

Wisconsin Association of Campground Owners

MARCH 2019

2019 WACO Convention

The 2019 Wisconsin Association of Campground Owners Convention is NEXT WEEK! Join us **March 13-17**, **2019** at The Holiday Inn & Convention Center in Stevens Point, Wisconsin

I think we're all looking forward to convention as it's the first sign of the upcoming season. Its that one last chance to purchase new equipment, gain valuable insight, pick up that "gotta' have it" merchandise and reconnect with our fellow campground families. This year, we've also got some amazing booths, marvelous vendors, and powerful speakers. We had a chance to chat with a few and below is what they shared about their 2019 Convention excitement!

SPEAKERS WITH SUPER POWERS



Dorsey Levens presents Bio-Coding

Stress is literally a killer—it takes over our mental, physical and spiritual health and we've ALL been its victim. What if you could learn to control your stressors and truly focus on what matters? Dorsey Levens is excited and proud to present information on Bio-Coding, "giving you

some tools for your toolbox, allowing you to look at life from a different point of view. When you achieve this perspective shift, everything around you changes." This isn't another stress management class, it's a life-changing philosophy. Dorsey

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shares that after going through the course work himself and dedicating time to making mindful changes, "a weight lifted off my shoulders I didn't even realize was there, until it was gone." In life, and especially so in the campground industry, nothing ever goes as planned. Learn how to manage the stress and be your most productive self!

SHOW SPONSORS:













SPEAKERS WITH SUPER POWERS

James Kaplanek, Section Chief for Retail Food, Recreational Technical Staff, Field Services

So much information is easily accessible with the wonder of the web. As an industry, we learned awhile back that restaurant inspections, while always being publicly accessible, have now gone to online versions, giving patrons quick access to full inspection reports. As several of our campgrounds include a kitchen or year-round restaurant, its important to know how these inspection reports could potentially impact your business! In the near future, the State will be linking them directly



to other information that's readily available when someone searches and gets a Google search/ Google Map result. Have your questions ready for Jim and his staff, as they are the most educated in terms of how these reports can be viewed, when they are posted, and most importantly, how you can ensure your reports reflect the best of your business.



John Jaszewski, Realtor/Broker/Owner Properties Plus

Knowledge is power and that statement couldn't ring more true when running a business. Do you really know what your campground is worth? Have you reviewed the information in the past year and done so with a professional? Confirm your 3-year plan is solid by letting John and his team review your P&L. They will run through a quick and easy assessment, ensuring you are making sound decisions. Maybe you're looking for ways to increase the value of your park. Maybe you're thinking of expanding or potentially need

more leverage to refinance. Bring your P&L to convention and John can show you exactly what areas a Banker and Appraiser would focus on when reviewing for any business plan. **Confidential** consultations can be made available and WACO Convention is a great opportunity to take advantage of this service! **Schedule an appointment at Convention by texting 507-450-5626.**

Not had the chance to register for convention yet?

Now is the time to register and WACO is here to help! Download a copy of the registration form here or go to https://bit.ly/2Tvcvo5.

Complete and return to the WACO office, PO Box 228, Ettrick, WI 54627 or call the WACO office today (608) 525-2327.



Showcases of Entertainment

WACO presents... Showcases of Entertainment from Marvelous Vendors!

Entertainment is tricky to book without seeing first hand, as you're never sure what will sell, how it will go over or what people will really like. What we see online isn't always what we get in person. At this year's Convention, book your entertainment with confidence! Get a glimpse yourself of several entertainers, and best of all...get the opinion of your kiddos on a few. All through the Trade Show our kids will be entertained by companies available for you to book in the upcoming season. Here is a glimpse of some of the amazing Entertainers we have to offer

Martika's focus is on providing the highest quality of entertainment possible for you and your guests. She prides her-



self on a family-friendly show and an impeccable safety record. 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.

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!

Can You Get Out in Time? MOBILE ESCAPE ROOM



Spin-T Demonstration





Kip's Fun Show 4Kids Media, LLC





Dance Spectacular **Productions**

Magic Matt

Let the kids from Kids Kamp give you their opinion on these great entertainers, as they will be part of the Kids Kamp program this year!

AMAZING BOOTHS



Jim Harris, Jim's Golf Cars & Utility Vehicles

I had a chance to catch up with Jim and he's very excited to be bringing along a new beverage cart to the show this year! "The cart comes

with its own gen-

erator so you can sell ice cream treats, candy, soda, or any beverage of your choice right out the back!" Looks like a great addition for any summer sales plan, and talk about improving your customer service! Cart the products out and bring the sales back to your campground. Look for this and show specials at Jim's Golf Cars & Utility Vehicles booth!



Eric Haun, CIC, Coverra Insurance Services

When I spoke to Eric about Coverra's booth we chuckled a little...insurance...what can one say? However, after chatting for a bit, there's a LOT to be said. If you're planning to add a new attraction, building on to your campground, changing the value of your campground or resort in any way, or looking to create new programs, you will want to talk with Eric! Any of the items mentioned can affect your coverage levels or require a specific type of insurance product. Make sure you aren't overpaying, or worse, that you're under protected. Eric said, "I'm happy to be a resource for anyone at WACO Conven-

tion and it's a great opportunity to bring all those questions to one place." Coverra is also sponsoring a Bloody Mary Bar on Saturday Morning, so be sure to start your Saturday off right and get down there by 9:30 am!



Severson and Associates ??? I never got anything back from Pam/ Marge. Can adjust and make room on this page!

Thank You to Our Convention Sponsors!

SHOW SPONSORS

Jim's Golf Cars, Inc.

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



Coverra Insurance Services, Inc.

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



Campgrounds4sale.com

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



Harris Yamaha Golf Cars

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



Severson & Associates / S&H Ad Specialties

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



Royalle RV

Central Wisconsin's Park Model Authority





PRESENTING SPONSORS

- Astra by Campground Manager Software/BookYourSite.com
- Utility Supply Group
- Alaskan Ice
- Wisconsin Lake & Pond Resource, LLC
- Original Jumping Pillow
- Staylist
- Campspot
- Neuman Pools, Inc.
- Carrico Aquatic Resources, Inc.
- Aspira—Reserve America & Astra
- CSAW Associates LLC
- Brydan Corporation
- RMS North America
- Gerber Tables

THANK YOU!

GOLD SPONSORS

- Polly Products
- Wilcor International
- Lee Recreation LLC
- TSF Company Inc.
- Eagle Graphics
- Commercial Laundry Sales

SILVER SPONSORS

- Commercial Recreation Specialists, Inc.
- Kampgrounds of America KOA
- Eagle Graphics
- Commercial Laundry Sales

BEVERAGE SPONSORS

- Your Electrical Solutions YES
- Mouse Mix
- Gama Sonic Solar Lighting

BRONZE SPONSORS

- Holiday Wholesale, Inc.
- WRVDA (Wisconsin RV Dealers Alliance)

LET US KNOW!

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

Get in the Know

GFCI PROTECTION



Office of

The triannual update to the National Electric Code (NEC) is nearly complete and is due for publishing later this year for states. Authorities Having Jurisdiction (AHJ) would be set to adopt and implement at the beginning of 2020. The clear theme in 2020 is all about Ground Faults. In 2017, a global change was made specific to ground fault circuit interrupter (GFCI). Many inspectors concluded that RV Site Electrical Equipment must have GFCI protection on the 30 and 50 amp receptacles in addition to the 20 amp receptacle where it is already required.

In the 2020 code RV pedestals are explicitly excluded from the need for 30 and 50 amp GFCI protection for the following reasons:

- 1. The 30 and 50 amp power on the RV pedestal considered feeder circuits (those circuits that feed another panel) and not branch circuits. The changes made in 2017 applied to branch circuits such as the 20 amp receptacle on a RV Pedestal, not feeder circuits.
- 2. The leakage current allowed by UL for GFCI circuits when all the downstream GFCI receptacles are added together would be enough to constantly trip the pedestal GFCI circuit.

What does this all mean to you? More GFCI protection = less chance for electrical shocks. It's a good time to review your current electrical situation and get ahead of the game. To read more, <u>click here.</u>

See Wade Elliot, the Owner and President of Utility Supply Group along with his very knowledgeable Sales Advisors, Paul Croteau & Heidi Doyle, at the WACO Convention. They are ready to help you find your park's solutions!



The SBA (Small Business Alerts) Office of Advocacy is looking for your input on regulatory alerts and is seeking your participation in local roundtable discussions.

In an effort to keep small business issues top of mind, the Office of Advocacy is hosting Regional Regulatory Reform Roundtables. For progress reports, advocacy comment letters, and advocacy blogs, check out the SBA Office of Advocacy website.



MEMBER BENEFITS



Members of ARVC are able to receive discounts for **Constant Contact**, an online marketing company that makes mass email creation, tracking, and reporting a snap!

Discounts Available Include:

- 20% for 6 months paid in advance
- 25% for 1 year paid in advance

Interested in receiving this discount? Simply send an email to partnersupport@constantcontact.com and in the body of the email, ask to be moved or added to the ARVC partnership. In 24/48 business hours, you'll receive a confirmation email!



NEW WACO MEMBER BENEFIT!

DISCOU

Create lasting memories and longer stays with unlimited showings of Disney® or Lions Gate® movies!

Take advantage soon and as a WACO Member, you'll receive 25% off!

2019 WACO Convention Reminders

March 13th - 17th, 2019 - Holiday Inn & Convention Center, Stevens Point, Wisconsin

Convention is LESS than 7 days away! Can you believe it? While you are loading your suitcase and preparing for a wonderful week, don't forget to grab some other essential items.

- Checkbooks and cash
- Trailer to load in and carry all your items purchased or won from Convention
- Basket for the Silent Auction (earn tickets for your chance to win the Super Package!)
- 4 Photos on a flash drive to update your campground's website listing
- Costume for Friday Night Entertainment
- Bottle of wine and/or liquor to donate
- Your smile and thinking cap!
- Our convention is super charged this year, so take the precious time to learn more about how you can take your business to the next level! Team up with your fellow campground owners and soak in as much knowledge as possible with power networking.
- Teen/Kids Kamp gives the entire family a chance to spend time with their fellow campground families and this year, they can catch some of the great entertainment options. Get your insider information!
- This year you can win over \$5000.00 to spend at the trade show! Great opportunity to get the things you need at the show.
- Unleash your super power in the next camping season with the knowledge you gain at seminars covering everything from taxes, merchandise set up, zoning, pool and electrical guidelines, to event planning, and so much more!



Beverage Sponsor \$200.00 Breakfast Sponsor \$300.00 Lemonade Sponsor \$300.00

Beer Sponsor \$500.00

Entertainment Sponsor \$1000.00

Kids Kamp Sponsor \$200.00

Autograph Sponsorship \$1000.00

Includes Meet & Greet 6 Jerseys signed

6 Pictures- 6 Footballs





Register to WIN and autographed Brett Farve Photo with any purchase from Severson & Associates Ad Specialties!

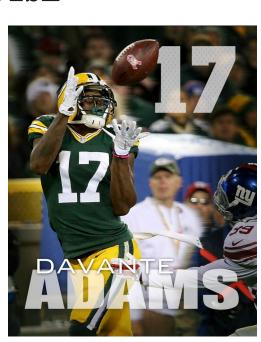
DEVANTE ADAMS MERCHANDISE

Merchandise purchased includes cost of signature.

Signature on your own item: \$50.00

PURCHASE ITEMS PRIOR TO SIGNING!

8x10 photo	\$55.00
Jerseys	\$175.00
Large Helmets	\$175.00
Footballs Devante	\$80.00
Mini Helmets	\$45.00
Mini Helmets Gold	\$55.00
Photos	\$125.00



WACO 2019 ADVERTISING

WEBSITE AD SIZES

Banner Ad: 1200 x 120

Side Ad: 200 x 200

PLEASE NOTE!

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

WACO MEMBER LOGIN

Username: member

Password: born2camp



Lori Severson, Executive Director

PO Box 228

Ettrick, WI 54627

WACO Phone (608) 525-2327

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

BOARD OF DIRECTORS

DOING OI	DIRECTORS
SCOTT KOLLOCK	President
Vista Royalle Campground	(715) 498-8204
BUD STYER	Director
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BERT DAVIS	ARVC Representative
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Al's Fox Hill	(608) 356-5890
ASHLEY WEISS-WEGNER	Director
Wilderness Campground	(608)297-2002
MARK STEFAN	Director
Grand Valley Campground	(920-)394-3643

Are you a part of the WACO Member Text Club? If you are not, consider joining! The WACO office uses the text club as a way to communicate urgent messages, deadlines, important information and more. To join the text club, text the word "WACO" to 25827 and your number will automatically be added. After adding, you are able to stop the messages at any time by texting "STOP" in reply to a text.

Vendors Scheduled to be at the 2019 WACO Trade Show

Adventure Marketing AGS/Texas Advertising

Alaskan Ice

Amare - Mental Wellness Co

Amazing Attractions LLC (Quick Fire)

Apothecary by H4H Armstrong Software Artisans, INC

Aspira- Reserve America & Astra Badger Popcorn & Concession Supply

Battle Company
Best Craft Furniture
Boland Recreation INC
Bouncing Angels Inc

Brew Pub Lotzza Motzza Pizza "Bernatello's Foods"

Brian Loveland Sales
Brydan Corporation
campersAPP
Campfire Log Inc
Campgrounds4sale.com
Camping Is Our Life, INC.

Campspot

Candyman On Main (T&B Enterprises of WI. LLC)

Carrico Aquatic Resources, Inc Cason & Associates, LLC Castle Rock Realty

CCF Bank

Chadwick Mfg Ltd
Check Box Systems LLC
Cold River Mining Co.
Colliers International
Commercial Laundry Sales

Commercial Recreation Specialists, Inc.

Cooling Capes

Cornerstone Processing Solutions Inc Coverra Insurance Services, Inc.

CSAW Associates LLC

Dance Spectacular Productions

"Chicago Honey Bear Dancers"

Danell Companies

DNA Sales

Dura-Bilt Products, Inc

E.A. Graphics
Eagle Graphics
Edge One

Fire and Feast Products, LLC

Fire Stump Fleming Sales

Four - 4 Kids Media LLC Fully Promoted of Wausau

Gaga Ball Pits

GAMA SONIC SOLAR LIGHTING

Gerber Tables, LLC Gift Works Plus

Gilbert Brown Foundation

Gloworks Inc Good Sam Hack-Away Forest Products

Harris Yamaha Golf Cars

Hidden Bay Graphics

Holiday Wholesale, Inc.

Insider Perks
INTERCARD INC

Jim's Golf Cars, Inc John's Welding LLC

K&E Tackle

Kampgrounds of America KOA

Kangaroo Jumper Inc Kasieta Legal Group LLC KB Magical Production

KC Entertainment Services, LLC

Kindling Cake Kitchen Craft Klinkner Electronics LaCrosse Graphics

Leavitt Recreation & Hospitality Insurance

Lee Recreation LLC
Lynkris Patio Furniture

Magical Entertainment Presents- Magic Matt's

Mass Appeal Specialities, Inc.

MBE CPA's McFarlanes

Lazy One

Merchant's Choice Card Service

Minnesota Wisconsin Playground/Cedar Forest Products MISSION MANAGEMENT INFORMATION SYSTEMS, INC

Mjotech

Motion Technology Inc. (Autofry)

Mouse Mix

Nancy Mistele Consulting LLC

Neuman Pools, Inc Northwoods Sewing LLC Original Jumping Pillow Ouray Sportswear Partymachines.com Phelps Honey Wagon, Inc

Nature's Niche LLC

Polly Products

Premier Golf and Utility Vehicle INC

Premier Outdoors, LLC RadioBoss 2-Way Radios

Ray's Firewood ResNexus

Revel Match LLC dba RAVE Sports RMS North America- The Hospitality Cloud

Rondini Magic & Hypnosis Rural Mutual Ins. Co. Satellite Conections INC. Schmidt Boat Lifts and Docks

Severson & Associates S&H Ad Specialties

Shade Creations by Waterloo Signs of the Seasons

Skyline Homes Skyweb Networks, Inc. Smart Industry Products

Spin-T,LLC

Squire Boone Village & Toy Smith

Staylist

Stevens Point Log Companies

Stickitlist.com

Swank Motion Pictures

T&C Rodeo Terrainables The Bear Factory The Jump Pad

The Magic of Jim Mitchell
The Tower Company Inc

The Toy Man Total Restroom Total Toys, Inc. Trail Mate Inc.

TSF Company, Inc. Twister Display

UltraSite

Utility Supply Group Vector & Ink

Water Wars

Wieser Concrete Products Wilcor International Wild Lily Girls LLC

Winter Woods, Inc

Wisconsin Department of Tourism Wisconsin Lake & Pond Resource, LLC Wisconsin Lawn Mower Racing Association

Wisconsinbly Holdings DBA Drink Wis-

consinbly - 30 Watt

Your Electrical Solutions YES Zingler Sign & Design

If your vendors are not at this show PLEASE CALL them to ask if they would support you as your support them.

Vendors keep your registration costs low, low, low!

WACO 2019 Convention & Trade Show



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

Address	Cit	y	State	Zip
Signature	Date	Pho	ne	
ax E-Mail		Ce	Il Phone	
Please print names of registrants as yo	u would like them to appear	on badges.		
	2	3		
	5	6		
·	8	9		
NACO Member Convention Pass Op	tions			
Early Bird Price Pay before Januar			e)	
Full Convention per person	\$200 x people	=\$		
Full Convention Out of State ARVC				
Full Convention non ARVC	\$325 x people	=\$		
After January 31st, 2019				
Full Convention per person	\$300 x people	=\$		
Full Convention OOS ARVC	\$375 x people	=\$		
Full Convention non ARVC Members	\$425 x people	=\$		
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Expo Only	\$75 per person/per day	people x	davs = 5	
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Room reservations should be made directly to Holiday Inn & Convention Center, Phone: (715)344-0200 (Standard double Suites \$78.00 King Suites \$108.00, plus tax). Other Accommodations: Holiday Inn Express (Across the Street) same rates plus tax, includes Breakfast. Phone: 715-344-0000. Please mention that you are attending the WACO Convention or use code CAM Other lodging options include: La Quinta Inn & Suites Call for pricing (715)344-1900

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

Complete and mail this form to: WACO - P.O. Box 228 - Ettrick, WI 54627 Phone: 608-525-2327 Fax: 608-525-2328

2019 EXHIBITOR REGISTRATION

who G

Mail to: WACO - PO BOX 228 - Ettrick, WI 54627 Phone: 608-525-2327 Fax: 608-525-2328

Company Name		
Contact		
Address		
City	_State	_Zip
Phone	_Fax:	
E-Mail		
Product or Service		
Please print names of attendees for name bade **\$5 charge for name changes or adjustments at conv		
Cost: (must be WACO Trade member to exhib		
Annual Trade Member Fee \$200.00		\$200.00
Entertainment Booth Only Special Location \$150.00		\$
Early Bird Booth Fee – each booth \$500.00 (Add s	\$50 for electricity)	\$
After January 10, 2019 - \$600.00 (Add \$50 for ele	\$	
Cabin Size Space — \$700 includes literature table (you must provide your own ele	\$	
Brochure Inserts to attendees (qty. 500) - \$300.00	\$	
Must be received at the WACO office by Feb.15	5, 2019	
Lunch Tickets for Saturday are included in booth t	ee	
Sponsorship: Sponsor L	evel	\$
То	tal Amount due	\$
Check #: Credit C	ard #:	
M/C Visa Expiration Date: C	/V Zin Cod	le·

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