



2019 WACO CONVENTION

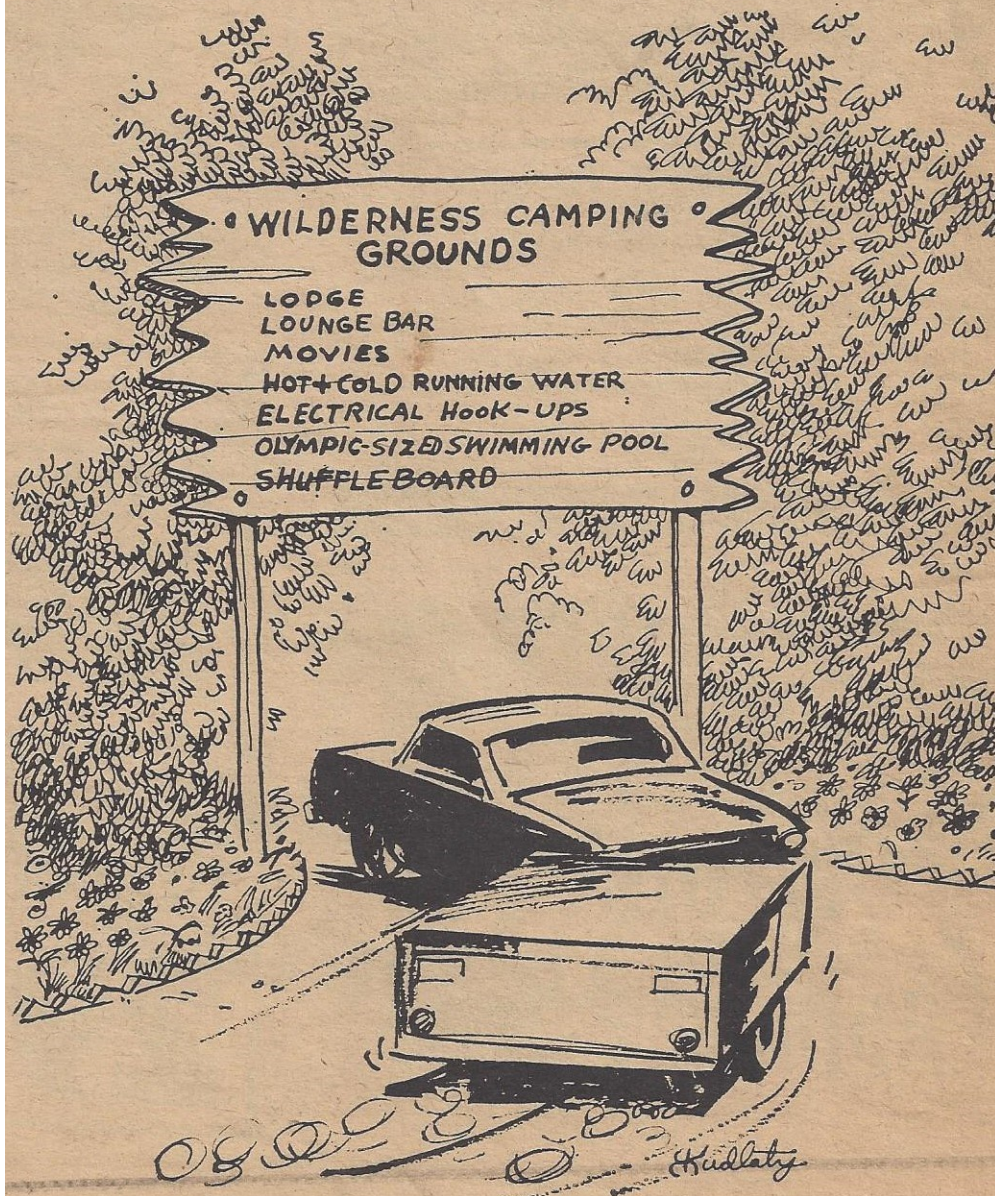
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Whatever Happened to Camping?

and it will be even more civilized next year.



Bob Weiss sent this over it was clipped from The Lake Country Reporter, Date: Sept 10, 1970

So evidently this camping evolution has been going on for quite some time!

If anyone has great history to share with WACO please send it our way! It's very interesting to see where we have been!

Fun Convention facts:

The first convention I took over we had 31 Booths Today we are boasting 197 thanks to all of you for asking your vendors to attend. Remember all the vendors who SHOW up allow us to keep this convention as reasonable as it is. You truly make a difference in this! Take 5 minutes and shoot your vendors a note to ask if they are coming to the show!

Not had the chance to register for convention yet?

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



The 2019 WACO Convention is March 13- 17, 2019 at the Holiday Inn Convention Center in Stevens Point, Wisconsin. Hotel Rooms are available at the Holiday Inn and Convention Center (Phone: 715-344-0200). Standard double Suites \$78.00, King Suites \$108.00 Plus tax. Other Accommodations: Holiday Inn Express (Across the Street) same rates Plus tax, includes Breakfast. Phone: 715-344-0000 Please mention that you are attending the WACO Convention or use code WGI. Other lodging options include: Fairfield (715-342-9300)

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

THANK YOU TO OUR CONVENTION SPONSORS!

- **Jim's Golf Cars, Inc.**

Jim's Golf Cars is a club car authorized dealer. The company works with sales, services, and rentals. Jim's Golf Cars has the capability to repair all makes and models. Golf Cars, 2,4,6,8 Passenger People Movers and Utility Vehicles.

- **Coverra Insurance Services, Inc.**

Coverra Insurance Services is a full line, independent insurance agency offering a specialized insurance program to campground owners including liability coverage for jumping pillows, docks, swim rafts, water slides, space basketball, slidezilla, water trampolines, inflatables, and other specialty items.

- **Harris Yamaha Golf Cars**

As a full service Yamaha Golf Car Distributor, Harris Yamaha Golf Cars offers the best variety of sales and service to their customer base. Specialties include Commercial and Industrial Sales & Service, Huge Parts Inventory for all Brands, Tournament Fleet Rentals, Service for all Brands, Golf Course Fleet Sales & Leasing, Retail Sales of both New & Used Golf Cars and Utility Vehicles, Wholesale Used Cars to our Qualified Wholesale Dealers.

- **Properties Plus**

The staff at Properties Plus LLC offers Resident and Commercial Listings, Multi-Family Listings, First Time Home Buyer programs, Complete MLS Exposure, Relocation services, Lots and Acres, Farms and Farmland, Investment Property, New Construction Listings, FREE Home Market Evaluation, Complete Full Service Real Estate.

- **Severson & Associates / S&H Ad Specialties**

Full service promotion and training agency supplying customers with lasting, learning experiences and successful self promotions.

- **Astra by Campground Manager Software/BookYourSite.com**

Astra by Campground Manager Software/BookYourSite.com is a state of the art reservation software and online booking engine.

- **Utility Supply Group**

Utility Supply Group works with RV site power outlet boxes & pedestals, meters, Electric, gas, water & replacement parts.

- **Alaskan Ice**

Alaskan Ice sells packaged ice in 7lb. And 20lb. Bags. Quality merchandisers and Route service available. Special Event equipment available.

- **Your Electrical Solutions YES**

Repair or replacement of Electrical Pedestals, surface boxes, conversion kits, electrical meters, water & gas meters power equipment, lighting, wire replacement parts and accessories.

- **Commercial Recreation Specialists, Inc.**

Commercial Recreation Specialists provides recreation solutions ideal for campgrounds, including Custom Water-Based Family Entertainment Centers, Inflatables and Aquatic Climbing Walls for the Pool or Waterfront, SUPs, Kayaks, Pedal Boats, Indoor & Outdoor Play Equipment, Miniature Golf, Portable Skateparks, Shade Structures, and much more. CRS... Serious About Fun!

- **Wisconsin Lake & Pond Resource, LLC**

Swim ponds can make a valuable improvement to your campground. Wisconsin Lake & Resources can help you with design assistance, installation and management of swim ponds.

- **Wilcor International**

Wilcor International is the #1 supplier to the vacation industry with the largest variety from one source. We proudly research & develop new & innovative products to help make your business prosper. Product Listing: Camping goods, RV & Electrical Goods, BBQ, Picnic, Housewares, Fishing Gear, Pocket Knives, Impulse Jewelry, Toys & Games, Everyday Goods, Summer Fun Products, Wildlife Plush Animals, Polystone Figurines, Picture Frames, Hand Crafted Wood Gifts, Magnets, Mountain Lodge Décor & Customized Souvenirs.

- **Royalle RV**

- **Polly Products**

100% recycled plastic furnishings like picnic tables and benches

- **Original Jumping Pillow**

We manufacture the Original Jumping Pillow, supply Children's playground equipment, in all shapes and sizes and also supply just components for playground equipment. We have an excellent range of outdoor furniture, receptacles, bike racks, planters, swings and all sorts of outdoor products.

- **Mouse Mix**

All natural mouse deterrent

- **Lee Recreation LLC**

Playground & recreation equipment. Site furnishings and shade products.

- **Holiday Wholesale, Inc.**

A complete campground provider offering candy, snacks, grocery, extensive food service beverage and concession programs, paper and janitorial supplies

- **GAMA SONIC SOLAR LIGHTING**

Gama Sonic is the leading manufacturer of high quality solar lamp post lights. Solar lamp lights can be easily installed anywhere there is sunshine and bring an alternative to traditional lighting without digging and running electrical wiring.

- **CSAW Associates LLC**

Accounting services

- **Campspot**

Campground reservation software

RECAP: WBAY RV & CAMPING SHOW

The WBAY RV & Camping Show was this past weekend (January 24-27) at the Resch Center in Green Bay, WI. WACO campgrounds took on the cold and the crowds with smiles and camping fun! Each WACO campground had their booth filled with flyers, information, summer fun activities, and more!



HOME Work!

- Are you doing something special for the Military this year? Be sure WACO knows about it so we can help you promote it!
- Check out the convention brochure—invite other campgrounds to check us out!
- Do you have a GBF Fundraiser planned? Be sure to flush out the details so we can advertise it for you!

2019 WISCONSIN ASSOCIATION OF FAIRS CONVENTION

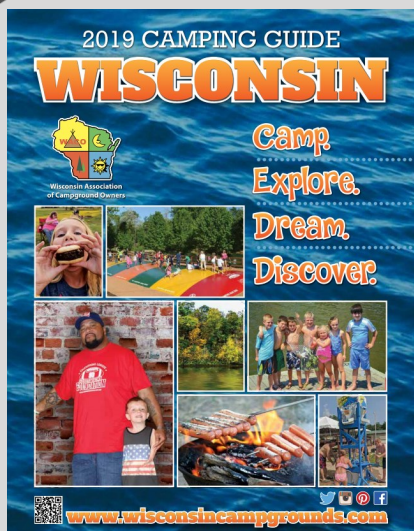


This year we tried something new to attract new entertainers to our association convention and it's working! We attended the Wisconsin Association of Fairs at the Chula Vista Resort in Wisconsin Dells and were able to participate in all their convention activities.

We really received a great education! I picked up some great ways to conduct mini cracker barrels and we were able to network with over 100 entertainers selecting some great ones to help us pull off our new Entertainer section at convention.

A side bar to the event was getting another chance to network with the people on your local boards – apparently many of the people who serve on the town boards also serve on the fair board so getting connected again with those folks was great.

I can tell you they definitely know how to have a great time. Some of their events literally start at 11pm so unfortunately your Executive Director did not participate in everything! But you will get a chance to see some GREAT NEW entertainment you have not seen in the past. Book for this year and 2020!



2019 DIRECTORY

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

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

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

AMERICANS WITH DISABILITIES ACT AND WEBSITES



A Limited Liability Company

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Circuit Court Commissioner
Direct Line: 608.662.2300
Direct Email: mh@kasieta.com

MEMORANDUM -- JANUARY 8, 2019

To: WACO Members
From: Mark Hazelbaker, Legal Counsel
Re: Americans with Disabilities Act And Websites

I have learned that there are plaintiffs lawyers who are targeting campgrounds with threats of lawsuits over the campground websites. I have not yet had the chance to review this issue. The purpose of this Memo is to alert you to the possibility of being targeted. I am asking you to let me know of any suspicious inquiries, and to be careful how you handle them.

Of course, there is nothing wrong with someone contacting you to ask about disabled accommodations. And, you should respond to those inquiries. If the person starts asking about your policies on accessibility, your website design or other questions that don't seem related to making a reservation, I suggest you politely decline to answer those inquiries.

We will issue guidance as soon as possible on what may need to be done to address ADA compliance.

If you receive any questionable communications, please let me know.

Campgrounds should be aware that lawyer and associates are targeting business for claims under the Americans with Disabilities Act. Those claims unfairly undermine the ADA and expose businesses to pointless claims for damages.

The ADA, adopted in 1990, requires businesses to make reasonable accommodations of disabled individuals. That requirement is now broadly accepted and supported by businesses. However, in recent years, a few lawyers have exploited the ADA. They have an associate look for a technical violation of the ADA. They follow that up with a demand letter which cites the alleged violation and demands that the business pay a lump sum settlement to avoid litigation, often \$5,000 to \$15,000.

Campgrounds in Pennsylvania recently have been targeted. An individual visits the website of

the campground. If the website does not identify the campground's accessible facilities, a lawyer sends a demand letter complaining.

When the ADA was adopted in 1990, there was no world wide web. But, the law does apply to the internet. The internet is part of the advertising presence of businesses. The ADA does apply to advertising. Advertising needs to inform potential disabled customers of the business' available accommodations.

In the case of a campground, the ADA requires that accommodations and facilities be reasonably accessible to the handicapped. This does not mean that every campsite has to be accessible. It is comparable to handicapped parking – there need to be facilities which a person with disabilities can access. It's important to note that the ADA does not require businesses to do what is impossible or so expensive that it would be a hardship.

But, campgrounds should make efforts to create spaces which are accessible to people with physical disabilities. Think of it like this – if a wheelchair bound person who was disabled in the Iraq War asked to stay at the campground, we certainly would like to find accommodations for them.

Our websites need to indicate what facilities are available. That may mean adding a page which informs the public of the number of sites, the availability of accessible bathrooms, showers and facilities. Not every facility can be made accessible, and the law does not require that. The law requires that campgrounds make reasonable efforts to allow disabled people to experience the business' services. If your web site does not identify your campgrounds' accommodations for the disabled, then your site needs to be updated.

The ADA also requires that websites themselves must be reasonably accessible to the disabled. That means the website needs to be readable to people with lower vision and meet other requirements. It is not possible to summarize these requirements here. Your website designer should be able to evaluate whether the site meets ADA requirements.

There will be a further presentation on this issue at the WACO Convention.

BUSINESS DAY IN MADISON

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

Monona Terrace Community & Convention Center, Madison



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

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

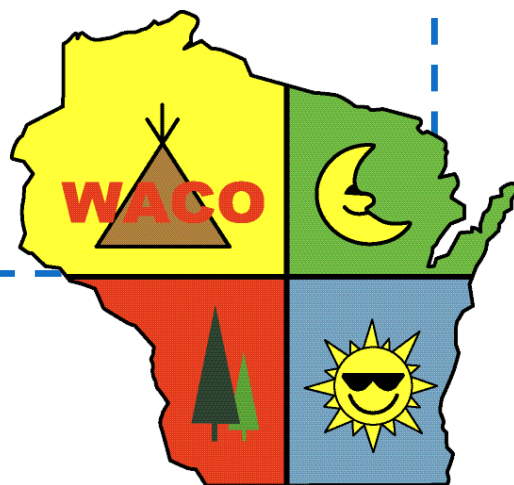
Registration details coming soon!

What's coming up?

- Your WACO team is attending more than 9 shows before the end of March to promote your campgrounds.
- We are working hard to send out directories to all the consumers who request books during this time.
- Our convention is very exciting this year and we hope you will make the precious time to learn more about how you can take your business to the next level. The networking alone is worth this valuable opportunity!
- Don't miss the Teen and Kids Kamp sessions. If you have kids these are some truly great learning experiences for the kids!
- This year you can win over \$5000.00 to spend at the trade show! What a great opportunity to get the things you need at the show.
- Check out the super cool seminars throughout convention! I promise you there is something for everyone!
- Make your hotel rooms early! Everything books up quickly!

BUILDING CABINS OR PRE-EXISTING RENTALS NEED A STICKER FOR

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



WACO FACEBOOK MEMBERS PAGE

WACO has a Campground Member Facebook group for members to stay current with important information, receive updates on deadlines, and network easily with our members.

To join this group visit <https://www.facebook.com/groups/wacomembers/>.

WACO 2019 ADVERTISING

WEBSITE AD SIZES

Banner Ad: 1200 x 120

Side Ad: 200 x 200

PLEASE NOTE!

All Photoshop work should be actual size with a resolution of at least 300 and saved as a layered .tiff in CMYK. It can also be saved as a PDF.

WACO MEMBER LOGIN

Username: **member**

Password: **born2camp**



Lori Severson,
Executive Director
PO Box 228
Ettrick, WI 54627
WACO Phone (608) 525-2327

Severson & Associates
Phone (608) 525-2323
Fax (608) 525-2328
lori@seversonandassociates.com

BOARD OF DIRECTORS

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

TEXT CLUB

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





WACO 2019 Convention & Trade Show

March 13-17, 2019

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

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

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

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

WACO Member Convention Pass Options

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

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

After January 31st, 2019

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

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

Total from Passes: \$ _____

Pool Certification Course (Must pre-register)

Please print names of registrants

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

ServSafe Certification (Must pre-register)

Please print names of registrants

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

Total from Certifications: \$ _____

Kids Kamp (Wednesday – Saturday)

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

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

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

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

Total from Kids Kamp: \$ _____

TOTAL: \$ _____

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

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

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

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

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

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



2019 EXHIBITOR REGISTRATION

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

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

Company Name _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax: _____

E-Mail _____

Product or
Service _____

Please print names of attendees for name badges:

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

_____	_____
_____	_____
_____	_____

Cost: (must be WACO Trade member to exhibit)

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

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

Lunch Tickets for Saturday are included in booth fee

Sponsorship: _____ Sponsor Level \$ _____

Total Amount due \$ _____

Check #: _____ Credit Card #: _____

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

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