the Foundation. Gilbert himself visits the institutions and speaks about respect & mistakes.
- The Foundation makes donations to area Churches including providing meals for those in need. Gilbert & his friends have attended and promoted these events.
- Donations to The American Red Cross.
- Gilbert puts on FREE football camps for inner city youth.
- Over 200 Autographed footballs are sent to the troops on a semi-annual basis.
- Supports Make-a-Wish Foundation on a yearly basis.
- The Foundation contributes to the MS organization.
- Gilbert and other former NFL players have delivered speeches and worked with the Boys and Girls Clubs in addition to contributing funds.
- Along with Bart Starr, The Foundation supports Raw Hide Boys Ranch.
- The Foundation provides funds to Children's Hospital In Milwaukee.
- Gilbert has taken on an Anti-bullying program to deliver to schools.
- Total of 156 charities are served. Gilbert believes that the money raised in Wisconsin stays in Wisconsin. He also holds other fundraisers that benefit Michigan Charities, and St. Jude's in Pennsylvania.



GILBERT BROWN FOUNDATION WACO CONNECTION

PLAYER APPEARANCES GILBERT HAS PROVIDED



**The Foundation Currently
works with 35 players**



Grillologists
Mad Dog & Merrill™

Directories and WACO information is shared at all events and Gilbert and the players mention WACO in all work with the press.

GILBERT BROWN FOUNDATION WACO CONNECTION

FOR ALL GILBERT BROWN FOUNDATION EVENTS

The Foundations responsibility:

- Players will conduct phone press interviews for you prior to the event. Contact Lori for details.
- Collect funds at the event.
- Supply merchandise prior to the event and during the event.
- Be sure WACO and campground is named in all press conducted prior, during and after the event.
- Use the campgrounds name and logo whenever possible.
- Assist with compiling press releases.
- Provide tickets for events as needed.
- Provide likeness to use at your event. All other uses of likeness must be pre-approved. All pictures used in any advertising must be approved.

The Campground responsibilities:

- Provide the Foundation with flyers and proof of advertising efforts – listing of where posters are placed, and media variations.
- Create a fundraising outline to be approved prior to any advertising of the event.
- Display the raffle license and follow State of Wisconsin Rules.
- Submit a copy of your advertising plan and flyer you plan to use.
- Appearance requirements are \$2500.00 raised per player per activity. (A deal or no deal, football camp is an activity)
- Gilbert has waived this in many cases, if you do a weekly raffle etc.
- Gather as many donated items as you can.
- Have any pre-sale moneys collected at the end of the event and turned into the foundation at the event. All moneys should be calculated with your total no later than the end of the weekend.

How much does WACO pay for this?

The WACO organization does not pay for any of the appearances or fund any of the Foundations work as an Association. In fact for 5 years running Gilbert Brown has personally been a \$2500.00 sponsor at our convention. No appearance fee is paid to any of the players.

How about the Executive Directors time?

Severson & Associates donates office space and answers the phone for the foundation. No fee of any kind is paid to them. S&H Ad Specialties has the clothing contract for the foundation, and Severson & Associates has benefited through business relationships that Gilbert Brown himself has introduced us to.

How about all the players at Convention who pays for them?

Gilbert arranges for the players to attend. They all understand there is no compensation for appearances at convention as it's used to promote the Gilbert Brown Foundation.

Who gets the autograph money?

Gilbert donates the money from autographs at convention only, to WACO.

DISTRIBUTION OF WACO DIRECTORIES

Indian Head	4000	Beaver Dam Chamber of Commerce	100	BP - Portage	100
Ordered online by Campers	2929			BP - Kenosha 1	100
Ad-Lit Tourism Marketing	31300	Belgium Area Chamber of Commerce	100	BP - Kenosha 2	100
Kenosha Area C & V Bureau	5600	Belmont Travel Center	100	BP - Keshena	100
Madison Rick Delivered	5600	Beloit Public Library	100	BP - Kewaskum	100
Verona Rick Delivered	8400	Beloit Welcome Center	6000	BP - Kiel	800
Beloit Welcome Center	6000	Berlin Chamber of Commerce	100	BP - Kimberly	100
		Big Bend Village Library	100	BP - Knapp	100
Milwaukee Public Library Central	1500	Black River Area Chamber of		BP - Lake Geneva	100
Minneapolis RV, Vacation &		Commerce	100	BP - Lakewood	200
Camping Show	2500	Black River Falls Public Library	100	BP - Lomira	100
La Crosse RV Show	700			BP - Madison	100
Madison RV Show	3000	Bloomer Chamber of Commerce	100	BP - Madison	100
WBAY Green Bay RV Show	6240	Blue Mound State Park	100	BP - Maribel	200
Greater Chicago RV Show	3000	Bob and Jo's Trailer Town	100	BP - Marinette	100
				BP - Marinette	100
Wisconsin RV Show – Milwaukee	2720	Boscobel Chamber of Commerce	100	BP - Mauston	100
Rochester RV Show	1974	Boulder Junction Chamber of		BP - Mercer	100
Oshkosh RV Show	2000	Commerce	100	BP - Middleton	100
A & G Rental	100	Bowling Motors and RV Sales	100	BP - Mikana	100
A-1 Vacationland, Inc	100	BP - Amery	100	BP - Mineral Point	100
AAA	200	BP - Barneveld	100	BP - Osseo	100
Abbotsford Public Library	100	BP - Beloit	100	BP - Reeseville	200
Abbotsford Travel Stop	100	BP - Brodhead	100	BP - Shiocton	100
Abby-Colby Crossings Chamber of		BP - Cottage Grove	100	BP - Tony	100
Com	100	BP - Cottage Grove	100	BP - Delavan	100
Adams County	100	BP - Dallas	100	BP Poynette	100
Adams County Public Library	100	BP - Delafield	100		
Advance Camping	200	BP - Denmark	100	Bradley Bourbonnais RV Super Center	200
Advertise Wisconsin - Antigo Area		BP - Dousman	200	Brambilla's RV	300
Shopper	100	BP - East Troy	100	Brewer Public Library	100
Algoma Chamber	200	BP - Eau Claire 1	100	Brickner's RV	300
Algoma Public Library	100	BP - Eau Claire 2	100	Brookfield CVB	100
Alma Public Library	100	BP - Eau Claire 3	100	Brookfield Public Library	100
Al's Motorhome & Trailer Sales	100	BP - Edgerton	100		
Altoona Public Library	100	BP - Elk Mound	100	Brown County Library-East Branch	100
American Rentals, LLC	100	BP - Fall Creek	100	Brule River State Park	100
Amery Area Public Library	100	BP - Florence	200	Buckhorn State Park	100
Angel Museum	100	BP - Fond Du Lac	100	Burlington Area Chamber	100
Antigo Chamber	100	BP - Fort	100	Burlington Camping	400
Antigo Public Library	100	BP - Gillette	100	Burlington RV Superstore	900
Appleton Camping Center, Inc.	100	BP - Goodman	100	Burnet Island State Park	100
Appleton Visitors Bureau	300	BP - Green Bay 1	100	Burnett Co. Dept. of Tourism	100
Apple Creek Campground	100	BP - Green Bay 2	100	Burnett County Tourism	100
Army Community Service	300	BP - Green Bay 3	100	Burnside RV Center	100
Art's RV Service	100	BP - Green Bay 4	100	Cabela's	100
Ashland Chamber	100	BP - Green Bay	100	Cabela's	100
B & B Sports	100	BP - Green Bay 5	200	Cabela's	100
Babrich Motors & RV, Inc.	100	BP - Green Lake	100	Cable Area Chamber	200
Baldwin Area Chamber	100	BP - Hammond	100	Cache River RV	100
Baraboo Area Chamber of		BP - Hillsboro	100		
Commerce	100	BP - Hortonville	100	Cambria-Friesland Area Chamber of C	100
Baraboo Public Library	100	BP - Hustisford	100	Cambridge Community Library	100
Barron Chamber of Commerce	100	BP - Janesville 1	100		
Barron County Forests- Wild Rivers		BP - Janesville 2	100		
State Trail	100	Washington County Visitors	160		
Bayfield Chamber of Commerce	100				

DISTRIBUTION OF WACO DIRECTORIES

Camp Five Museum	200	Discover Dodge	100	Gander Mountain - West Baraboo	100
Camper Corral	200	DNL Recreation	100	Gander Mountain - Green Bay	100
Camper Exchange, Inc.	100	DNR Appleton	100	Gander Mountain - Mosinee	100
Camperland	100	DNR Baldwin	100	Gander Mountain - Eau Claire	100
Camping World	200	DNR Distribution Center	2000	Gander Mountain - Appleton	100
Camping World	300	DNR Eau Claire	100	Gary's Trailer Sales Inc.	300
Camping World	300	DNR Fitchburg	100	General RV Center	100
Camp-Land	200	DNR Information Desk	200	Germantown Chamber	100
Camp-Site RV	100	DNR Janesville	900	Goodrich Trailer Sales	100
Capital Springs State Rec. Area	100	DNR La Crosse	100	Governor Dodge State Park	100
Carnes/Sons Trailer World	100	DNR Milwaukee Regional Office	200	Governor Knowles State Park	200
Cedarburg Chamber	100	DNR Poynette - Mackenzie Center	100	Governor Nelson State Park	100
Cheyenne Camping Center	100	DNR Sturtevant	200	Grafton Public Library	100
Chippewa City Forest & Parks	100	DNR Wausau	100	Great River Road Learning Center	300
Chippewa Falls Chamber	100	DNR Wisconsin Rapids	100	Greater Madison C & V Bureau	100
Chippewa Moraine State Rec Area	100	Dodge County Historical Society	100	Green Bay Area Chamber	100
Chippewa Valley RV	100	Dodgeville Area Chamber of Commerce	100	Greeneway RV Sales	600
Chudnow Museum	100	Door County Visitors Bureau	300	Greenfield Parks and Recreation	100
Circus World	100	Douglas County Forestry	100	Hamilton's RV of Saginaw, Inc.	200
Clark Johnson, Superintendent c/o		Dwight Foster Public Library	100	Hank Bright RV	100
DNR Region Hdqrts	400	Eagle River Area Chamber	200	Hanna Trailer Supply	100
Clintonville Chamber of Commerce	100	Eau Claire Visitor Center	400	Harley Davidson Museum	200
Colby Public Library	100	Ehrhardt's Trailer Sales	100	Hart Trailer Sales, Inc.	100
Collier RV Supercenter	200	Elkhart Lake Area Chamber of Commer	100	Hartman Creek State Park	100
Colmans Country Campers	100	Elkhorn Chamber & Visitor Center	200	Hatch Public Library	100
Columbia County CVB	100	Elroy Sparta State Trail	100	Havenwoods State Forest	100
Columbus West Travel Center	200	Erehwon Mountain Outfitters	300	Hayward Lakes Association	200
Copper Falls State Park	100	Evergreen Credit Union	100	Heart of Wisconsin Chamber of	
Coulee Region RV Center Inc	200	Fennimore Chamber	100	Commerce	200
Country Campers	400	Finnegan's RV Center, Inc.	100	Heart of the Valley Chamber	200
Country RV LLC	100	Fitchburg Chamber Visitor and Business		Hedburg Public Library	100
Countryside RV and Trailer Sales	100	Bureau	100	Heritage Hill State Park	100
Cranberry Country Mall	300	Flambeau River State Park	100	Hilltop Camper and RV	200
Crystal Cave	300	Fond du Lac C&V Bureau	100	Hilltop Trailer	100
Crystal Lake Library	100	Fond du Lac Chamber	100	Hilmerson RV Center	100
Curtis Camper Sales	100	Fond du Lac Co. Planning & Parks Dept.	100	Hispanic Chamber of Commerce of WI	100
D & M Trailers Plus	100	Forest County Chamber of Commerce	100	Holiday Hour RV	100
Danbury Area Chamber of		Fort Atkinson Chamber	100	Holiday RV	100
Commerce	100	Fourwinds Of America RV	100	Holland Motor Homes	100
Dane County Parks	200	Fox Cities Chamber	100	Hometown RV	100
Davis, Krista	100	Fox Cities Convention and Visitors		Hopper RV	100
De Pere Area Chamber of		Bureau	600	Horn's RV Center	300
Commerce	100	Frank Lloyd Wright Visitor Center	100	House Of Camping	100
DeForest Area Chamber of		Friendship RV Inc	200	House on the Rock	400
Commerce	100	Fun Times RV Center	100	Hubert Trailer Sales	200
DeHaan RV	100	Gag's Camper Way, Inc.	100	Hudson Area Chamber of Commerce	200
Delafield Public Library	100	Gander Mountain - Marquette	100	Hurley Area Chamber of Commerce	100
Delavan-Delavan Lake Chamber of		Gander Mountain - Sheboygan	100	I94RV	200
Commerce	100	Gander Mountain - Franklin	100	Imperial Camper Sales	200
Destinations RV Inc.	100	Gander Mountain - Waukesha	100	Interstate RV	100
Devil's Lake State Park	100	Gander Mountain - De Forest	100	Interstate State Park	100
Diamond Trailer Sales	100	Gander Mountain - Janesville	100		
Dick's RV	200				
Dickeyville Grotto	100				

Distribution of Waco Directories					
Iron River Chamber of Commerce	100	Lake Wissota State Park	300	Modern RV Center	100
Irvin L Young Mem. Library	100	Lakeland RV Center	300	Monroe Chamber of Commerce	100
J&J Camper Sales, Inc.	100	Lakeview RV	100	Mosinee Area Chamber of Commerce	100
Jack Links RV Sales	300	Lancaster Chamber of Commerce	200	Mound View RV	100
Jan Cushing	300	Land O' Lakes Chamber of Commerce	100	Mount Horeb Area Chamber of Commerce	100
Janesville Area C. & V. Bureau	100	Landey's Camping Center	100	Mukwonago Area Chamber of Commerce	100
Jasper's RV	200	Larry's Trailer Sales Inc.	100	Muskego Area Chamber of Commerce	100
Jeff Bright RV Center	100	Leach Camper Sales, Inc.	100	National Railroad Museum	100
Jerry's Camping Center	300	Leisure Days Travel Trailer	100	Neillsville Area Chamber of Commerce	100
K&L Enterprises	200	Leisureland RV Center, Inc.	100	New Generation RV	400
Kalbus Country Harbor	100	Lester Public Library	100	New London Area Chamber of Commerce	100
Kamper Korner LC	100	LINK BROS. RV	100	New Richmond Area Chamber of Comm	100
Kamper's Supply	100	Lloyd Bridges Traveland	100	Niemeyer Trailer Sales	100
Keepers RV Center	100	Loew Lake Unit, KMSF	200	North Country RV, Inc.	100
Kenosha Area C & V Bureau	5600	Luxemburg Chamber of Commerce	100	North Point RV	500
Kettle Moraine State Forest - Northern Unit	100	Mad City Marine and RV Sales	100	Northern Great Lakes Visitor Center	100
Kettle Moraine State Forest - Southern Unit	100	Madeline Island Chamber of Commerce	100	Northern Highland-American Legion State Forest	200
Kettle Moraine State Forest	100	Madison Public Library	500	Northern RV Center, Inc.	200
KEWASKUM AREA CHAMBER OF COMMERCE	100	Manitowish Waters Chamber of Commer	200	Novak's 83 RV Inc	200
Kewaunee Chamber	100	Manitowoc Area Visitor & Convention	300	Oak Creek Chamber	100
Kholer-Andrae State Park	200	Manitowoc County Chamber	100	Oak Lake RV Sales & Services	100
Kickapoo Valley Visitor Center	100	Marathon Co. Parks Dept.	300	Oconto Area Chamber of Commerce	200
King Campers	300	Marinette Area Chamber of Commerce	200	Old Wade House	100
Kinnickinnic State Park	100	Marinette Welcome Center	400	Old World Wisconsin	100
Kohler Company - Attn. Kay Miller	100	Marshfield Area Chamber	100	Opportunities Inc	5000
Kramer's Kampers	400	Mayville Area Chamber of Commerce	100	Oregon Area Chamber of Commerce	100
Kroubetz Lakeside Campers	200	MDS	7500	Oshkosh Convention and Visitors Bureau	300
Kuhl's Trailers Sales	100	Medford Area/Taylor County Tourism	100	Outagamie City Parks	100
Kwik Trip - Kenosha	100	Menasha Public Library	100	Outagamie-Waupaca Library System	100
Kwik Trip - Cross Plains	100	Menomonee Chamber	100	Pabst Mansion	100
Kwik Trip - McFarland	100	Menomonee Falls Chamber	100	Palmyra Area Chamber of Commerce	100
Kwik Trip - Mount Horeb	100	Menomonie Welcome Center	2000	Park Falls Area Chamber of Commerce	100
Kwik Trip - Sauk City	100	Mequon-Thiensville Chamber	100	Parshallburg Campers	100
Kwik Trip - Windsor	100	Mercer Area Chamber of Commerce	400	Paul Bunyan Logging Camp Museum	100
Kwik Trip - Prairie Du Chien	100	Merrill Chamber	100	Paul's Trailer & RV Center	100
Kwik Trip - Portage 1	100	Merrill Polk County Information Center	300	Perrot State Park	400
Kwik Trip - Portage 2	100	Middleton Chamber of Commerce	100	Pete's RV Center	200
Kwik Trip - Montello	100	Middleton Tourism Commission	100	Pewaukee Public Library	100
Kwik Trip - Pardeeville	100	Midwest RV Sales	100	Phillips Area Chamber of Commerce	100
Kwik Trip - Kimberly	100	Mill Bluff State Park	100	Pine Plaza Campers	100
Kwik Trip - Oregon	100	Milton Area Chamber of Commerce	200	Platteville Travel Wisconsin Welcome Center	200
Kwik Trip - Onalaska	100	Milwaukee Public Museum	100	Pleasure Land RV Center	300
Kwik Trip - Sturtevant	100	Milwaukee Public Library Central	1500	Plover Area Business Association	100
Kwik Trip - Muskego	100	Mineral Point Chamber	100	Plymouth Chamber of Commerce	100
Kwik Trip - Beaver Dam	100	Minneapolis Trailer Sales	100	Point Beach State Forest	100
La Crosse CVB	400	MINOCQUA CHAMBER OF COMMERCE	600	Polk County Info Center	200
Lake Country RV Sales and Service, Inc.	200	Mirror Lake State Park	600	Polk County Parks & Rec	200
Lake Geneva Chamber of Commerce	100				
Lake Mills Chamber of Commerce	100				
Lodi and Lake Wisconsin Area Chamber of Comm	100				

DISTRIBUTION OF WACO DIRECTORIES

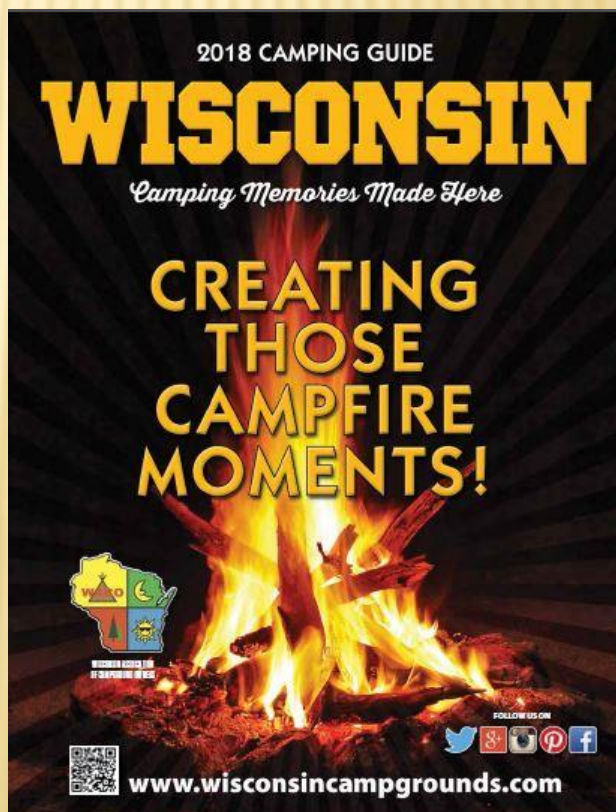
Portage Area Chamber	100	Stoughton Chamber of Commerce	100	Wisconsin Rapids Chamber	100
Portage Co. Business Council	100	Sturgeon Bay Visitor Center	100	Wisconsin Rapids Visitor Bureau	200
Prairie Du Chien Chamber - Travel Wis		SUN PRAIRIE CHAMBER OF COMMERCE	100	Wisconsin Welcome Center - Rest	
Welcome Center	1500	Sunny Island RV	100	Area 31	300
Prescott Area Chamber	100	Superior Douglas County Welcome		Wold's RV Sales	100
Price County Forestry	100	Center	300	Wood County Park and Forestry	200
Princeton Area Chamber of		Superior Public Museums	100	Wyalusing State Park	300
Commerce	300	Ted's RV Land	100	Yellowstone State Park	100
Prosser's Premium RV Outlet	100	Three Lakes Area Chamber of		Green Bay Show Hiles	200
Pulaski Area Chamber of Commerce	100	Commerce	100	Green Bay Show Buffalo Lake	100
Quietwoods RV Sales and Service Fox		Timberview RV	100	Green Bay Show Pelican Lake	100
Valley	100	Tomah Chamber of Commerce and		Green Bay Show Huckleberry	200
Quietwoods RV Sales and Service		Visitors Bureau	100	Green Bay Show Pine Grove	100
Sturgeon Bay	100	Tomahawk Chamber of Commerce	100	Green Bay Show Rainbow End	100
Racine County Convention	300	Tri City RV	100	Green Bay Show Quiet woods	400
Random Lake Area Chamber of		Vacationland	100	Green Bay Show Maple Heights	400
Commerce	100	Van Bortel RV and Service	100	Green Bay Show Lake Arrow Head	300
Red Wing CVB	100	Verona Public Library	200	Green Bay Show Indian Shores	200
Reedsburg Chamber of Commerce	100	Village of Edgar	300	Green Bay Show Schieks	700
Rhineland Area Chamber	200	Village of Genoa City	100	Green Bay Show Wagners	300
Rice Lake Chamber of Commerce	100	Village of Coleman	100	Green Bay Show Horn	100
Richard Bong State Rec. Area	100	Village of Wilton	100	Green Bay Show Jellystone Door	
Richard's Motor Sales	100	VISIT Milwaukee	100	County	300
Rick's RV Center	100	Wade House Historic Site	200	Green Bay Show Fable Repair	100
Ripon Chamber of Commerce	100	Wagners RV Center	200	Green Bay Show Keyes	100
River Falls Chamber of Commerce	100	Walworth County Visitors Bureau	100	Green Bay Show Oak Wood	200
Rock County Clerk's Office	300	Washburn County Visitors Center	300	Green Bay Show Evergreen	600
Rockford Convention & Visitors	400	Washington Island Chamber of		Green Bay Show bear Lake	300
Roskopf's RV	300	Commerce	100	Green Bay Show Deer Haven	100
Rusk County Visitors Center and RR		Watertown Area Chamber	100	Green Bay Show Harbor Village	200
Museum	200	Waukesha/Pewaukee Convention and		Green Bay Show Wild West	200
S&S RV	100	Visitor Bureau	100	Green Bay Show Plymouth Rock	100
Salvation Army Conference	200	Waunakee/Westport Chamber of		Green Bay Show Tranquil timbers	100
Sauk Prairie Chamber	100	Comm	200	Green Bay Show	100
Scenic RV	200	Waupaca Chamber of Commerce	100	Green Bay Show Van Boxal	300
Scenic Traveler, Inc.	200	Wausau CVB	200	Green Bay Show Destination RV	200
Schiek's Camping Center	200	Wauwatosa Chamber of Commerce	100	Green Bay Show Appleton RV	100
Shabbona Creek RV	100	West Allis Library	100	Green Bay Show apple Valley RV	100
Shawano Chamber of Commerce &		West Bend Chamber	100	Green Bay Show Grand Valley	300
Visitor Center	200	West Bend Parks Department - Park		Madison show 3500 bags 3 boxes	0
Sheboygan Chamber of Commerce	200	and Rec	100	Madison show Jellystone Warrens	200
Sheboygan Falls Chamber	100	Westby Chamber of Commerce	100	Madison show Hickory Hills	200
Shorewood Public Library	200	Westwood Conf. Center	100	Madison show Duck Creek	200
Shorewood RV	100	Whitefish Dunes State Park	100	Madison show Glacier Valley	300
Smore Fun Camper Rentals	200	Whitewater Tourism Council	300	Madison show Jellystone Dells	200
South Lake RV	100	Wild Rivers Interpretive Center	200	Madison show Wilderness	300
Sparta Area Chamber of Commerce	100	Willies RV Center	100	Madison show Fox Hill	200
Speedy Mart - Fennimore	100	Willow River State Park	100	Madison show River Bend	400
Spirit of the North Woods	100	Will's RV Center	200	Madison show Jellystone Bagley	200
Spring Green Area Chamber	100	Winnebago City Parks	200	Ad lit Rick delivered	28800
St Francis Public Library	100	Winneconne Chamber	100	Kenosha Visitor Center Rick Delivered	5600
St Germain Chamber of Commerce	200	Wisconsin Automotive Museum	100	Madison Rick Delivered	5600
Steinbring Motorcoach	100	Wisconsin Dells CVB	600	Verona Rick Delivered	8400
Stevens Point Area CVB	200	Wisconsin Maritime Museum	200	Minn Show Coates RV	300
Stonefield Historic Site	100			Minn Show Imperial Campers	100

DISTRIBUTION OF WACO DIRECTORIES

Minn Show North Country	100
Minn Show Pleasureland	200
Milwaukee show Scenic Travelers	100
Milwaukee show Prosser	100
Milwaukee show Advance	200
Milwaukee show Country I-94	200
Milwaukee show Roskops	500
Milwaukee show Burlington	500
Milwaukee show Playful Goose	200
Scenic Ridge	200
Circle R Campground	200
Green Acres	300
Vista Royale	200
Kewaunee RV	100
Apple Creek	200
Evergreen	200
Pettibone	100
Pineland	200
circle K	100
silver springs	2300
Camp Namekagon	200
Wisconsin Riverside	300
Maple View	100
Rivers edge	100
sleepy Hollow	100
Iola Pines	100
Sky High	300
Farmer Genes	600
Beantown	100
Lake View Boerger	200
Jelly stone Fort atkins	400
Chapparral	300
Waupaca S'mores fun	300
Lake Lenwood	200
Indian Trails	300
TOTAL	261963

The distribution of WACO Directories is done by:

- Leveraging our advertising dollars by teaming up with members, Department of Tourism, and partnering with businesses that fit our camping demographics
- Used the player connections to get us into free local and state wide events
- Distributed WACO Directories through Ad-Lit to the waysides in Portage area.
- Worked with the Hall of Fame in Green Bay to distribute our directories through their customer base.
- Distributed WACO directories at sporting goods stores through-out Wisconsin (including Dicks Sporting Goods, BP's, Gander Mountain, Camping World, etc..)
- Trade members
- Online and over the phone ordering from campers
- RV Dealer partnerships
- RV Show distribution
- 7+ Parades
- Corporate partnerships
- And more!



WACO PROMOTIONS

WACO PRESS RELEASES & Blogs PLANNED FOR 2019

- Weddings at Campgrounds
- Articles on spending time with the family.
- Music festivals and entertainment
- Easter Weekend at campgrounds
- Mothers Day events
- Halloween Stories
- Spring Fever
- Fall stories
- Hero's Weekend & Armed Forces Weekend
- Industry update
- Generations of family campers
- Diversity in camping families
- New activities campers love to do
- What's new in campgrounds - \$ spent on upgrades
- Interviews with camping families – generational stories
- Work with tourism on upcoming events
- Fundraising events & charity collaboration.
- Get response & get published before and after events.
- Articles on getting kids outside and enjoying outside activities.
- Options to players families camping (play 60)
- Continuously look for great camping pictures

As a perk for WACO Campgrounds, the WACO office will send your press releases out at no charge! The above ideas can also help with growing your social media outlets.



WACO PROMOTIONS

REGIONAL ADVERTISING

- Called and developed a data base of Kwik Trips, BP's and other convenience stores that will take our directories. Need to continually develop these relationships as they change with management.
- Leveraged our advertising dollars by teaming up with members, Department of Tourism, and partnering with businesses that fit our camping demographics.
- Used the player connections to get us into free local and state wide events.
- Distributed WACO Directories through Ad-Lit to the waysides in Portage and Green Bay.
- Called Libraries throughout Wisconsin and Minnesota for directory distribution.
- Distributed WACO directories at sporting goods stores through-out Wisconsin. Includes Dicks Sporting Goods, Cabella's and Camping World.
- Created a data base for WACO with emails from Madison Show attendees.
- Use certificates to entice Chamber of Commerces and businesses who have the same customers we want to distribute our directory.

TRADE ADVERTISING

- WACO Gift Certificate coupons good in any WACO member campground are used to sell on radio programs & expanded into for print & television
- WACO Gift Certificate coupons are used for contest giveaways, promotions and incentives
- Members receive credit as a re-reimbursement for the value of the certificate
- Media venues sell them to the public, at a reduced price, or uses them promotionally
- The Association gets full price in advertising

DIRECTORY ADVERTISING

- ARVC Survey says that State Directory is the number one way campers find you! The WACO Directory belongs to the members. Each campground receives one free listing.
- Campground ad options including 1/8 page, 1/4 page, 1/3 page, 1/2 page, 2/3 page, 3/4 page, Full Page, Cover (4), Cover (2-3), coupon on center map page, add an additional listing, ATV listing, Camping Rental listing, Canoe/Kayak/Fishing listing, and special event fillers.



WACO PROMOTIONS

WEBSITE ADVERTISING

- WisconsinCampgrounds.com
 - Every WACO member receives a free listing on this website including up to four photos.
 - Rotating Banner Ad
 - Rotating Side Ad
 - Event Ad listed in the Campers Event Calendar
 - Facebook Post on the Wisconsin Campers Facebook Page
 - Coupon Ad listing under the “Coupons” tab
- WisconsinCampingRentals.com
 - This listing is available at an additional cost. For the 2017-2018 membership year, this listing is included in a package containing enhanced listing on the NEW Wisconsin Camping Rental website, website top/bottom banner ad, a four-sided brochure specifically for the Wisconsin Camping Rental Units, and distribution of 30,000 of the Camping Rental brochures (RV shows, piggy back program, special promos, etc..). Enhanced website listing includes up to four photos, as well as a breakdown of rental units (individual slideshow per each unit).

NEWSLETTER ADVERTISING

- WACO Members can put in articles, send us for sale information, and list a campground at no charge.
- Keeps our Members and Vendors abreast of upcoming events.
- Use both email and print to cut costs. Mostly all via Constant Contact email and also post on our website. We have around 12 campgrounds that receive paper format.
- Informative educational Articles on Customer Service, policies & procedures, Taking your campground to the next level, Emergency Management, etc..
- Articles from our Legislation Firm on upcoming legislation that impacts our industry. All articles differ from month to month, depending on the hot topics and happenings in the campground industry. We also have a section called In Other WACO News... which is an entertaining page of fun campground quotes, recipes, and announcements.

PRINT ADVERTISING

- 30,000 Printing Program – we gang our printing needs and create a program where most members can save \$1000 or more on their printing needs.
- Piggy Back Program which packages your campground brochure with each WACO Directory sent out of the WACO office. Approximately 5,000 sent out per year.
- RV Literature Distribution ranging in price from \$275 - \$1,450 depending on campgrounds needs and budget. This program is to have WACO distribute your campground's literature at the RV show even if you do not attend.



WACO WEBSITES & SOCIAL MEDIA

WISCONSINCAMPGROUNDS.COM

- Google Analytics
 - Page views: 345,917
 - Users: 36,002
- Campground Listing including full directory listing, four feature photos, and direct link to campground email, campground website, region, and city.
- Camper Event Calendar
- Link to all social media accounts
- Private Member Login Area with access to:
 - Member Event Calendar
 - Trade Member listing
 - Board of Directors contact
 - For Sale Section
 - Attorney Information
 - Direct links to Wisconsin.gov and arvc.org
 - Document section including:
 - Annual Reports & Board of Directors Meeting Minutes
 - Newsletters
 - Membership Forms (renewal, advertising, reasons to belong, new member form, member contact list, trade member forms, convention sponsorship, and more)
 - Legal
 - Training (food safety, uniform building code, etc.), ADA Rules & Regulations, Pool Documents, Personal Property Tax Contacts, Service Animal, Seasonal Agreement, Termination Letter, Health Care Reform, Inherent Risk, New Campground Code, Clearinghouse Rule 17-017, various job descriptions, new hire documents, building inspector contact info, Release Form, and more
 - Convention
 - Graphics
 - Miscellaneous
 - Themed weekends and breakdown of activities, dealing with Google Reviews, DHS documents, conceal and carry, Wisconsin Tourism research, Motion Picture Licensing Corporation (MPLC) info, etc..
 - Bylaws
- Directory (Order online, view online, download to personal computer)
- Banner & Side Ads
- About WACO
- Promotions (Order Gift Certificate, contests, coupons, online auction)
- Career Page
- Trade Members & Trade Member Resources (advertising, updating, convention, renewal, etc..)



WACO WEBSITES & SOCIAL MEDIA

WISCONSINCAMPINGRENTALS.COM

(This site is available as an advertising opportunity to WACO Campground Members)

- Site revamp for more user friendly
- Campground Listing including full directory listing, four feature photos, and direct link to campground email, campground website, and region.
- Camper Event Calendar
- Link to all social media accounts
- Directory (Order online, view online, download to personal computer)
- Banner Ads
- About WACO
- Join WACO
- Promotions (Order Gift Certificate and contests)



WACO WEBSITES & SOCIAL MEDIA

WACO SOCIAL MEDIA

(December 1st, 2016 – December 1st, 2017)

- Facebook
 - Current Likes: 4,116
 - (Increase: +2,072)
- Twitter
 - Current Followers: 333
 - (Increase: +26)
- Instagram
 - Current Followers: 237
 - (Increase: +52)
- Pinterest
 - Current Followers: 218
 - (Increase: +15)
- Google +
 - Current Followers: 62
 - (Increase: +1)
- Text Club (Member Only)
 - Current Followers: 109
 - (Increase: +9)
- Constant Contact
 - 21,116 Total Contacts
 - 284 New Contacts in 2017
 - Contact Lists
 - 2018 WACO Members
 - 2018 Trade Members
 - WACO Prospect Members
 - WACO Prospect Trade Members
 - Out of State (Iowa, Michigan, Indiana, Michigan, Minnesota)
 - WACO Campers
 - Special Event Contacts
 - Wisc. Legislative



WACO WEBSITES & SOCIAL MEDIA

SOCIAL MEDIA EXAMPLES

Wisconsin Campers shared StyleHome's video.
February 10 at 7:33pm · 🌐

Who else agrees?!



12,921,673 Views

StyleHome
July 4, 2017 · 🌐

Like Comment Share

Kim Muehr, Becky Edwards and 126 others

68 Shares

Verizon LTE 11:26 AM

wicampgrounds

FOR THE LOVE OF...
I WANT TO GO CAMPING!!
STOP SNOWING!

View Insights Promote

Liked by greatoutdoorvacations and 15 others

wicampgrounds It's all fun and games until the snow returns... Brins on the sunshine!

Wisconsin Campers
January 4 · 🌐

Don't let this cold winter weather get you down! Brighten fellow camper's days by showing off your 2017 camping photos! Comment below with your camping photo and which WACO Campground you stayed at!

Like Comment Share

Duck Creek Campground, Ted Pittman and 9 others

3 Shares

View 30 more comments

Suzanne Goldsmith Stony Creek Campground in Osseo



Like Reply · 7w

Wisconsin Campers What a great shout with Morey! Stony Creek RV Resort & Campground

Like Reply · 5w

Marty Tillotson Holiday shores



Verizon LTE 11:25 AM

wicampgrounds



View Insights Promote


Liked by wilcor.outdoors, ez_inflatables and 35 others

wicampgrounds WACO Campgrounds were in full force at the Madison RV Show this past weekend! Double tap if you are ready to camp!

View all 2 comments

Wisconsin Campers added 8 new photos.
July 5, 2017 · 🌐

Check out how WACO campgrounds and campers spent their 4th of July weekend! Did you camp this weekend? Post your photo below at a WACO campground enjoying the holiday!




Like Comment Share

Chris Metzalf and 16 others

View 4 more comments


Richie Roberson Delis Timberland, kids enjoying the fire truck ride, with their own sirens.



Verizon LTE 11:25 AM

wicampgrounds

Indian Trails Campground



View Insights Promote

Liked by evergreencampsites, championsriverside and 11 others

wicampgrounds WACO Bean Bag Final Tournament is happening at Indian Trails Campground! Perfect weather ☀️

JUNE 10, 2017

Wisconsin Campers
February 7 at 10:47am · 🌐

CONTEST Enter to win a \$50 Gift Certificate to ANY WACO Campground! With the news last week of 6 more weeks of winter, we want to bring some sunshine to our campers! Here's how to enter to win a \$50 Gift Certificate to any WACO Campground:

1. LIKE this post
2. SHARE this post
3. COMMENT and TAG one friend below... See More



Like Comment Share

Kim Muehr, Helen A Fiehr and 415 others

505 Shares

Wisconsin Campers
January 3 · 🌐

Need a new 2018 WACO Directory filled with campgrounds waiting for you to visit? Stop by the WACO booth at one of the upcoming RV Shows! Take a look where WACO will be by visiting <http://www.wisconsincampgrounds.com/events/>.



Events | Wisconsin Association of Campground Owners

WISCONSINCAMPGROUNDS.COM

Like Comment Share

Chris Metzalf, Becky Edwards and 10 others

7 Shares

WACO - WI Campgrounds @wicampgrounds · Feb 7

We will be at the @MSPRVshow this weekend!



MSP RV Show @MSPRVshow

What's your favorite thing about RVing or camping? Head over to our Facebook page to answer & get a chance to win 2 FREE tickets!

WACO - WI Campgrounds @wicampgrounds · 2 Jun 2017

Love the great outdoors, but want to do it in luxury style? Visit wisconsincampingrentals.com to view campgrounds with rentals!

WACO - WI Campgrounds @wicampgrounds · Feb 2

We are getting ready for the first day at the Madison RV Show! Come out and stop by the WACO booth to get your FREE camping directory!



RV Style
58 Pins

Unfollow

Handy Tricks
74 Pins

Unfollow

Camping Sayings
54 Pins

Unfollow

Kid Activities
69 Pins

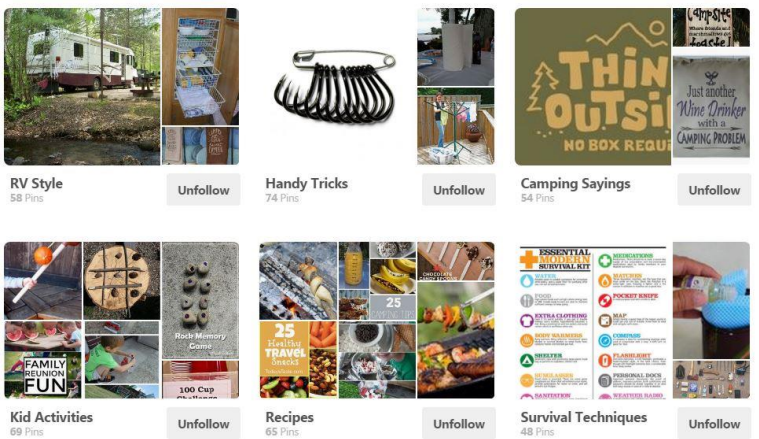
Unfollow

Recipes
65 Pins

Unfollow

Survival Techniques
48 Pins

Unfollow



MEMBER SERVICE COMMITTEE

SCHOLARSHIPS

Scholarships

- Convention Scholarships
- WACO Memberships Scholarships

WACO Convention:

- Continuously searches for new suppliers for the camping industry
- Works to keep the educational programs at a high level
- Continues to attract new members





Camping Council

for travel and wilderness campers, inc.

17 East 48th Street, New York 17, N. Y.
PLaza 5-1127

December 14, 1962

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Burlington Industrial Fabrics Co.

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VICE PRESIDENT
Herman F. Wenzel
Chairman
H. Wenzel Tent and Duck Co.

TREASURER
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Merchandising Manager
Celanese Fibers Co.

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National Canvas Products Corp.

Curtis T. Ettinger
President
GIC Sporting Goods

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Ass't. Sec'y Treas.
The Valve Manufacturers Association

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Julian W. Feiss
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President
Devin-Adair Company

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The Pacific Lumber Company

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Ridgefield, Conn.

Nelson L. Page, AIA
Darien, Conn.

E. A. Scholer
University of Iowa

Donald Shedd
Atlanta, Georgia

Nicholas Shoumatoff
London, England

Stanley W. Stocker
YMCA
Baltimore, Md.

Ward E. Terry, President
Ward Terry & Company
Denver, Colo.

James Todd
Bedford, N. Y.

WISCONSIN PRIVATE CAMPGROUND OWNERS:

Do you want to form your own Association to advance the interests of private campgrounds--to obtain cooperative publicity--to protect yourselves from the competition of low government campsite fees, to promote more and better camping?

Associations of private campground owners have been formed in Maine, New Hampshire, Massachusetts and New York. They have induced the state to advertise and publicize their campgrounds. In one state the state campsite fee has been increased by 50%. Other benefits have been obtained as well.

An association can promote good standards and better conditions for campers. Technical and other assistance can be secured from the government. This will help those wanting to establish campgrounds as well as those currently operating.

Any association formed will be independent and will be governed by active campground operators of Wisconsin. It will be similar to those formed in other states. Dues in these other associations vary from \$5 to \$15 per annum.

What do you think of this idea? Please reply on the enclosed card. Can you attend the meeting proposed below?

If there is sufficient interest, an organization meeting will be called at Fond du Lac on Saturday, January 26th, at 11:30 A.M. Mr. Victor T. Broome, a veteran camper, will cooperate in making arrangements for the meeting. His address is 530 East Second Street, Fond du Lac. If a meeting is decided upon, a detailed notice will be sent to you early in January. Please contact campground owners near you and tell them about this notice. We have a list of campgrounds in Wisconsin, but are not sure it is complete.

Rea Agnew
Camping Council



CHARTER MEMBERS

- **Mr. & Mrs. Edward C. Augustine**
 - **Spike Horn Campground**
 - **Mr. & Mrs. Keith Kindschi**
 - **Wallace Plzak**
 - **Mr. & Mrs. Lynden E. Duescher**
 - **Fred Becker**
 - **Pleasant Lake Lodge John Kaishian**
 - **Safari Downs**
 - **Springstead Family Campground**
 - **John J. Sciacco**
 - **Mrs. WM. J. Benson**
 - **Mr. Philip H. Chase**
 - **Mr. Robert R. Conroy**
 - **Mr. & Mrs. Dricken**
 - **Mr. and Mrs. R. Helpap**
 - **Leesome (Pine) Lake Campground**
 - **Mr. Vernon Gruenwald**
 - **Mr. & Mrs. H. Weaver**
 - **Lynn Ann's Campground**
- Milwaukee**
 - Baileys Harbor**
 - Klondike Campground**
 - McHenry Ill.**
 - Brookfield**
 - Frankline**
 - Lac Du Flambeau**
 - Park Falls**
 - Harvard, Ill.**
 - Century Camping Resort, Inc**
 - Evergreen Park and Campsite**
 - Bear Lake Campground**
 - Lake Lenwood Beach Campground**
 - Shady Oaks Campground**
 - Spooner**
 - Dells Camping Resort**
 - Weaver's Campsites**
 - St. Germain**



MEMBER SERVICE COMMITTEE

HALL OF FAME MEMBERS

Hall of Fame Members

- Spike Horn Camps
- Benson's Resort
- Evergreen Park & Campsites
- Conroys Bear Lake
- Lake Lenwood Beach & Campground
- Lynn Ann's Campground
- Safari Downs
- Springstead Family Campground
- Dells Camping Resort
- Shady Oaks Travel - Trailer & Camping Resort
- Klondike Campground
- Pleasant Lake Lodge
- Leesome Pine Lake Campground
- Weavers Campsites
- Holiday Shores Camp Resort
- Wilderness Campgrounds
- Lake Arrowhead Campgrounds
- Vista Royale
- Maple View Campsites
- Lake Chippewa Campground

2012 Hall of Fame

- Silver Springs
- Indian Trails

2013 Hall of Fame

- Pride of America

2014 Hall of Fame

- Sky High Camping

2015 Hall of Fame

- Vista Royale

2016 Hall of Fame

- Buffalo Lake

2017 Hall of Fame

- Evergreen Campsites



There's *strength* in numbers. Tap into the power of your **National Association.**



Make the most of your membership in **arvc**, the National Association of RV Parks & Campgrounds.

arvc's mission is to promote the success and growth of RV parks and campgrounds across the U.S. We work hard to protect the interests of our 3,000+ members, and our strength in numbers nationwide places us in a unique position that enables us to develop powerful partnerships and a strong portfolio of member benefits.

As an arvc member, you are entitled to exclusive money-saving programs that are only available at the national level. By leveraging the buying power of our thousands of member parks, we are able to negotiate significant discounts from national suppliers on products and services that are essential to the successful operation of your business. These special pricing programs include everything from paper products, propane and maintenance and electrical supplies to liability and health insurance, vehicle and equipment purchases, wireless phone service and music licensing.

The savings you can achieve from these programs alone can pay for your arvc national membership many times over!

Your membership in national arvc is one of the best investments you can make in the success of your RV park or campground.



As a national arvc member, make sure you also take full advantage of:

- ❑ **Your exclusive "members only" listing on GoCampingAmerica.com.** It's the site thousands of campers visit each month to find their next campsite. Your listing expands your park's visibility on a national level, and now you can update your park profile at any time and enhance your marketing presence with our easy-to-use tools and resources.
- ❑ **Legislative and regulatory advocacy programs that protect your interests.** We monitor state and national policy issues that affect RV parks and campgrounds and take action to protect our members' interests.
- ❑ **Opportunities for professional development.** Your membership offers you multiple ways to advance your industry expertise through the Outdoor Hospitality Education Program which includes educational seminars, 20 Groups, webinars and the National School of RV Park and Campground Management.
- ❑ **Exclusive networking opportunities with your peers, industry experts and suppliers at the annual Outdoor Hospitality Conference & Expo (OHCE).** The ideal place for networking and a productive exchange of ideas, OHCE is the only industry event that offers such a diverse gathering of colleagues from across the U.S.

QUESTIONS? Call arvc national headquarters at 800-395-2267 or visit arvc.org.

ARVC



BERT DAVIS

Badgerland Campground

bert@badgerlandcampground.com || (608) 873-5800

Bert Davis is your ARVC rep and also the director for Area 3 with arvc's Area Directors! Don't hesitate to contact him with any questions or concerns about your ARVC benefits and reasons to belong to the National Organization. Bert Davis is the Owner/Manager of Badgerland Campground in Stoughton, WI. He is a member of the arvc board of directors and holds a seat on the arvc excom. Please do not hesitate to contact him with any ARVC related questions or concerns. He completed Oglebay Campground Management School in 2013. He has also been in the camping industry for 15 years, 10 with Pride of America and the rest at Badgerland Campground.



PAUL BAMBEI

President and CEO of arvc

pbambei@arvc.org || (303) 681-0401

Each ARVC member receives access to ARVC's member section on the website. There is a specific code and password for each campground. ARVC.org contains information on member benefits, legislative issues, educational topics and training, templates for campground use and more. If you forgot your login, please contact the WACO office for the username and password.

GOCAMPINGAMERICA.COM

As an important benefit of your arvc membership, you receive an exclusive listing on GoCampingAmerica.com, the site visited by nearly one million campers each year as they're planning their next camping trip. Your complimentary listing includes:

- **250-word description of your park**, so you can be sure to include all the important features, events and attractions that best describe the experience campers can expect when visiting your park.
- **Area highlights section** so you can provide a full list of local interests and attractions, and provide detailed driving directions to help campers find you.
- **Complete contact information**, including links to your email address and park's website.
- **List of park features** that includes the amenities, recreational activities, services and site options you offer, as well as any consumer discount programs and the credit cards you accept.
- **Display of three photos** of your park. You can upload up to 24 photos at one time and rotate them into your listing to give campers a complete look at your park.
- **Google mapping** to make it easier for campers to see your exact location.
- **NEW!** Link directly to social media accounts and campground reviews.



Notes & Ideas



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