



WACO CONVENTION

NEW IDEAS!

March 13th-17th, 2019

56th ANNUAL

Super Show!



New Entertainment options area this year! Showcase stage!

CAN YOU AFFORD TO MISS THIS?

Get Super good at managing your business!
50 plus education programs giving you xray vision to the industry future!
Network with Super Heros who share their superpowers!
Hire Super Entertainers for this season & next!
Every session has Super activities you can take home and use!



BAM! Win
\$5000



1/11/2019
Subject to change

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

WACO BOARD OF DIRECTORS

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**Lori Severson – Executive Director**

P.O. Box 228, Ettrick, WI 54627
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Phone: 608-525-2327

**Mark Hazelbaker – Attorney**

mhazel@tds.net
559 D'Onofrio Drive suite 222,
Madison WI 53719,
Phone: 608 220 7271

Our goal is to make this conference easy for you to attend and enjoy. Please don't hesitate to tell a staff member immediately if you need assistance.

Our members mean the world to us and we are happy to help in any way we can.

If you have an experience that is not world class please let a member of the WACO Board or your executive director know immediately. Your experience here is important to us.

If you are new to the convention – just look for a STAFF member or a Board Member. There are no silly questions – we are happy to help!

HOW MAY WE HELP YOU?

Don't hesitate to call a staff member's cell phone if you have a question.

WACO Staff

WACO Executive Director

Lori Severson 608-792-5915



Lori Severson
Executive Director



Rick Severson

WACO Staff

Carla Brown 608-790-1756

Lisa Black 608-317-9238

Jessica Tufts 608-386-3675



Lisa Black



Haley Chadbourn

Registration

Linda Halverson 608-582-4270

Karen Radomski



Karen Radomski



Becky Black

Kids Kamp Coordinator

Becky Black 608-317-9237

Vendor Set-up And Direction

Rick Severson 608-498-3760



Carla Brown



Jessica Tufts

General Convention Questions

608-525-2327



Linda Halverson

Please let us know how we can make this a wonderful experience for you. If you have ideas or suggestions let us know and we will do our best to make it work!

Need Lori? Text 608-792-5915

TEENS & TWEENS – Redemption Program!



Make A Private Consultation With Your Superhero!

**Need Lori Text
608-792-5915**

Jess from the WACO office

- Update your Campground Listing on the MAJOR WEBSITES right at convention!
- Bring a flash drive & 4 or 5 pictures and we will do it right at convention for you!
- Listings and pictures on sites like TravelWisconsin.com, WisconsinCampgrounds.com, GoCampingAmerica.com, and WisconsinCampingRentals.com
- NO charge NO hassle!
- Set-up your appointment by texting Jess 608-386-3675

Need to know more about ARVC or WACO
benefits Text Bert at 608-695-9775

Mark Hazelbaker

- Review any confidential materials about your park
- Ask about employment issues, agreement concerns or general legal questions.
- Contact by texting Mark at 608-220-7271

John Jaszewski

- Bring your P&L to convention.
- John's team will show you exactly what your park is worth now and will show you quick and easy ways to increase the value of your park.
- Knowledge is Power.
- Confidential consultation whether you are thinking of selling or need more leverage for refinancing or expanding the park.
- John can show you exactly what the Banker and Appraiser will be looking for.
- Schedule an appointment at convention by texting 507-450-5626

THINGS TO KNOW

Money Made Simple

- Set up your Charge Card at WACO Registration on Tuesday Night. Your charge card will be included with your badge. Please be sure you receive a receipt with all of your purchases. Simply show your card with your auction number on it and sign for the charge.
- Your auction number can be used to bid on silent auction items, live auction items, buy raffle tickets, etc.
- PAC items are the only exception (they must be paid by personal check or cash).
- You may check your balance at any time during the convention.
- You can pay your balance by check, credit card, cash, WACO bucks or a combination!
- Plan to have your account balance settled no later than 9:00am on Sunday.
- Not from Wisconsin? No problem! We take all "out of state" currency!

Valet Directory Pickup

Pick up your Wisconsin Association of Campground Owners directories at the show. Simply ask any trade show associate for help loading them to your vehicle. It can be done any time throughout the tradeshow. (Note: only throughout daytime hours please.) Distribute them to your community while getting our directories in the hands of your guests.

Earn 20 Super Package tickets by picking up your directories!

Silent Auction Rules

- To place a silent auction bid, write your bidding number in the starting bid space or on the line following the highest current bid.
- Indicate your bid in the appropriate space on your bidding row.
- In order to be valid, all new bids must be higher than the previous bid by at least the minimum raise indicated at the top of the bid sheet. \$5.00 is the usual amount but please check each auction item.
- A bid is construed as an agreement to purchase the listed item(s) at the amount indicated.
- All bidders must be 18 years of age or above.
- All winning bids must be settled before 9:00am on Sunday by cash, check or credit card.
- In order to protect the integrity of all bidders, please do not scratch out bids. Simply contact one of our volunteers for assistance if you wish to withdraw your bid.
- The auction will close at the announced time at which time the highest bid on each bid sheet will be declared the winner. If multiple people are still interested in bidding at the end – a final bid off will be allowed where each participant puts in a final sealed bid on a piece of paper. The highest final bid will be awarded the item.
- **Don't leave the convention without written documentation of what you have purchased and won.**
- **Bids may only be voided by an auction volunteer or staff member.**

THINGS TO KNOW

NEW!

Tuesday Evening Check-in & Registration

Tuesday evening early registration will be open for the WACO Convention from 5:00pm – 7:00pm. Our registration area is open 7:30am on Wednesday, Thursday, Friday, and Saturday for your convenience. Registration is set up at the Holiday Inn Convention Center, directly outside of the Trade Show area. The hotel has the schedule of convention activities at the front desk if you have a question. The auction items and baskets should be taken to the Auction Center Table in the Banquet Room or to the registration table where they will be logged in. See Lisa

Basket Social

NEW This year Super Basket – Bring the best campground basket and win bragging rights & get the traveling trophy for the basket with the best sales numbers on Friday night! The basket winner also gets \$500 to spend at any supplier on Saturday! And EVERY campground that brings a basket gets registered to win the super package! Ask your suppliers and communities to contribute and earn your community and campground a mention on the WACO Campground website & directory!

**\$500
Chance!**



Want the Whole Family Educated?

Pets are allowed at the **Holiday Inn Express** for just \$25 per night!



**Super
Trade Show
Money!**



Earn money to spend at the trade show!

- **\$500 if you have the Super basket that raises the most money Friday Night!**
- **\$500 if you win the PAC auction money.**
- **\$1000 if you bought from the right supplier Friday**
- **\$1000 if you bought from the right supplier Saturday.**
- **\$500 if you win the Super FREEZE drawing on Friday.**
- **\$500 if you win the Super FREEZE Saturday.**
- **Win \$500 to spend at any Show Sponsor!**

Plus win \$1000 Sunday



EVERY 30 minutes you will hear the FREEZE signal – if you are visiting with a supplier at that time you get entered to win the DAILY FREEZE DRAWING for \$500!

PARTICIPATE TO EARN MORE !

How To Earn Tickets to Win The Super Package

- 25 tickets for every auction item you bring.
 - 1 ticket for every GBF ticket you take to sell.
 - 25 tickets by bringing a basket.
 - 20 tickets for purchasing raffles from Linda.
 - 20 tickets for every 200 dollar sponsor level.
 - 20 tickets for donating Kids Kamp redemption toys.
 - 20 tickets by picking up your directories.
 - 25 tickets for each bottle of liquor you donate
 - 25 tickets for bringing a bottle of wine!
 - 1 ticket for each educational course you attend.
 - 1 ticket for each course evaluation turned in.
 - 20 tickets for any PAC fund donation you make.
 - 20 tickets for every \$100 you spend at the auction
 - 10 tickets for each raffle item you purchase.
 - 20 tickets for attending the round tables on Sunday
 - 20 tickets for returning Convention critique on Sunday.
 - 20 tickets for participating in Little Bar Basket Raffle
 - 20 tickets for attending the Wednesday night event
 - 5 tickets for completing the WACO survey!
 - 25 tickets for participating in the PAC auction!
 - 25 tickets if you registered in advance!
 - 5 tickets for introducing a new member!
 - 10 tickets for every vendor you purchase from
- Bring your slips to registration.**

**Super
Package**
–\$1000 in
Cash
–Website
highlight
–Executive
Suite at the
Holiday Inn for
4 nights at
next years
convention!

BAM.. no matter what
size operation you can win!

Mark Hazelbaker WACO Attorney

Private Legal Consultations

Talk about your personal legal issues!

Offered in the Board Room

Contact by texting Mark at 608-220-7271

Ask about Agreements Review Mobile homes Licenses , park regulations

**Be our eyes and ears – help us make this better!
Don't like something tell Lori or a Board member! Like
something PLEASE tell us☺ This is your convention!**

Participants are responsible for collecting their tickets. Sunday morning simply rip your tickets in half.
You keep one half and the other half goes in the bucket for the drawing. Good luck!

Must be present on Sunday at 11:00am to win!



QR Codes

SUPER TECH

- Some times having everything on your phone or tablet can be convenient. We understand that. You are now able to download each convention day's schedule onto your mobile device to ensure you are in the loop for that days activities.
- Using a QR Code Reader App, scan the codes above and watch as each day appears!

Wednesday

Thursday

Friday

Saturday

Sunday

Kids Kamp

HAVE YOU JOINED OUR TEXT CLUB YET?

116 of your friends have!
Receive updates and urgent messages concerning WACO on your phone!

Simply Text "WACO" to 25827



/wicampgrounds



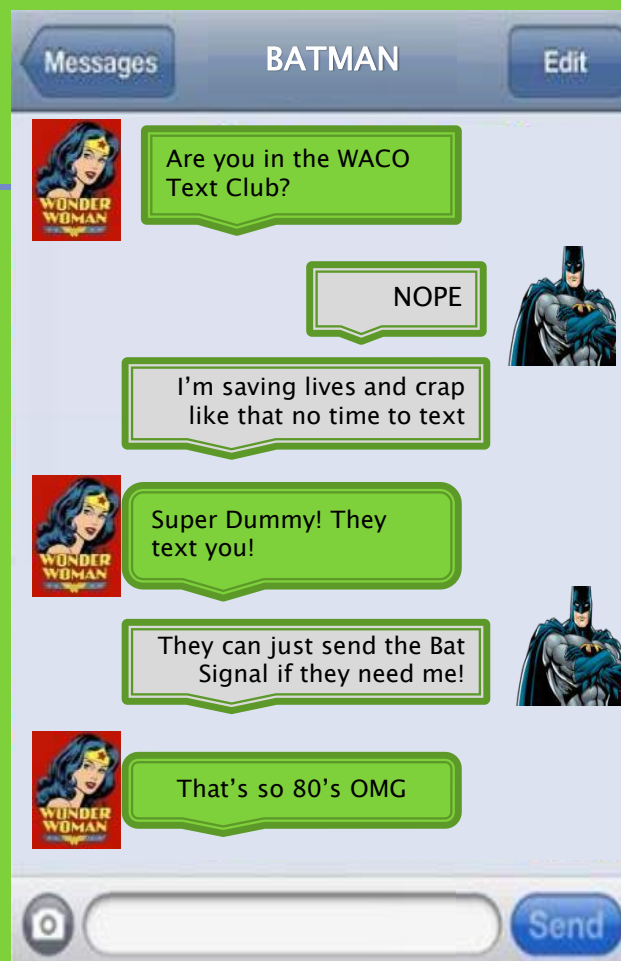
@wicampgrounds



@wicampgrounds



/wicampgrounds



wisconsincampgrounds.com
wisconsincampingrentals.com

Feelin' Social? Tag Us!

#CampWithWACO

Super Package

- \$1000 in Cash
- Website highlight
- Executive Suite at the Holiday Inn for 4 nights at next years convention!

Information from seminars (if available from presenter in digital form) will be available on the WACO Website in the "Members" tab the Tuesday after convention week.

SCHEDULE

WEDNESDAY, MARCH 13TH

Please note that there will be three different daylong classes available. *Must preregister**

- 8:30am – 4:15pm ServSafe – Harvest Room
- 8:30am – 4:15pm CPO Pool School – Cyndi Robertson – Stonefield Room
- 8:30am – 4:15pm Store Merchandising and Design Ideas - Kari Buffalo - Banquet Room

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:30 am – 9:30 am	ServSafe (8:30am–4:15pm) **NEW Programing Kama Teske <i>Participants should bring their own devices with internet access capability.</i>	Super Facebook Ads Renee Sommer <i>Learn how to get the best BANG for your buck</i>	CPO – Pool School Cyndi Robertson (8:30am-4:15pm) **Please note that lunch will be from 12:00pm – 12:30pm if you registered for this course.	Store Merchandising and Design Ideas <i>Discover how to present , use color and repurpose!</i> Kari Buffalo <i>Full day session</i>	The Man Cave - Tools Joe Walter Mark Stefan <i>Equipment-Maintenance</i>
9:45 am – 10:45am		Being a Superhero-Home and Business Balance Renee Sommer			The Man Cave -Poop Bud Styer
11:00am – 12:00pm		Super BINGO! Carla Brown <i>Learn how to increase your bingo crowd</i>			The Man Cave Scott Kollock <i>Electrical Options, Ideas and savings</i>
12:00pm - 1:45pm	<div><div><div>Lunch & Learn - Banquet Room- What does Brown Do for YOU Developing Super Relationships! Learn how the Gilbert Brown Foundation works with WACO by developing relationships with WMC, WRVA, Madison RV Show, Severson & Associates, Towns Association, Wisconsin Association of Fairs.</div><div><div><div>Grab some free lunch and learn some great tips for raising money, working with other businesses and developing strong relationships. Discover how to reinvent yourself!</div><div><div></div></div></div><div>Lunch Sponsored by: Gilbert Brown – Pizza Donated by: Brew City Pub - Lotzza Motzza Pizza Presentation by: Lori Severson</div></div></div></div>				
2:00pm - 3:00pm	ServSafe (8:30am–4:15pm) Kama Teske	To Tax? or Not to Tax? Holly Hoffman <i>Sales Tax Specialist WI Department of Revenue</i>	CPO – Pool School Cyndi Robertson (8:30am-4:15pm) **Please note that lunch will be from 12:00pm – 12:30pm if you registered for this course.	Store merchandising and Design ideas Kari Buffalo <i>Full day session</i>	The Man Cave <i>Development Options</i> Bud Styer



For information on seminars and speakers, please look in the back.

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	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
3:15pm - 4:15pm	ServSafe (8:30am–4:15pm) Kama Teske	Craft Creations Panel Julie Michaels & Shelly Skildum <i>Ideas and patterns for awesome crafting - Adult crafts information</i>	CPO – Pool School Cyndi Robertson (8:30am-4:15pm) <i>**Please note that lunch will be from 12:00pm – 12:30pm if you registered for this course.</i>	Store Merchandising and Design Ideas Kari Buffalo <i>Full day session</i>	Developing a Culture of Hospitality! It Starts Within! Andrew Nussbaum, Wisconsin Department of Tourism
4:00pm – 5:00pm	<p style="text-align: center;">Cash Bar Opens</p> <p style="text-align: center;">Fill up your mug for the trip with a Loaded Lemonade ONLY \$3.00</p> <p style="text-align: center;"><u>Special \$3 Pricing ONLY during this time (4p-5p)</u></p> <p style="text-align: center;">Thanks CSAW Accounting!</p> <div style="display: flex; justify-content: space-around; align-items: center;">  <div style="text-align: center;"> <p>CSAW Associates, LLC</p> <p><small>Coosue Region Bookkeeping and Tax</small></p> </div>  </div>				
5:00pm	<p style="text-align: center;">Bus Trip to Bullheads</p> <p style="text-align: center;">\$25 Per Person</p> <p style="text-align: center;">Bus Bull – Contest for the Best Bus Idea!</p> <p style="text-align: center;">Earn tickets for Super Package on the bus & just for attending!</p> <p style="text-align: center;"><i>Bus will be back by 8:00pm at the latest – More information on the next page!</i></p>				
8:00pm	<p style="text-align: center;">Meet in the Little Bar for some socializing and “Get-to-know-you”</p> <p style="text-align: center;">New owners and EVERYONE WELCOME & Cracker Barrel!</p> <p style="text-align: center;">Basket Social Night - <u>TONIGHT ONLY!</u></p> <p style="text-align: center;">Networking Bingo- Meet and Greet – Match up new owners with experienced owners!</p> <p style="text-align: center;">Who owns a BENEFIT?</p> <p style="text-align: center;">Share why you feel WACO or ARVC or Both has helped your organization grow.</p> <p style="text-align: center;">What’s your favorite benefit? Give your testimonial!</p>				

For information on seminars and speakers, please look in the back.

BUS TRIP TO BULLHEADS

WEDNESDAY, MARCH 13TH 5:00PM – 8:00PM

\$25/ Person Please Pre-register!

**Earn 20 Super Tickets
by attending this event!
And a collector mug!**

*Sign up early!
Limited to two
buses only!*

Raffles

Socialize and idea exchange with your favorite WACO family!

Your \$25 Ticket includes:

- Dinner at Bullheads, transportation on the bus, and a personal drinking glass
Dinner: Chicken, coleslaw, mashed potatoes, dinner roll & coffee.

Schedule:

5:00pm (*sharp*) Depart Holiday Inn

5:30pm – 5:45pm Introductions and Mentoring assignments

5:45 pm Chicken Dinner

6:00pm– 7:00pm Super Shark TANK

Super Shark Tank: Sharks

Paul Bambi–Bud Styer–Adam Malsack –Lori Severson– Sarah Brish – Jason Vaughn

- Write down your idea and hand it in to the sharks – they and the audience will determine if they think you should fly like Superman with it or Pound it down like Thor!
- You get 20 Super Tickets just for participating no matter the outcome!
- Only so many will be selected based on time to get them in early!

**WACO Fundraiser &
Educational Event!**

\$1 Progressive Auction

Support your fellow Members –River's Edge is a member! Besides the great food another reason we go there!

BULLHEADS

3368 Campsite Drive, Stevens Point, WI 54482

715-344-5990

River's Edge Campground has a bar adjacent to the campground...

Bullheads Bar & Grill will be our host for this event & will provide the meal that is included in your ticket. Jerry's 30+ years experience with bars will make this educational.



Holiday Inn Stevens Point - Convention Ctr
1001 Amber Ave, Stevens Point, WI 54482

↑ Head south on Amber Ave toward Woodland St
48 s (0.2 mi)

> Take I-39 N/US-51 N to Casimir Rd in Hull. Take exit 163 from I-39 N/US-51 N

7 min (6.2 mi)

> Take N 2nd Dr and N Sunset Dr to Campsite Dr N in Dewey

9 min (5.7 mi)

Bullheads Bar & Grill Restaurant
3368 Campsite Dr, Stevens Point, WI 54482

SESSIONS HELD ACROSS THE STREET AT HOLIDAY INN EXPRESS

DIGITAL MARKETING

CONFERENCE ROOM AT HOLIDAY INN EXPRESS

8:30 am – 11:30 am

Our Presenter, **Udo F. Misch** is one of the founders of NeoCloud Marketing, a new media and internet marketing firm located in Southeastern Wisconsin and PUK Digital, a digital marketing firm with a national presence in the automotive marketing industry. He is a technology entrepreneur, digital strategist and marketing professional.

**After This Seminar
GET on the
Bus Gus!**

This workshop is for business owners and entrepreneurs who want to improve their online presence and overall effectiveness for their business in an increasingly competitive environment.

Managing your website, staying current with Social Media, and developing attention getting headlines to increase opening your emails requires your time and attention to detail. The task of staying current does not have to be over powering. In this workshop you will learn:

How to make your website more relevant by learning search engine optimization (SEO) and search engine marketing (SEM) best practices. These best practices will be presented to differentiate the correct from the incorrect.

Social Media leaders are becoming a primary awareness building vehicles for both large and small businesses. You will learn how to encourage engagement, which leads to interest, and potentially favorable action. You will also learn what not to do to avoid audience indifference.

Email marketing is designed to drive favorable action. This can include immediate purchase to an appointment confirmation. Email marketing, when done well, also includes: Subject lines to get attention, Images to increase attention and readership release of emails when they will have the best chance for opening, different types of newsletters to increase engagement, using email effectively with social media Join us and learn what the major trends are impacting the ever increasing digital world. Importantly, what you can do to capitalize on these trends to grow your business.

TAKE THE BUS BACK TO THE CONVENTION CENTER FOR LUNCH & LEARN

12:00pm - 1:45pm Banquet Room in Convention Center

What does Brown Do for YOU Developing Super Relationships!

Learn how the Gilbert Brown Foundation works with WACO by developing relationships with WMC, WRVA, Madison RV Show, Severson & Associates, Towns Association, and The Wisconsin Association of Fairs.

Lunch Sponsored by: **Gilbert Brown** – Pizza Donated by: **Brew City Pub - Lotzza Motzza Pizza**

Presentation by: **Lori Severson**

Don't miss your FREE lunch!

Lunch @ Convention Center

GET on the Bus Gus!



2:30pm – 3:30pm J1 Program Tiffany Butzen

How does it work? How many agencies are there and what are the contacts for them?

SCHEDULE

THURSDAY, MARCH 14TH

- 8:00am – 4:00pm CPO Pool School – Cyndi Robertson – Stonefield Room *Daylong Class, Must pre-register

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:00am - 9:30am	Look Good Feel Good Linda Doudna Heather Vandeharr Debra Pecosky	Trade show Marketing and Prep Laurie Adams <i>Tips for a successful RV Show booth. Should I do them? What's in it for me? Where do I start?</i>	CPO – Pool School Cyndi Robertson (8:00am-4:15pm) <div>Samantha Fiscus CPO Recreational Water Technical Specialist ,is doing a very special presentation from 8:00am-9:30am You can attend this piece ONLY without being signed up for CPO - she will talk about common violations and where to find important information!</div>	Super Brainstorming Kristen Valk <i>Campground Activities</i>	Making Money with the Canoe Livery Business - Panel Dave Schneider Emily Truell Mark Flease
9:45am - 10:45am	Building a Cabin Jerry Anderson <i>Building Inspector for State of WI. What do you need to build your cabins?</i>	Seasonal Incentives Janet Evans, Lori Severson, Jason Vaughn <i>Ideas to get your seasonals motivated & involved in activities and fundraising.</i>		Super Responses to Social Media Kristen Valk	Cracker Barrel On IT Fun Stuff Adam Malsack Ben Stefan
11:00am - 12:00pm	Electric Demand Charges Patrick Gatterman	Campground Expansion DATCP Mary Ellen Bruesch <i>Ask Mary Ellen questions individually at her booth – here in and out today!</i>		Training Games that Work in Campgrounds Kristen Valk	North American Data Larry Brownfield
12:00pm - 1:45pm	<div>Lunch served in the Banquet Room – Color Guard Presentation Dorsey Levens: Life Coach and Former NFL Green Bay Packer Football Player Bio-coding –it’s dealing effectively with anything or anyone that annoys or disturbs you, including you!</div> <div><div>Invited AWARDS Participants: James Kaplanek, Reed McRoberts, Mary Ellen Bruesch, Mike Koles, Nancy Mistele, Holiday Inn Staff, Sarah Brish Jim Button – Bert Davis Member Benefit Testimonials WACO & ARVC</div></div>				
2:00pm - 3:00pm	Bud Wiser Q&A Bud Styer <i>Ask any question!</i>	Supermans Xray Kara Paul <i>Vision Report Card Worse Food violations and how to correct them Q&A</i>	CPO – Pool School Cyndi Robertson (8:00am-4:15pm)	Super Guest Services Kristen Valk	Hidden in Plain Site -Drugs & Your Campground Sheriff Mike Lucas <i>Portage County Sheriff's Office</i>
3:15pm - 4:15pms	Inspection Reports- Online Posting of Reports James Kaplanek <i>Section Chief for Retail Food and Recreational Technical Staff and Field Services</i>	Brainstorming & Beer Jim’s Golf Carts <i>Everything you wanted to know about golf cart rentals</i>		Kryptonite–Working with Family Kristen Valk	Bed Bugs Ted Tuchalski <i>Bed Bug Basics - Learn about the bed bug lifecycle, identification, and inspection techniques.</i>

For information on seminars and speakers, please look in the back.

SCHEDULE

Thursday March 14

Showcases!

Located in the Hotel Lobby



9:30 am – 10:30 am

Questions and Answers with Jim Kaplanek

Jim is an expert in our industry about the campground code and the restaurant business. He can direct you to people on his team that can help with all types of issues in our industry! Join Jim on the stage for an up close and personal Q&A!

2:00 pm – 3:00 pm



Billy Riggs Magic Show

Lets join the laughter, fun, and the WOW factor of Billy's magic and comedy

3:00 pm – 3:45 pm



Tween's & Teens Talk On Stage Just us kids!

Learn how to gain self-empowerment, inner strength, self-regulate, have effortless communication and self-navigate with Dorsey Levens **Green Bay Packers**

For the first 3 seasons with the Packers, Levens was primarily a back-up halfback to starter Edgar Bennett. In the 1996 NFC Championship game against the Carolina Panthers, Levens had a break-out game, running the ball 10 times for 88 yards and caught 5 passes for 117 yards and a touchdown in a 30-13 win. In Super Bowl XXXI!!, Levens was the Packers' leading rusher, carrying the ball 14 times for 61 yards, with the Packers winning their first Super Bowl in 29 years, 35-21. In 1997, Levens became the starting halfback after Edgar Bennett tore his Achilles tendon in the 1997 pre-season. Levens rushed for over 1,400 yards and was voted to the Pro Bowl.

Levens was featured on the cover of EA Sports, *Madden NFL 20000* in the PAL editions.



SCHEDULE

THURSDAY, MARCH 14TH



4:15pm	Cash Bar Opens – Beer Tasting & Root Beer Tasting by Point Brewery
4:45pm	<p>STEAK FRY & SHRIMP! Sponsored by Vista Royale Sponsored by Bud Styer</p> <p>BROUGHT TO YOU BY OUR OWN SUPER HEROES – YOUR BOARD OF DIRECTORS! Sponsored by Reinhart Foods Brakebush Badger Popcorn Popcorn Bar Hey Popcorn Guy (INCLUDED WITH YOUR REGISTRATION) SERVED TO YOU BY THE WACO BOARD OF DIRECTORS! Steak, Shrimp, Beer, Brats, Hamburgers, Hotdogs, Baked Beans, Salads, Chips, Pickles, Dessert Root beer floats by Taylor & Point Brewery</p>
5:30pm - 6:30pm	<p>Round Table SPEED Networking! Get to know your fellow members!</p> <p>President Awards Lori Severson & Scott Kollock, <i>WACO President</i></p>
6:30pm - 7:00pm	<p>ARVC News & Benefits - Paul Bambei ARVC CEO/ Bert Davis ARVC Representative State of the Industry ARVC Benefit Trivia Play for Tickets to win Super Package or Teen Redemption!</p>
7:00pm - 8:30pm	<p>PAC Auction with the Weiss Family</p> <p>All the money goes to the PAC Fund for WACO! Buy as many paddles as you like \$20 per paddle – bid for each item for only a dollar!</p> <p>PRIZES:</p> <ul style="list-style-type: none"> • \$500.00 VISA Card to be used at the WACO Show! • Champions Club Packer Tickets • Wellness weekend tickets for 4 people – 2 rooms • Aaron Rodgers autographed print • Brett Favre autographed print • Tavern Tour Tickets • Booze Basket • Gold Helmet Autographed by Multiple Players • Clinton Dix & Davante Adams signed Merchandise <p>\$500</p> <p>DOLLAR AUCTION!</p>

WACO Members who helped
with a presentation for the WACO conference get 50 Super Package
tickets per session – Please get them at Registration! Thanks so much for
helping us all be a great industry!



SCHEDULE

FRIDAY, MARCH 15th

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:00am - 9:30am	Super Haunted Houses Ron Lindberg <i>Rondoni Magic and Hynosis</i> <i>Ron will share his many years of running a successful haunted venue. You'll learn the best sources and ideas.</i>	Best Marketing Practices Michael Moore <i>Certified Tourism Executive Texas</i>	Working with your town and Zoning Mark Hazelbaker/ Mike Koles <i>Wisconsin Towns Association Executive Director</i>	Bio – Coding Dorsey Levens <i>Your Superpower to understand how to handle difficult situations, people and things!</i>	RV Industry Data & Information Amy Bliss
9:45am - 10:45am	Managing Your Pond Cory J Zickert <i>Senior Aquatic Manager/Owner</i>	Running Your Kids Program Krystal Pracki	To Be or Not to be a Super RV Dealer Adam Malsack	Claims Process & Responsibilities of all parties Ryan Laber Sponsor	Panel on Event planning Wade Asher Benny Anderson Carrie Geary Ron Murphey
11:00am - 12:00pm	Trello – The project management tool you can use on your phone. Ashley Weiss-Wegner Laramie Weiss	Relationship Marketing Really Works. Michael Moore	Current Electrical Code Update Heidi Doyle Wade Elliott Sponsor	No Seminar Meal preparation	What's Your Campground Worth? John Jaszewski Sponsor <i>Developing your 3 year plan, Preparing your margins, books & money!</i>
12:00pm - 1:00pm	Lunch served in the Banquet Room Britney Rockwell –WMC Wade Elliott – Utility Supply Group				Awards & Words
	Watch the Kids Kamp Perform With the Wisconsin Badger Marching Band! Kids Kamp will choose the best decorated booth! Trade Show Open (More information on next page) <i>Super Hero's FREEZE Play! EVERY 15 minutes! IF you are shopping at the supplier we call out you get a chance to win \$1000 to spend at any supplier – your name goes in the drawing pulled out at the supplier appreciation dinner!</i>				

BEER SPONSORS

MOUSE MIX

GAMA SONIC SOLAR LIGHTING
YOUR ELECTRICAL SOLUTIONS

For information on seminars and speakers, please look in the back.



TRADE SHOW

FRIDAY, MARCH 15th 1:00PM – 7:00PM



Keep your registration costs low by shopping with these vendors!

Appearance by the:

Wisconsin Badgers Marching Band

to kick off the Trade Show at 1pm!



**KIDS KAMP
SUPER HERO PARADE
KIDS KAMP JUDGE VENDOR BOOTHS**



Beer starts at 5:00pm

Located at stations in the EXPO AREA

Shop & enjoy your favorite
beverage at

MOUSE MIX

**GAMA SONIC SOLAR LIGHTING
YOUR ELECTRICAL SOLUTIONS**

Buy from 10 Suppliers (your suppliers will stamp your Super card)to get a free autograph ticket. Purchase from 15 suppliers and get a photo & autograph!

Get \$1000 to spend at the trade show on Saturday just for shopping Friday!

BUY.... BUY... BUY....WHY...WHY...WHY?

Our suppliers need to take orders back to their offices to make the business piece work! They are the reason we have a great show with amazing opportunities. Please help our show be the best we can be by asking any supplier you work with to show you their WACO TRADE MEMBER Card – Please thank our suppliers by buying at the show!

Campground Drawing to spend \$500 at any of these Show Sponsors:

- | | |
|-------------------------|-------------------------|
| • Properties Plus | * Coverra Insurance |
| • Jim's Golf Carts | * Harris Golf Carts |
| • Vista Royale RV Sales | * Severson & Associates |

Win ANOTHER \$1000 to spend at the Expo just for purchasing at the TRADE SHOW. We pick until a campground matches a vendor! Every 15 minutes you get registered to win ANOTHER \$1000 if you are "frozen" at the vendor our Super Hero team picks out!

Celebrity Appearances Friday Night

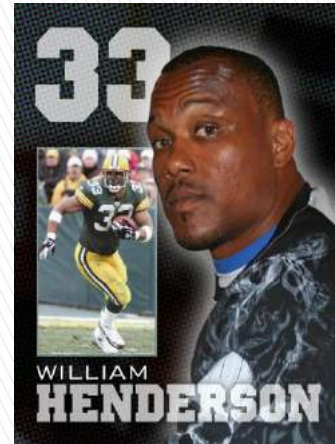
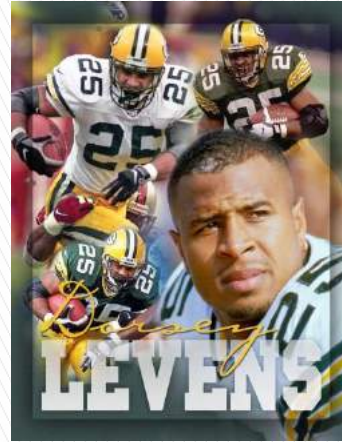
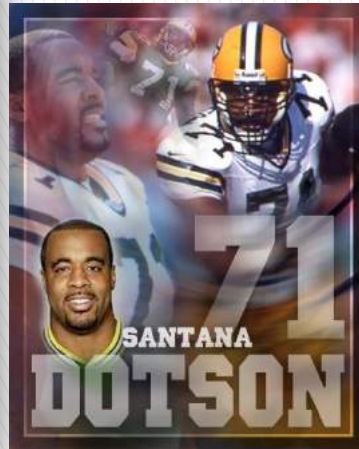


Gilbert Brown Foundation Booth

Autograph session from 6–7pm

Doing a fundraiser this year?

Pick up merchandise to raffle and Gilbert and Caden will autograph an 8x10 for you! WITH CADEN'S NEW Finger!



Davante Adams

Friday 6–7pm

Saturday Devante Adams signing from 2:30 –4:30 pm

Pro Highlights:

Has 22 receiving touchdowns since 2016, No. 1 in the league over that span. Has caught at least one TD pass in 17 games since '16, No. 1 in the NFL over that span. Was the only player in the NFL with 70-plus receptions and 10-plus TD catches in both of the last two seasons (2016–17).

Posted 237 catches from 2014–17, the fourth most in franchise history by a player in his first four NFL seasons behind WRs Sterling Sharpe (281), Greg Jennings (246) and James Lofton (242). Led the team with 74 catches for a team-high 885 yards (12.0 avg.) and 10 TDs in 2017. Was tied for No. 2 in the NFL in TD receptions and was named to his first career Pro Bowl (injury replacement for Falcons WR Julio Jones).

Became the first player in franchise history to catch a TD pass in eight consecutive regular-season road games (2016–17), topping the previous mark of seven by Set franchise postseason single-game records for the most catches and receiving yards by a rookie when he posted seven grabs for 117 yards (16.7 avg.) and a TD in the 2014 NFC Divisional playoff victory vs. Dallas.

Drafted by the Packers with the No. 53 overall selection in the second round of the 2014 NFL Draft, joining Henry Ellard (L.A. Rams, second round, 1983) as the only Fresno State wide receivers to be picked in the first two rounds of the draft.

Buy from 10 Suppliers (your suppliers will stamp your Super card)to get a free autograph ticket. Purchase from 15 suppliers and get a photo & autograph!

Campground Drawing to spend \$500 at any of these Show Sponsors:

- | | |
|-------------------------|-------------------------|
| • Properties Plus | * Coverra Insurance |
| • Jim's Golf Carts | * Harris Golf Carts |
| • Vista Royale RV Sales | * Severson & Associates |

Win ANOTHER \$1000 to spend at the Expo just for purchasing at the TRADE SHOW. We pick until a campground matches a vendor! Every 15 minutes you get registered to win ANOTHER \$1000 if you are "frozen" at the vendor our Super Hero team picks out!

Special Time Booths



Nancy Mistel

Nancy has spent years developing relationships that affect our businesses and industry. WACO has contracted Nancy specifically to help out membership navigate the red tape that comes with doing business in Wisconsin.

Things like:

- DOT issues
- Inspectors/Permitting issues
- DNR Related Issues
- Code Interpretation concerns
- Zoning issues

Nancy will be at
Lunch Thursday
At Her Booth
Friday only



Biocode System

Dorsey Levens: Life Coach and Former NFL Green Bay Packer Football Player

Bio-coding –it's dealing effectively with anything or anyone that annoys or disturbs you, including you!

- Talk with Dorsey about putting on a program for your staff.
- Determine if you can hold a Biocode Camp during the week at your park.
- Dorsey will be available on Thursday & Friday Only – Contact Lori at 608-792-5915 to set up an appointment to talk with Dorsey to talk about customizing your program.



Friday March 15, 2019

Showcases

1:30 pm – 2:30 pm

Spin T's Demonstration

Watch the kids Make their own shirts or grab one for you! Check out this cool machine to use t-shirts as an activity! Adults & Children alike are welcome. Check out this activity to use in your campground.



2:30 pm – 3:30 pm

Magic Matt

Matthew Scherer presents family fun shows that are ideal for festivals and fairs, school events, scouting banquets, day camps and other family functions.

Programs feature lots of audience participation in magically illustrated stories and routines. Your audiences will marvel and laugh at Mr. Scherer's presentations from his collection of magical favorites. Depending on your entertainment needs, programs may be combined with close-up magic, a magic workshop or balloon artistry to make a full day or evening of magical entertainment.



3:30 pm – 4:00 pm

Kip's Fun Show 4Kids Media, LLC

Are you looking to have some real fun? Something where you not only take part, but get to try your hands at new things and learn along the way?

4 Kids Media show is totally unique: combining a special blend of music made together, with electronic magic and surprises that involve using your voice, hands, and entire body to perform in the show...and join with Kip's amazing trick instruments and animated animals and critters...that dance, sing, repeat and play tricks on your senses, and expectations.



Friday March 15, 2019

Showcases Continued



4:00 pm – 5:00 pm

Dance Spectacular Productions

Lisa Michelle is a singer, song writer, dancer, model & Producer from Chicago. In addition to producing shows & performing with DSP, Lisa's extensive resume includes making the Hollywood rounds on "American Idol" season 4 with Carrie Underwood, 7-Up commercial & video filmed in Maui, Hawaii, Miss March 2004 ESPN Fuegos, XFL Cheerleader for the Chicago Enforcers where she was the cheerleader chosen from the Chicago team to have her own Topps Cheerleader Trading Card similar to a baseball card, Top 3 Chicago Idol, Jingles for the Bozo Show & Toys for Tots, Brand Ambassador & Model for over 100 Trade Shows & Events including Cannon, Kelloggs, Tecate, Topo Chico, Revelon, currently a production singer with the "Upbeat Orchestra" & half of the brother/sister music duo "Defining Grace" who just released their first single "Because of You" now available on iTunes, Pandora, Spotify & in all music digital stores.



5:00 pm – 5:30 pm

T&C Rodeo

Learn all about what T&C Rodeo can bring to you. Attractions include bull riding, mutton bustin', fireworks, barrel racing and much more.



5:30 pm – 6:30 pm

Mary Kay Dash out the Door

Tired of looking tired? Have you had your customers tell you look so tired = crabby and unhappy? We can fix the outside in just 5 minutes! 5 minute makeover! Come on up and get a makeover!

There's a guys version too! Mr. Santana Dotson will assist with the demonstration.

Kids Kamp Dancers welcome line for Dinner opens @ 6:45pm

Pay OR PLAY

Hate playing games? Pay
to make someone else!

SCHEDULE

FRIDAY, MARCH 15th
(Following the Auction)

**Dress Crazy for your super
power**

**For more chances to win
Super tickets**

Friday Night Entertainment SUPER FUNNY HEROS NIGHT

**Gilbert Brown
Caden Dahl Host**

DINNER BUFFET AT 7PM:

\$1000.00 Vendor/Campground Drawing

Vendors join for Dinner – Free Booth Drawing

Must be present to win!

WING SPAN FOR \$50 ...get your chance to win a pair of
Packer Tickets or \$1000 in WACO Bucks!

- Play games like:
- Hulk Punch a bunch
- Super hero target shoot out
- Thor Smash
- Wonder Woman Lasso Competition

**Super
FREEZE
Winner!
Announced!**

\$500!

Prizes valued at over \$1,000!
Some....not so much!

**Devante Adams
Signing 6–7pm**

Tickets must be purchased in advance



Evening Auction – Silent Auction Closes at 9:30pm

**Basket Social Winner decided! See what campground walks away with \$500
to spend at the trade show!**

Check out our Live Auction items! Especially for Friday night!

- Vacation Package for RCI Vacations Donated by Bud Styer
- Aaron Rodgers Merchandise
- Watch for additions!

Check out the silent auctions! Some tables closing tonight!

SCHEDULE

SATURDAY, MARCH 16th

ANNUAL MEETING

Scott Kollock- Call to order
Secretary's Report – Approvals
Treasurer's Approvals
Nominations from the floor
Nominations
Elections
PAC Report
ARVC update
Any other new business
Adjourn

Celebration & WACO Updates
Board Member Recognition



Learn where the organization has been & where we are going!



Saturday Trade Show
9:30am – 4:30pm
Greatest Show on Earth!

Devante Adams
signing from 2:30 –
4:30 pm

Bloody Mary Bar – In Coverra Insurance Booth starts at 9:30am

Tips go to the Gilbert Brown Foundation

Remember placing orders at this show keeps your convention costs down!
Please support our suppliers who support you! Please thank your sponsors!



Grab-and-Go Lunch served in the Banquet Room

Vendors Welcome!

3:00PM DRAWING

\$1000 VENDOR Drawing – If you bought from the vendor called you win \$1000 to be spent at the Trade show.

Must be in the trade show area to win!

Be sure Mr. Freeze Catches you - \$500 to the big winner at 3pm!

Saturday March 16, 2019

Showcases

10:30 am – 11:00 am To Be Announced

11:00 am – 12:00 am To Be Announced

12:00 am – 1:00 pm To Be Announced

1:00 pm – 1:30 pm **Rondini Magic & Hypnosis on Stage**



Rondini has been performing as a professional magician since 1977. Since that time he has been booked by almost 8,000 clients and has been seen by over 500,000 audience members. He can wander your event performing magic with cards and coins literally within inches of your eyes or he can perform large scale illusions on stage before thousands of people. A partial list of the illusions he can perform include cutting a girl in half, levitating himself and escaping from a straight jacket. He also works with live animals including a bunny, doves and a 40" green-winged macaw parrot!

1:30 pm – 2:00 pm To Be Announced

2:00 pm – 2:30 pm **Martika Daniels**



Martika's focus is on providing the highest quality of entertainment possible for you and your guests. She prides herself on a family-friendly show and an impeccable safety record. She can even customize her show to suit your needs!

Born into a military family, Martika began traveling the world at a young age. Exposure to international performers sparked her interest in the circus arts early on. She's been a professional entertainer since 2009. In that time, she's been featured on news outlets such as Fox 4 Kansas City and The Washington Post.

2:30 pm – 3: 30 pm To Be Announced

3:30 pm – 4:30 pm To Be Announced

SCHEDULE

SATURDAY, MARCH 16th

Everyone who attends get 20
Super Tickets!

WACO AUCTION 5:30PM – 7PM

- Golf Cart from Jim's Golf Cars
- Golf Cart from Harris Golf Cars

Buy your bottle of wine for \$10 –
you could be a big winner!

Wine & Cheese
While it lasts starting at
5:15 !

Hall of Fame Inductee

Scenic Ridge Campground



DINNER Begins at 7pm

- Memory Slide show
- Hall of Fame Inductee –
- Hall of Fame Volunteer Inductee
- Campground Celebrations
Wilderness 50 years!
- Board Member Introduction
- Drawings – Silent Auction closes at 7:30PM

Billy Riggs MAGIC & MOTIVATION

Billy Riggs has been called "The Dr. Phil of Magic," and "a psychologist masquerading as a comedian and magician." He was voted one of America's Top Five Most Entertaining Speakers & is called a DIS-illusionist!

As a highly skilled orator Billy moves audiences to action with his message of hope and inspiration. Add in his talent as a master magician, illusionist, and spellbinding entertainer, and he delivers a presentation that audiences will remember long after the event ends. Billy's presentations change lives, improve attitudes, turbocharge sales, and inspire exceptional service. His presentation is geared towards keeping your energy and enthusiasm going strong long after the 4th of July!

Your accounting team will be ready for you to check out until 9pm tonight. Please settle up prior to 9am Sunday.



SUNDAY ROUND TABLES

SUNDAY, MARCH 17th 9:00AM – 11:00AM

New from 9:00am – 10:00am
Speed Networking – Fixing Your Kryptonite!

10:00 am – 11:00 am
Stay seated at your table – Speakers come to you!

Join a table and speakers will come to you with their topics! Less tables so you will have time to ask any questions you like! The speakers come to you so you will hear every topic!

- IT Ideas - Ben Stefan
- Get Bud “Wiser” Bud Styer
- Membership Value Bert Davis/Lori Severson/Christine/Carla Brown
- Store Best Sellers Jim Button/Hannah/Tia Anderson

Get the Campground Owner Bible at NO Charge at this session! Everything you need to run your campground in one binder. Add tabs as new information becomes available!

Super Ticket Package
\$1000 in Cash drawing at 11am
Website highlight
Executive Suite at the Holiday Inn for 4 nights at next years convention!

KIDS KAMP GRADUATION



Pick up hand outs that are still available – Drop off your badges
Say our good lucks & farewells

End of Conference Drawings

SEMINAR INFO

SEMINARS / WEDNESDAY

ServSafe, 8:30am – 4:15pm, **Presenter:** Kama Teske, **Harvest Room**

Learn about food borne illness, how to prevent it and how to train employees in food sanitation. Earn nationally accredited food safety certification from the National Restaurant Association

Super Facebook Ads, 8:30am – 9:30am, **Presenter:** Renee Sommer, **Woodland Room**

How to get the best bang for your buck (with the least amount of effort)

Digital Marketing, 8:30am – 11:30am, **Presenter:** Udo F. Misch, **Conference Room** HELD AT HOLIDAY INN EXPRESS

This workshop is for business owners and entrepreneurs who want to improve their online presence and overall effectiveness for their business in an increasingly competitive environment.

Managing your website, staying current with Social Media, and developing attention getting headlines to increase opening your emails requires your time and attention to detail. The task of staying current does not have to be over powering. In this workshop you will learn: How to make your website more relevant by learning search engine optimization (SEO) and search engine marketing (SEM) best practices. These best practices will be presented to differentiate the correct from the incorrect. Social Media leaders are becoming a primary awareness building vehicles for both large and small businesses. You will learn how to encourage engagement, which leads to interest, and potentially favorable action. You will also learn what not to do to avoid audience indifference. Email marketing is designed to drive favorable action. This can include immediate purchase to an appointment confirmation. Email marketing, when done well, also includes: Subject lines to get attention, Images to increase attention and readership Release of emails when they will have the best chance for opening Different types of newsletters to increase engagement Using email effectively with social media Join us and learn what the major trends are impacting the ever increasing digital world. Importantly, what you can do to capitalize on these trends to grow your business.

CPO – Pool School, 8:30am – 4:15pm, **Presenter:** Cyndi Robertson, **Stonefield Room**

The NSPF® Certified Pool/Spa Operator® Certification is recognized by local and state authorities as the most widely-accepted, verifiable pool and spa training credential. The program includes a two day course (14–16 hours) of instruction in pool and spa chemistry, testing, treatment, filtration, maintenance, automatic feeding equipment, government requirements and the NSPF® Pool & Spa Operator™ Handbook – a globally-recognized resource manual. The CPO® Certification is valid for five years. Must pre-register! This course runs Wednesday & Thursday **Please note this course will break for lunch from 12:00pm – 12:30pm*

Store Merchandising and Design Ideas, 8:30am – 4:15pm, **Presenter:** Kari Buffalo, **Banquet Room**

Discover how to present, use color and repurpose!

The Man Cave –Tools, 8:30am – 9:30am, **Presenter:** Mark Stefan, Joe Walter, **Trillium Room**

Equipment Maintenance

Being a Super Hero –Home and Business Balance, 9:45am – 10:45am, **Presenter:** Renee Sommer, **Woodland Room**

How to manage the home front & the business front without getting burned out.

The Man Cave – Poop, 9:45am – 10:45am, **Presenter:** Bud Styer, **Trillium Room**

Manly Poop

Super Bingo!, 11:00 am – 12:00pm, **Presenter:** Carla Brown, **Woodland Room**

Information on how to conduct different styles of Bingo and how to grow your Bingo crowd.

The Man Cave, 11:00am – 12:00pm, **Presenter:** Scott Kollock, **Trillium Room**

Electrical options, ideas and savings!

SEMINAR INFO

SEMINARS / WEDNESDAY

To Tax or Not to Tax, 2:00pm – 3:00pm, **Presenter:** Holly Hoffman, **Woodland Room**
Sales tax specialist WI Department of revenue

The Man Cave, 2:00pm – 3:00 pm, **Presenter:** Bud Styer, **Trillium Room**
Development options

Craft Creations Panel, 3:15pm – 4:15pm, **Presenters:** Julie Michaels, Shelly Skildum, **Woodland Room**
Adult Crafting is the new craze! Get in on providing these sessions at your campground. They go over very well and can add some additional revenue for your business too. Join us for an hour hands on session and create a sample or two to take with you for your next adult craft.

Developing a Culture of Hospitality! It Starts Within!, 3:15pm – 4:15pm, **Presenter:** Andrew Nussbaum, **Trillium Room**
68% of customers do not return to a business, and a community, because they experience an attitude of indifference or rudeness by business owners, managers, or employees. Great customer service leads to many benefits. Not only will you gain trust with your current customers, they'll also become a wonderful marketing tool as they spread the word about your business to other potential visitors. Whether in person, or on social media, the word travels fast. And, whether it's positive or negative feedback about a product or service, people are freely sharing their experiences. In the long run, treating people fairly and with respect will bring business to your company, and your community, today and in the future.

SEMINARS / THURSDAY

Look Good, Feel Good, 8:00am – 9:30am, **Presenters:** Linda Doudna, Heather Vandeharr, Debra Pecosky

Trade Show Marketing and Prep, 8:00am – 9:30am, **Presenter:** Laurie Adams, **Woodland Room**
Tips for a successful RV Show booth. Should I do them? What's in it for me? Where do I start?

State Swimming Pool Program Education and Updates, 8:00am – 9:30am, **Presenter:** Samantha Fiscus, **Stonefield Room**
Samantha Fiscus will share her experience, knowledge and passion for the Wisconsin swimming pool program as she presents on the 2017 top violations that occurred in Wisconsin and what you can do to prevent these violations from occurring at your facility. She will also discuss what would trigger pool closure, review the VGBA documentation required onsite and share valuable department forms and resources available to you so that you can have a healthy and safe pool experience for your guests.

North American Data, 8:00am – 9:30am, **Presenter:** Larry Brownfield, **Woodland Room**
A presentation of the annual research initiative, sponsored by Kampgrounds of America, which reports on the behaviors and attitudes of North American campers, including where, how, why and with whom campers camp. Also there will be a discussion on current trend data related to outdoor hospitality

CPO – Pool School, 8:00am – 4:00pm, **Presenter:** Cyndi Robertson, **Stonefield Room**
The NSPF® Certified Pool/Spa Operator® Certification is recognized by local and state authorities as the most widely-accepted, verifiable pool and spa training credential. The program includes a two day course (14–16 hours) of instruction in pool and spa chemistry, testing, treatment, filtration, maintenance, automatic feeding equipment, government requirements and the NSPF® Pool & Spa Operator TM Handbook – a globally-recognized resource manual. The CPO® Certification is valid for five years. Must pre-register! This course runs Wednesday & Thursday.

Super Brainstorming, 8:00am – 9:30pm **Presenter:** Kristen Valk, **Banquet Room**
Campground activities

SEMINAR INFO

SEMINARS / THURSDAY

Making Money with the Canoe Livery Business– Panel, 8:00am – 9:30pm **Presenters:** Dave Schneider, Emily Truell, Mark Fleese, **Trillium Room**

Building a Cabin, 9:45am – 10:45pm, **Presenter:** Jerry Anderson, **Harvest Room**
Building Inspector for State of Wisconsin

Seasonal Incentives, 9:45am – 10:45pm, **Presenters:** Janet Evans, Lori Severson, Jason Vaughn, **Woodland Room**
Ideas to get your seasonals involved in activities and fundraising.

Super Responses to Social Media, 9:45am – 10:45am, **Presenter:** Kristen Valk, **Banquet Room**
Customer service today is customer-driven. When someone is reaching out to you on social media, you need to be listening and ready to respond. While we find that most businesses want to include social media as an integral part of their Customer Experience, many feel like they don't have a good plan or strategy in place to address comments or inquiries. Regardless of where your social media effort stands, it's always smart to evaluate your social response strategy. We came up with some basic rules to follow when it comes to social responses.

Cracker Barrel on IT Fun Stuff, 9:45am – 10:45am, **Presenters:** Adam Malsack & Ben Stefan, **Trillium Room**

Electric Demand Charges, 11:00am – 12:00pm, **Presenter:** Patrick Gatterman, **Harvest Room**

Campground Expansion DATCP, 11:00am – 12:00pm, **Presenter:** Mary Ellen Bruesch, **Woodland Room**
Ask Mary Ellen questions individually at her booth – here in and out today!

Training Games That Work In Campgrounds, 11:00am – 12:00pm, **Presenter:** Kristen Valk, **Banquet Room**
Start off the season getting to know everyone (old and new) in a fun way. Participate and learn how to facilitate these activities.

Bio-Coding, 12:00pm – 1:45pm, **Presenter:** Dorsey Levens, **Banquet Room**
Learn how to choose empowered behaviors regardless of the difficulty of the situation. Bio-Coding is another word for exercising how you show up to meet the challenges throughout your day. It teaches people simple but powerful practices for what to do when stress pushes against them. It doesn't have to be big things, it's dealing effectively with anything or anyone that annoys or disturbs you, including you. Imagine....Being so empowered that you can get through a single day without anyone driving you crazy. Having the resilience and strength to navigate challenging situations. When life comes at you, instead of need to take the day off you're going to be ready to TAKE THE DAY ON!

Bud Wiser Session, 2:00pm – 3:00pm, **Presenter:** Bud Styer, **Harvest Room**
Ask any question!

Superman's X-ray, 2:00pm – 3:30pm, **Presenter:** Kara Paul, **Woodland Room**
Vision report card – worse violations and how to correct them. Q&A

Super Guest Services, 11:00am – 12:00pm, **Presenter:** Kristen Valk, **Banquet Room**
What will customer service be like in 2019? Come and learn what customers are expecting, what they are looking for, what they are willing to do, and how we can engage them to keep them coming back year after year.

Hidden in Plain Sight – Drugs & Your Campground, 2:00pm – 3:00pm, **Presenters:** Mike Lucas, **Trillium Room**
Campgrounds are becoming a safe haven for criminals. Understand what to look for and how to ensure your campground is safe for your customers and determine what to do when you have a problem. Learn to identify drug smells and report problems.

SEMINAR INFO

Kryptonite – Working with Family, 3:15pm – 4:15pm **Presenter:** Kristen Valk, **Banquet Room**

Working with members of your family has the potential to be a very pleasant, fun, and exciting while, on the other hand, trying, sticky and challenging. It can bring out the best in you and your relatives--and also the worst in your working relationships. We'll discuss some tips to keep the lines between business and family clear and defined so that your guests are benefiting from an overall excellent camping experience.

Bed Bugs, 3:15pm – 4:15pm **Presenter:** Ted Tuchalski, **Trillium Room**

Learn about the bed bug lifecycle, identification, and inspection techniques.

J1 program with Tiffany 2:30pm – 3:30pm, **Presenter:** Tiffany Butzen, **Conference Room** **HELD AT HOLIDAY INN EXPRESS**

Get some great education on the J1 student visa program and gather a list of all sponsors in the United States available. Learn how to meet the requirements and be have a great experience for you and the students.

SEMINAR INFO

SEMINARS / FRIDAY

Super Haunted Houses, 8:00am – 9:30am, **Presenter:** Ron Lindberg, **Harvest Room**

Ron will share his many years of running a successful haunted venue. You'll learn the best sources and ideas.

Best Marketing Practices, 8:00am – 9:30am, **Presenter:** Michael Moore, **Woodland Room**

Well issues such as low pressure or volumes will also be covered, along with basic septic issues.

Working With Your Town and Zoning, 8:00am – 9:30am, **Presenter:** Mark Hazelbacker & Mike Koles, **Stonefield Room**

Bio-Coding, 8:00am – 9:30am, **Presenter:** Dorsey Levens, **Banquet Room**

Your superpower to understand how to handle difficult situations, people and things!

RV Industry Data & Information, 8:00am – 9:30am, **Presenters:** Amy Bliss, **Trillium Room**

Managing Your Pond, 9:45am – 10:45pm, **Presenter:** Cory Zickert, **Harvest Room**

"Recreational Swim Ponds" are a growing feature in campgrounds. With the addition of flotation devices, obstacle courses, and cable parks, campers are flocking to campgrounds that contain these water features. Over the years, recreational swim ponds have evolved from the natural spring fed pond to specially designed and engineered commercial water features. We will discuss changes in operational guidelines, review regulations, and update new methods and technologies in place to help keep your water feature in top shape. In addition, we will go over some of the concerns and issues we are challenged with such as leech control, water quality, regulations, and maintenance protocol. If you are considering adding a water feature other than a swimming pool or if your campground already has a recreational swim pond in operation, you won't want to miss out on this presentation.

Running Your Kids Program, 9:45am – 10:45pm, **Presenter:** Krystal Pracki, **Woodland Room**

Budget Friendly, Kids Activities

To Be or Not To Be A Super RV Dealer, 9:45am – 10:45pm, **Presenter:** Adam Malsack, **Stonefield Room**

Claims Process & Responsibilities of All Parties, 9:45am – 10:45pm, **Presenter:** Ryan Laber, **Banquet Room**

Panel on Event Planning, 9:45am – 10:45pm, **Presenters:** Wade Asher, Benny Anderson & Carrie Geary, Ron Murphey, **Banquet Room**

Learn the best ideas about putting together your special events. Determine what makes them highly successful from owners who make events work!

Currant Electrical Code Update, 11:00am – 12:00pm, **Presenter:** Heidi Doyle, Wade Elliot, **Banquet Room**

2020 NEC update and the impact on RV Park Operators. RV Parks will need to pay close attention Reverse Polarity and GFCI protection

What's Your Campground Worth?, 11:00am – 12:00pm, **Presenter:** John Jaszewski, **Trillium Room**

Developing your 3 year plan, Preparing your margins, books & money!

PRESENTER INFORMATION



Adam Malsack, Lake Arrowhead Campground

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.



Amy Bliss, WI Housing Alliance / WI Recreational Vehicle Dealers Alliance

Amy Bliss has been working in association management with the manufactured and modular housing industry since 1990. In 2015, a group of RV dealers in Wisconsin decided they needed their own association and they chose Amy as their first Executive Director. Amy has a bachelor's degree in business management and communications from Concordia University and has been a licensed lobbyist for the past 10 years.



Andrew Nussbaum, Wisconsin Department of Tourism

Andrew joined the Department of Tourism in 2012, after having spent his entire professional career in hospitality, marketing, and tourism. His focus with companies and organizations has always been to grow their customer service effectiveness, a passion that began with his first restaurant job in 1984.

He loves traveling the state meeting with folks and helping them get the word out about all the great things there are to see and do in Wisconsin. Having worked with various regional and statewide collaboration efforts, Andrew enjoys bringing organizations together to share ideas and resources.



Ashley Wegner,

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.



Ben Stefan,

Ben Stefan has over 14 years' of experience in his family's campground, Grand Valley Campground in Kingston, WI. He is also a full time Systems Engineer at Moraine Park Technical College and an entrepreneur at his business Stefan Technologies. Growing up at Grand Valley Campground Ben has always taken care of everything technology related for the campground. His passion for technology led him to Moraine Park Technical College where he earned two information technology associate degrees in 2012. For the past 7 years Ben has been a full time IT Systems Engineer at Moraine Park Technical College in Fond du Lac, WI. Bens business Stefan Technologies specializes in small business technology solutions. Ben is always busy keeping his eye out for technology that can help in the campground industry.

Benny Anderson,

Brian Patton,



Bud Styer, Bud Styer & Associates

In addition to over 30 years experience in the industry, Bud Styer is an owner and operations consultant for nine campgrounds in Wisconsin and a National Consultant in the industry. He is a board member for the Wisconsin Association of Campground Owners (WACO) and Association of RV Parks and Campgrounds (ARVC). Bud, 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.

PRESENTER INFORMATION



Carla Brown, C MAC Productions

Born and raised in Detroit, Michigan to Leroy and Ann Brown. Carla is the fourth of five siblings. Leroy, Gilbert, Carlos and Joann. She studied at West Virginia University majoring in Sports Management, and minoring in Recreation. She also ran her own small business in photography called C Mac Productions and editing out of Michigan



Carrie Geary,

Carrie Geary manages social media, web content, marketing and event coordination for several clients. Carrie graduated from Winona State University in 2015 majoring in Recreation and Tourism with an emphasis in Commercial Recreation and minoring in Computer Technology. After graduation, she worked for Severson & Associates as an Event Marketing Manager. In 2016, Carrie interned with the Minnesota Twins and Target Field Events as an Assistant Event Coordinator. She now enjoys spending time traveling, playing with her dog.



Corey Zickert, Senior Aquatic Manager and President of Wisconsin Lake & Pond Resource

Cory Zickert is the owner and Senior Aquatic Manager for Wisconsin Lake & Pond Resource, LLC. Over the past 20+ years, Cory has worked with many organizations managing and maintaining public and private aquatic resources. Specifically, he has expanded his expertise in managing recreational water features to include campground and municipal "swim ponds". While these water features look and feel like many natural ponds, they are very different when it comes to scientifically managing the water within them. Cory's experience goes far beyond just managing the water. Their firm has been involved with dozens of construction projects where the focus is creating highly recreational water features.



Cyndi Robertson, Carrico Aquatics

Cyndi Robertson has over 25 years of experience operating commercial swimming pools and has been teaching Certification Classes for Pool Operators for more than 20 years. For the past 11 years she has been employed by Carrico Aquatic Resources and specializes in educating Commercial Swimming Pool Operators in all aspects of pool operations.

Dave Schneider,



Debra Pecosky,

Debra has worked in health care as a respiratory therapist for 42 years. In 2012 she began her journey as a Mary Kay Consultant after attending a Mary Kay event. She realized she needed and wanted personal growth, positivity and to set life goals. She believed she could share this with others to add a moment of joy and help them reach their own born potentials. She now is a Senior Independent Mary Kay Beauty Consultant. She shares the philosophy, positivity and opportunity daily. She always says it takes less energy to smile than frown. Debra has been married to Michael for 40 years. They were blessed with two children, Mike married to Heather C, Heather married to Jason, and have two very energetic grandsons, Henry and Jack.



Dorsey Levens,

PRESENTER INFORMATION



Emily Truelle, Lake Arrowhead Campground

Emily Truelle is the third generation in her family to own and operate Lake Arrowhead Campground. Over the 40 years that the Malsack family has been in the camping industry Lake Arrowhead Campgrounds Inc has grown to 3 properties and over 400 sites. Emily is the youngest sibling of Jessica and Adam Malsack. She is the Administrative Manager and handles the office, retail space, reservations, HR, and bookkeeping. Emily graduated from Western Washington University with a bachelor's degree in Recreation.



Gilbert Brown, Hall of Fame Green Bay Packer/Gilbert Brown Foundation

Gilbert Brown is a former nose tackle who played for the Green Bay Packers from 1993 to 1999 and from 2001 to 2003. His best season was 1996, when Green Bay won Super Bowl XXXI. He was also part of the Kansas team that won the 1992 Aloha Bowl, and was selected for the All-Academic Big Eight team in 1991. On December 11, 2007, the Green Bay Packers Hall of Fame announced that Gilbert would be inducted into the Hall at the 38th Annual Hall of Fame Induction Banquet. Gilbert, with the strong influence of his mother and family, felt that he wanted to give something back to the community, so he started focusing on his foundation which now benefits over 144 children's charities throughout Wisconsin. Gilbert's 2017 initiative is the Anti-Bullying campaign, where he is reaching out to students to educate them on the tragedy of bullying.



Heather, Vandeharr,

Heather is a registered nurse who has worked in health care for 11 years. She is a nursing expert in the lung cancer field and holds a leadership role at a regional cancer center. She has a passion for coordinating patient care and works closely with an interdisciplinary team to define and find solutions that will meet unique patient needs.

Heather is also a future sales director at Mary Kay cosmetics. She is an entrepreneur who leads men and women to be their best person by supporting them in setting and meeting their personal and professional goals. Heather truly believes that when you look good you will feel better. This allows you to be your best self.

Heather is a lifelong Wisconsin resident and graduate of Gustavus Adolphus with a BS in health, exercise physiology as well as a master's degree in nursing from the University of Minnesota. She is also a certified exercise physiologist and health and fitness instructor.

Outside of work, she enjoys playing soccer, running, traveling and exploring the outdoors. She cherishes spending time with her husband, Jason, two sons, Henry (4) and Jack (2) and her golden retriever, Ella.

Heidi Doyle, Utility Supply Group

Utility Supply Group headquartered in the Seattle suburb of Kingston, WA. Utility Supply Group was founded in 2001 as a nationwide distributor of electrical, gas and water utility supplies to RV and Manufactured Housing communities. Wade Elliott and the staff of Utility Supply Group collectively have over 50 years of experience designing electrical layouts in RV parks to meet the needs of the park and follow National Electric Code.



Holly Hoffman, Sales Tax Specialist for The Wisconsin Department Of Revenue Office Of Technical Services

Holly Hoffman is a sales tax specialist for the Wisconsin Department of Revenue Office of Technical Services. Holly has worked for the department since June 2012. She spent four years as a revenue field auditor prior to her current position. She has been a sales tax speaker since 2013 for the Department of Revenue's Speaker's Bureau and is now the Coordinator for the Speaker's Bureau. Holly holds a Bachelor of Technical Management degree in Accounting and a Master of Science in Accounting.



James Kaplanek, Chief of Food Safety and Recreational Licensing Section with the State of Wisconsin--Department of Health and Family Services

Currently the Chief of Food Safety and Recreational Licensing Section with the State of Wisconsin--Department of Health and Family Services. In the process of a merger with the Department of Agriculture, Trade and Consumer Protection Will be the Chief of Technical Services for Retail Food and Recreational Businesses

- Has been with the State for 15 years.
- Before State employment spent 6 years with the Public Health Madison/Dane county
- BS Environmental Public Health—University Wisconsin-Eau-Claire,
- Wisconsin Delegate to the National Conference for Food Protection
- Registered Sanitarian

Janet Evens,

Jason Vaughn,

PRESENTER INFORMATION



Jerry Anderson, Building Inspector for State of WI.

I've been a life long resident in southeast WI. I am a Building Inspector fully credentialed for the past 12 years and have been employed by a local community for the past 8 years. I've been in construction for over 36 years. I served for 6 years in the U.S. Air Force and 2 years as Alderman in my hometown. Construction and home improvements have been my passion for most of my life. I've built conventional stick framed homes, log homes and some commercial building. I'm married with two awesome daughters.



Jim Button,

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 Arvc Large/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 Rebbecca who have started to join the family business. Jim also is an active volunteer firefighter for Saxeville..



John Jaszewski, Realtor/Broker/Owner Properties Plus

20 years in corporate management focused on Information Technology and Manufacturing automation. For the past 8 years opened a real estate company and sold over \$64 million dollars in real estate. Focused on real estate investments for customers and built a portfolio program for all investors. Currently has just under 250 tenants and owns or manages over \$10 millions of rental property.



Julie Michaels, Scenic Ridge Campground

Julie is the owner of Scenic Ridge Campground in Whitewater, WI. She, along with her family, has owned and operated the campground for 22 plus years. 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 those memorable family moments is what she believes makes her job and this industry so special. When not tending her responsibilities at the campground, she enjoys spending her time crafting, painting and decorating. In turn, she uses these talents to create a visual atmosphere throughout the campground.



Kama Teske, ServSafe Instructor

Kama has been teaching Serv Safe for initial and re-certification for 4 years. She also teaches Family & Consumer Science and Health Science at Arcadia High School in Arcadia, WI.



Kara Paul, Department of Agriculture

Kara Paul, MPA, RS is a Retail Technical Specialist with the Department of Agriculture, Trade and Consumer Protection. In this position one of her tasks is to train inspectors to complete a standardized risk-based retail food inspection. Kara began her career 21 years ago in the Environmental Health Program at UW Madison, then she moved to the Wisconsin Department of Health Services as a field inspector, completing licensing and inspections at facilities such as restaurants, campgrounds, swimming pools, lodging and body art establishments in Western Wisconsin. Kara's variety of experience offers insight on what inspectors are trained to look at during inspections as well as some of the common operator concerns, code interpretation and the public health reasons behind code requirements. Kara may be contacted at kara.paul@wisconsin.gov or 715-491-4405.



Kari Buffalo, Product Design and Development Professional

Kari Buffalo is a Product Design and Development professional with over 20 years' experience creating fashion lines for Men, Women and Children while working in New York, Paris, Milan and Minnesota. She currently works as a Product Development Consultant and Educator helping hundreds of entrepreneurs bring their product ideas to life. She has helped to create products ranging from functional athletic wear to technology integrated medical garments and has even created her own line of Rock 'n Roll inspired protective salon wear. In addition, Kari is a freelance health and (continued) beauty consultant who is passionate about helping others live with a sense of adventure & creativity while pursuing a healthy, balanced and joyful life! She is always in search of a good glass of wine! Kari lives with her husband Wally and two sons in Saint Paul, MN. Contact Kari at karibuffalo@gmail.com

PRESENTER INFORMATION



Kristine Valk

Kristine has spent the past 25 years in education. She has mainly worked in the financial area, but loves coming to WACO. She is a graduate from St. Mary's University of Winona, MN with a Bachelor of Science degree in Secondary Social Science Education, and is finishing up her Master in Human Development. She is nationally certified for Real Colors Training, Inside Out Coaching, and Business Sales and Development Training. She has facilitated classes for the following businesses/groups: Goodson Manufacturing, The Ribble Group, SHRM (Society of Human Resource Managers), Center for Financial Education Upper Midwest, Southeast Minn. Banking Association, La Crosse County Child Support Agency, The following Community Chamber Organizations: Cottage Grove, Cannon Falls, Winona, Houston County, Caledonia, Spring Grove, Red Wing, and Rochester MN, The Gilbert Brown Foundation, Cotter School District, PACO, Saint Mary's University and for the Wisconsin Association of Campground Owners (W.A.C.O).

Kristine and her husband Barry live in Onalaska, Wisconsin and have 5 children.



Krystal Pracki, *Roses's Enchanted Forest Campground*

Hi, my name is Krystal Pracki, I am the daughter of Kim and Richard Rose of Rose's Enchanted Forest Campground in Wild Rose Wisconsin. I have been running a kids program since my parents took ownership in year 2014. I run a kids program every Memorial Day weekend, Fourth of July weekend and Labor Day weekend. We have a range of kids from age 2 to about 12 attend the programs.

I graduated from college in 2010 from the University Wisconsin Oshkosh with a degree in education and special education and I currently teach in Waukesha, Wisconsin as a special education teacher I have been teaching in Waukesha for the last 5 years. Prior to that I taught in Menominee Falls and Milwaukee as a special education teacher and a kindergarten teacher.

Laramie Weiss,



Larry Brownfield, *CPO, OHE Director of Franchise Development Kampground of America, Inc. (KOA)*

Larry Brownfield is the Director of Franchise Development for KOA Inc., responsible for property acquisition, working with independent campgrounds in the KOA conversion process, and franchise sales. Larry has been a recurring presenter at ARVC's Outdoor Hospitality Conference & Expo and is invited regularly to speak at State and Regional Owners Associations around the country. He is also an instructor at the National School for RV Park and Campground Management.

Larry and Carla have recently gone back out on road living fulltime in a Class B motorhome. They have two grown children. Their son Matt, his wife Lauren and three granddaughters, Flannery, Molly and Matelda live in Austin, TX, where Matt is a partner in a political consulting company. Their daughter Erin lives in Davenport, FL and also works for KOA Inc. in their RV rental and sales division based out of the Orlando/SW KOA.



Laurie Adams

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.



Linda Doudna, *Buffalo Lake Camping Resort in Montello, WI. / Mary Kay Beauty Consultant*

Linda has been involved in the campground industry for 32 years. Her journey began when she moved to Wisconsin to help her parents at Buffalo Lake Camping Resort in Montello, WI. After 3 years of helping, Linda and her husband, Gary, took over management of the campground and later purchased the campground in 1993. In October 2018, Linda began her journey as a Mary Kay Beauty Consultant. She is now a senior consultant with Mary Kay Cosmetics. She is utilizing the knowledge she has gained from her career in Mary Kay Cosmetics to provide additional benefits to her campground guests and associates. Linda enjoys helping others grow personally and professionally by instilling improved personal perception and goal setting. Linda has two children, Nicole married to Kevin, they have a son, Marshall, and Chris married to Liz, they have a son, Ronan. The most rewarding part of Linda's life is taking time to spend with her family and continuing her life adventures with Gary.

PRESENTER INFORMATION



Lori Severson, Severson & Associates

Lori has owned Severson & Associates for 20 plus years, a training, consulting and marketing company. Her energetic presentations are filled with forward thinking ideas you can immediately put to use in your business. Her interactive training style allows you to gather ideas from your peers as well. Her passion for success and management excellence will inspire, challenge and encourage you to take action toward continuous improvement in yourself and your organization. Lori has presented to companies like Walt Disney World, Camp Snoopy, Six Flags, IBM, Global Access, TRW, WinCraft, Behrens, Crenlo, GKN, Artsway, Wells Fargo, Merchants Bank, Farmers Bank, Ho-Chunk Nation, ARVC, Jellystone Parks, McDonalds, St. Mary's University, TACO, CONY, KOA, PCOA, Iowa Campground Association, along with a wide variety of other companies that help her bring a strong knowledge of today's business to you. She owns Champions Riverside Resort along with her husband Rick. She is the Executive Director for WACO, the Wisconsin Association of Campground Owners, and volunteers for the Gilbert Brown Foundation.

Mark Flease,



Mark Hazelbaker, Kasieta Legal Group

Mark Hazelbaker focuses on delivering high-quality legal services equal to the standards that big law firms follow without the costs of a flashy law office, making us the more affordable attorneys without sacrificing what is important.

Mary Ellen Bruesch, WI Department of Agriculture, Trade and Consumer Protection

Mary Ellen Bruesch has a bachelor's degree in biology and a master's in microbiology and is a Registered Environmental Health Specialist. She also is a WI-DNR Certified Water Operator. Her background includes managing beach and watershed monitoring projects at the City of Milwaukee Health Department for over 12 years, and also 8 years with the State's food safety and recreational licensing activities (at DHS and DATCP). In 2016 she accepted the position of Recreational Technical Specialist-Recreational and Educational Camps and Campgrounds. She enjoys hiking, cross-country skiing and bicycling and just spending time outdoors.

Mike Koles,



Michael Moore,

Michael Moore is the general manager of Texas Advertising, a 25-year old full-service marketing company that includes subsidiaries like AGS Guest Guides and TXAD Internet Marketing. He's been with Texas Advertising since 2003 and graduated with a BBA in Marketing from the University of Texas in 2007. He also earned his Certified Tourism Executive certification from the Texas Travel Industry Association in 2016 and is the current Past President of the Campground Association of Management Professionals.



Mike Lukas, Portage County Sheriff's Office

Sheriff Lukas is in his second term at the Portage County Sheriff's Office. He has been a member of the sheriff's office since 1994 and has worked his way up the organization from patrol to detective sergeant, to court services supervisor and now to sheriff. Sheriff Lukas is a very active member of the community along with his wife and two children. Sheriff Lukas has visited numerous campgrounds throughout the state with his family and safety is a priority in his position. The Sheriff's Office offers not only campgrounds in Portage County but residents the opportunity for deputies to come out and walk through the buildings and properties to give safety tips to help the community.



Nancy Mistele, Office of Business Development

Nancy Mistele has seen both sides of government rules and regulations. She has over 30 years in the private sector and 5 years in Wisconsin state government, including 15 months in a regulatory agency.

As a Director in the Office of Business Development, Nancy and her team work to remove red tape, reduce unnecessary regulatory burdens that impact business owners and help businesses connect to various resources across the state.

A self-proclaimed "life entrepreneur," Nancy is married to an entrepreneur, and all three adult children are also small business owners.

PRESENTER INFORMATION

Patrick Gatterman,



Renee Sommer, *Best Life Coaching and The Marketing VA*

Renee Sommer is the owner of Best Life Coaching and The Marketing VA. She considers herself a reformed social media marketer and a recovered Negative Nelly. Renee understands the power of a positive mindset, what it takes to launch and manage an online business, and how to jump-start the creative juices that are locked deep inside someone's heart. A master at starting over, starting fresh, and living her best life, Renee is uniquely equipped to help get you exactly where you want to be and to help you unlock the you-est YOU possible.



Paul Bambei, *National Association of RV Parks & Campgrounds (ARVC)*

Paul Bambei is a marketing and business development expert and entrepreneur with a track record of success at some of the nation's best-known companies, including Time Inc., and Comcast Corp. He is now the president and CEO of the National Association of RV Parks & Campgrounds



Ron Lindberg,

Zombies, Vampires and Evil Clowns, OH MY!! Halloween Haunted House Fun

Have you ever considered having a haunted attraction at your campground? Haunted houses, hayrides or haunted trails are a great way to give your business a great source of extra income or as a fun weekend event. Ghoulmaster Ron Lindberg from Appleton WI, produced a successful haunted house from 2004-2012 in Wisconsin. Take a journey into his demented mind as he opens up about everything he learned about the haunt industry and how he was able to have 5000 visitors over 13 nights that payed him \$20-\$35 a ticket!! abramagic@juno.com www.abramagic.com 920-585-7663

Ron Murphy,

Ryan Laber,

Experienced Sales Manager with a demonstrated history of working in the P&C Insurance industry. Skilled in Professional Liability, Property & Casualty Insurance, Customer Service, Employment Practices Liability. Strong sales professional with a Bachelor of Business Administration (BBA) focused in Finance and Financial Management Services from University of Wisconsin - Eau Claire. 16+ years of experience with SECURA Insurance based in Eau Claire, WI. 9 of the 16 years of experience were in property claims with SECURA and the past 7 years have been within the Sales Department at SECURA Insurance as a Sales Manager in the field in Western WI.

PRESENTER INFORMATION



Samantha Fiscus, REHS, AFO, CPO Recreational Waters Technical Specialist Bureau of Food and Recreational Businesses/ Division of Food and Recreational Safety Wisconsin Department of Agriculture, Trade and Consumer Protection

Samantha Fiscus has worked with the state pool program for 9 years and started out as the primary inspector for the Wisconsin Dells area where she gained most of her pool experience. In 2014, she became the pool program manager for the entire state but also fulfills a role as Wisconsin's representative on the Council of the Model Aquatic Health Code for the national pool code that is implemented by the Centers for Disease Control and Prevention (CDC). Samantha is an active member and speaker at the World Aquatic Health Conference where she is able to share her passion for the pool industry with others. Her primary goal is to save lives and reduce injuries in the aquatic industry by educating others about the importance of prevention instead of reaction.



Scott Kollock, President of WACO / Owner of Vista Royale Campground

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.



Shelly Skildum,

Shelly has worked for Jellystone Park of Fort Atkinson going on her 5th Season. She oversees the activity department and continues to attend seminars and classes to keep up on all the latest crafts and activities.



Ted Tuchalski, Department of Agriculture, Trade, and Consumer Protection

Ted Tuchalski, R.S. is an Environmental Health Technical Specialist with the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP). His primary focus at DATCP is lodging, which includes: hotels, motels, tourist rooming houses, and bed & breakfast establishments. Ted's environmental health career began as a food inspector in Salt Lake City, Utah and has spanned multiple program areas at the city, county, and state levels here in Wisconsin.



Tiffanie Butzen

I have been in property management for 14 years with the last 4 years being in the campground business. I have been working with the J1 student program since 2017



Udo F. Misch, NeoCloud Marketing

Udo F. Misch is the Co-Founder of PUK Digital and NeoCloud Marketing, two digital marketing firms focused on delivering a cutting edge solutions to clients in a variety of industries, on both the national and local levels. He is very excited to be back at the WACO convention to share the latest digital marketing news, ideas, tips, and actionable best practices with those who attend his session.

Wade Asher, General Manager of Country Fest & Rock Fest

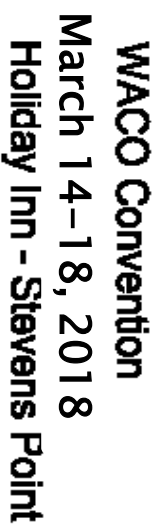
Wade's duties include advertising, budgeting, booking acts, going to conventions and managing an office staff of five employees. When the festivals are held, the workforce blooms to 750. Wade has run the stage crew for the past 18 years, making sure everything was prepared for the acts and the bands were on schedule.

He is the behind-the-scenes voice in determining which rock acts are hot and should be pursued for an appearance at the festival



Wade Elliot, Utility Supply Group

Wade Elliott, President of USG, is a former member of the Arizona Travel Park Association Board of Directors and recently sat on the National Association of RV Parks and Campgrounds board. Wade is a member of the Underwriters Laboratory Standards Technology Panel 231, Power Outlets. Additionally, Wade is a member of the National Fire Protection Association's National Electric Code CMP(Code Making Panel) 7. Wade sits on this panel as a representative of the National Association of RV Parks and Campgrounds. (ARVC)



HOTEL LAYOUT

[illegible]

MAIN ENTRANCE

LOBBY

FRONT DESK

"SUITE SHOP"

BUS. CENTER

BAYBA BOARDROOM

WISCONSIN BOARDROOM

LITTLE BAR

RESTROOM ELEVATOR

GYM

221 220 219 217 215 213 212

223 222

225 224

227 226

229 228

231 230

233 ELEVATOR

234

236

239 238

241 240

243 242

245 244

247 246

249

251

253

255

ELEVATOR

257 259 261 260 263 262 265 264 267 266 269 268 271 270 273 272 275 274 277 276

SECOND FLOOR

FIRST FLOOR

GAME ROOM

SPLASHPOINT POOL



Tickets	Ways to earn your tickets! More to come!
20	For participating in any class at WACO
10	Marching with the Wisconsin Badgers Band
20	Dress as a superhero and march with the Wisconsin Badgers Band
20	Make a video of the marching band & Kids for WACO turn it into WACO staff
20	Interview a vendor about their products and services – tell how you would use it in your campground–Make a video to turn into staff
20	Interview a Board member Video why they like being a part of WACO
20	Interview a guest coming from out of State video it and turn it into a WACO staff member
20	Interview a kids Kamp participant video it and turn it into a WACO staff member
10	Organize the “Wash your hands” session with Kids Kamp
20	Run a craft session for the Kids Kamp
20	Get caught doing something with your superpowers!
10	Be helpful to a staff member
15	Get caught asking a campground member to help



Am I a Teen or a Tween? You can be any age! Just pick the tasks you are able to do by yourself – no matter how few or how many! Age is just a number! If you can do the job – just like in your campground – you are old enough!

Here's how it works! Earn your tickets to determine what order you will redeem your tickets in! Then pick your prizes on Saturday night at 6:30pm

Partial listing of prizes

PlayStation 4 cards
iTunes cards
Ear Buds
Gift Cards
Movies
Speakers
Best Buy Gift Cards

THANK YOU TO ALL OF OUR SPONSORS!

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PRESENTING SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



BEVERAGE SPONSORS

