



# WACO CONVENTION

NEW IDEAS!

March 13<sup>th</sup>-17<sup>th</sup>, 2019

56<sup>th</sup> ANNUAL

## Super Show!



Entertainment  
options area  
this year!  
Showcase  
stage!

### CAN YOU AFFORD TO MISS THIS?

Become SUPER at managing your business!  
50 plus educational 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



**3/8/2019**  
**Subject to change**

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

# WACO BOARD OF DIRECTORS

**Scott Kollock – President**

Vista Royale Campground  
skollock@uniontel.net  
715-498-8204

**Joyce Stenklyft**

Stoney Creek RV Resort  
joyce@stoneycreekrvresort.com  
715-597-2102

**Bert Davis – ARVC Representative**

Badgerland Campground  
bert@badgerlandcampground.com  
608-873-5800

**Jim Button**

Evergreen Campsites and Resort  
evergreencampsites@gmail.com  
920-622-3498

**Julie Michaels**

Scenic Ridge Campground  
scenicridgecamp@gmail.com  
608-883-2920

**Adam Malsack**

Lake Arrowhead Campground  
adam@lakearrowheadcampground.com  
920-295-3000

**Pat Rehwinkel**

Merry Mac's Campground  
camp@merrymacscampground.com  
608-493-2367

**Robert Weiss –PAC Representative**

Wilderness Campgrounds  
info@wildernesscampground.com

**Laurie Adams**

Baraboo Hills Campground  
camp@baraboohillscampground.com  
608-356-8505

**Jim Tracy**

Al's Fox Hill RV Park & Campground  
foxhill@foxhillrvpark.com  
888-236-9445

**Bud Styer**

Smokey Hollow Campground  
mrbud@budstyerassociates.com  
608-592-2128

**Mike Dricken**

Lake Lenwood Beach and Campground  
mmdricken@gmail.com  
262-334-1335

**Ashley Weiss-Wegner**

Wilderness Campground  
mweiss@wildernesscampground.com  
608-297-2002

**Mark Stefan**

Grand Valley Campground  
info@grandvalleycampground.com  
920-394-3646

**Lori Severson – Executive Director**

P.O. Box 228, Ettrick, WI 54627  
lori@seversonandassociates.com  
Phone: 608-525-2327

**Mark Hazelbaker – Attorney**

mh@kasieta.com  
559 D'onofrio Drive #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



Linda Halverson

### **WACO Staff**

Carla Brown 608-790-1756

Lisa Black 608-317-9238

Jessica Tufts 608-386-3675

Michelle Forsyth 715-225-3991



Lisa Black



Haley Chadbourn



Michelle Forsyth

### **Registration**

Linda Halverson 608-582-4270

Karen Radomski 507-313-2387



Karen Radomski



Becky Black

### **Kids Kamp Coordinator**

Becky Black 608-317-9237

### **Vendor Set-up And Direction**

Rick Severson 608-498-3760



Jessica Tufts



Carla Brown

### **General Convention Questions**

608-525-2327

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!

Get the convention schedule, trade show map, important alerts, and more!



**GET THE WACO CONVENTION APP**  
Powered by campersAPP

Download on the App Store  
GET IT ON Google play

DOWNLOAD campersAPP  
[www.campersapp.com/app](http://www.campersapp.com/app)  
LOGIN WITH WACO



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

# CONSULTING OPTIONS



Make a  
WEBINAR!

Crush  
Negativity

Pound  
out a  
class

Protect the  
family  
assets!

Grasp the  
information!

## 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. *It will be the same number as your auction number.* 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.**

**Visit the WACO Website!  
Scan me!**



# 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.

## 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!

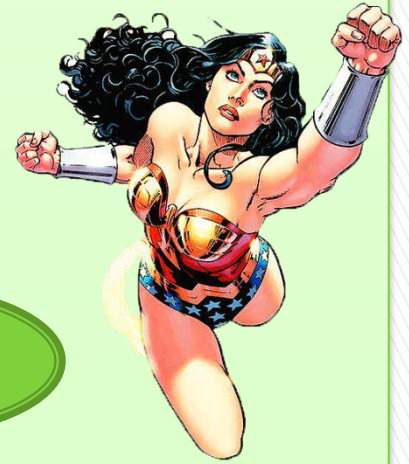


## Want the Whole Family Educated?

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



Super  
Trade Show  
Dollars!



Show  
Dollars!

## 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**



**When you 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**

- 50 tickets for presenting a class!
- 25 tickets for every auction item you bring.
- 1 ticket for every GBF Golf Cart Raffle ticket you take to sell.
- 25 tickets for 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 receipts to registration.**

### **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!**

**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!



## 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**



[wisconsincampgrounds.com](http://wisconsincampgrounds.com)  
[wisconsincampingrentals.com](http://wisconsincampingrentals.com)



/wicampgrounds



@wicampgrounds



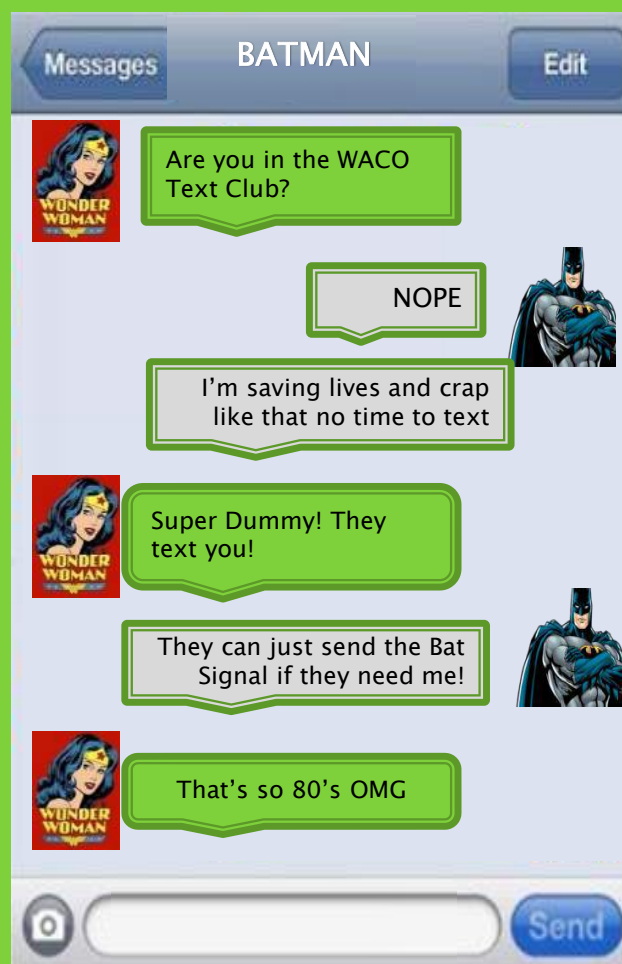
@wicampgrounds



/wicampgrounds

**Feelin' Social? Tag Us!**

**#CampWithWACO**



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.



# ALSO SEE HOLIDAY INN EXPRESS SCHEDULE

# SCHEDULE

WEDNESDAY, MARCH 13<sup>TH</sup>

2 Classes  
at EXPRESS  
Bus takes  
You back &  
forth!

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

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

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



# SCHEDULE

WEDNESDAY, MARCH 13<sup>TH</sup>

**J1 Class**  
**Held at Express**  
**2:30 – 3:30pm**  
**Bus to & from!**

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

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

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



**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?

# **BUS TRIP TO BULLHEADS**

WEDNESDAY, MARCH 13<sup>TH</sup> 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 out come!
- 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.



**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



# SCHEDULE

THURSDAY, MARCH 14<sup>TH</sup>

- 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	<b>Look Good Feel Good</b> Linda Doudna Heather Vandeharr Debra Pecosky	<b>Trade show Marketing and Prep</b> 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>	<b>CPO – Pool School</b> Cyndi Robertson (8:00am-4:15pm) <div><b>Samantha Fiscus</b> <i>CPO Recreational Water Technical Specialist</i>, is doing a very special presentation from <b>8:00am-9:30am</b> 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>	<b>Super Brainstorming</b> Kristen Valk <i>Campground Activities</i>	<b>Making Money with the Canoe Livery Business - Panel</b> Dave Schneider Emily Truell Mark Flease
9:45am - 10:45am	<b>Building a Cabin</b> Jerry Anderson <i>Building Inspector for State of WI.</i> <i>What do you need to build your cabins?</i>	<b>Seasonal Incentives</b> Janet Evans, Lori Severson, Jason Vaughn <i>Ideas to get your seasons motivated &amp; involved in activities and fundraising.</i>		<b>Super Responses to Social Media</b> Kristen Valk	<b>Cracker Barrel On IT Fun Stuff</b> Adam Malsack Ben Stefan
11:00am - 12:00pm	<b>Electric Demand Charges</b> Patrick Gatterman	<b>Campground Expansion DATCP</b> Mary Ellen Bruesch <i>Ask Mary Ellen questions individually at her booth – here in and out today!</i>		<b>Training Games that Work in Campgrounds</b> Kristen Valk	<b>North American Data</b> Larry Brownfield
12:00pm - 1:45pm	<b>Lunch served in the Banquet Room – Color Guard Presentation</b> <b>Dorsey Levens:</b> Life Coach, Former NFL Green Bay Packer Football Player, Movie Star BioCoding – Dealing effectively with anything or anyone that annoys or disturbs you, including you! <div><b>Invited AWARDS Participants:</b> James Kaplanek, Reed McRoberts, Mary Ellen Bruesch, Wisconsin Towns Association, Nancy Mistele, Holiday Inn Staff, Sarah Brish, Tom Cole Jim Button – Bert Davis Member Benefit Testimonials WACO &amp; ARVC</div>				
2:00pm - 3:00pm	<b>Bud Wiser Q&amp;A</b> Bud Styer <i>Ask any question!</i>	<b>Supermans Xray Vision Report Card</b> Kara Paul <i>Worse Food violations and how to correct them</i> Q&A	<b>CPO – Pool School</b> Cyndi Robertson (8:00am-4:15pm)	<b>Super Guest Services</b> Kristen Valk	<b>Hidden in Plain Site -Drugs &amp; Your Campground</b> Sheriff Mike Lucas <i>Portage County Sheriff's Office</i>
3:15pm - 4:15pm	<b>Inspection Reports- Online Posting of Reports</b> James Kaplanek <i>Section Chief for Retail Food and Recreational Technical Staff and Field Services</i>	<b>Brainstorming &amp; Beer</b> Jim's Golf Carts <i>Everything you wanted to know about golf cart rentals</i> <i>Sponsor</i>		<b>Kryptonite–Working with Family</b> Kristen Valk	<b>Bed Bugs</b> 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.

LOBBY

# SCHEDULE

LOBBY

Thursday March 14

Showcases!  
Located in the Hotel Lobby



2:00 pm – 3:00 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.

DEVANTE ADAMS WILL BE HERE TOMORROW  
PRE-PURCHASE YOUR MERCHANISE & AUTOGRAPH PASS TODAY  
AT THE GBF BOOTH TIL 5PM

### DEVANTE ADAMS MERCHANDISE GOES ON SALE

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

ALL MERCHANDISE  
PURCHASED INCLUDES AUTOGRAPH

Please  
purchase  
tickets &  
merchandise  
prior to the  
signing

SIGNATURE ON  
YOUR ITEM  
\$50.00



### Campground Owners:

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

IF you are holding a fundraiser for GBF and want to take merchandise to start raffling it fill out the form and pick it up at the GBF booth





Cookie Sale  
Kids Kamp

# SCHEDULE

THURSDAY, MARCH 14<sup>TH</sup>

Cookie Sale  
Kids Kamp



4:15pm	<b>Cash Bar Opens – Beer Tasting &amp; Root Beer Tasting by Point Brewery</b>
4:45pm	<div><h2>STEAK FRY &amp; SHRIMP!</h2><p>Sponsored by Vista Royale      Sponsored by Bud Styer</p><p><b>BROUGHT TO YOU BY OUR OWN SUPER HEROES – YOUR BOARD OF DIRECTORS!</b></p><p>Sponsored by Reinhart Foods   Brakebush   Badger Popcorn</p><p>(INCLUDED WITH YOUR REGISTRATION) SERVED TO YOU BY THE WACO BOARD OF DIRECTORS!</p><p>Steak, Shrimp, Beer, Brats, Hamburgers, Hotdogs, Baked Beans, Salads, Chips, Pickles, Dessert</p><p><b>Root Beer Floats by Taylor &amp; Point Brewery</b></p></div>
5:30pm - 6:30pm	<p><b>Round Table SPEED Networking!</b> Get to know your fellow members!</p> <p><b>President Awards</b> Lori Severson &amp; Scott Kollock, <i>WACO President</i></p>
6:30pm - 7:00pm	<p><b>ARVC News &amp; Benefits</b> - Paul Bambei ARVC CEO/ Bert Davis ARVC Representative</p> <p>State of the Industry ARVC Benefit Trivia Play for Tickets to win Super Package or Teen Redemption!</p>
7:00pm - 8:30pm	<p><b>PAC Auction with the Weiss Family</b></p> <p>The WACO PAC is a non-partisan fund supported by voluntary personal contributions by WACO members. For information pick up a PAC brochure.</p> <p><b>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!</b></p> <div><p><b>PRIZES:</b></p><ul style="list-style-type: none"><li>• <b>\$500.00 VISA Card to be used at the WACO Show!</b></li><li>• <b>Champions Club Packer Tickets</b></li><li>• <b>Wellness weekend tickets for 4 people – 2 rooms</b></li><li>• <b>Aaron Rodgers autographed print</b></li><li>• <b>Brett Favre autographed print</b></li><li>• <b>Tavern Tour Tickets</b></li><li>• <b>Booze Basket</b></li><li>• <b>Gold Helmet Autographed by Multiple Players</b></li><li>• <b>Clinton Dix &amp; Davante Adams signed Merchandise</b></li></ul></div> <div><p><b>\$500 SHOW DOLLARS</b></p><p><b>DOLLAR AUCTION!</b></p></div>

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 15<sup>th</sup>

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:00am - 9:30am	<b>Super Haunted Houses</b> Ron Lindberg <i>Rondoni Magic and Hynosis</i> Ron will share his many years of running a successful haunted venue. You'll learn the best sources and ideas.	<b>Best Marketing Practices</b> Michael Moore <i>Certified Tourism Executive Texas Advertising</i>	<b>Working with your town and Zoning</b> Mark Hazelbaker <i>Kaisetia Legal Group</i>  Jann Charlette <i>Wisconsin Towns Association Executive Director</i>	<b>BioCoding</b> Dorsey Levens <i>Your Superpower to understand how to handle difficult situations, people and things!</i>	<b>RV Industry Data &amp; Information</b> Amy Bliss Angie Diedrich
9:45am - 10:45am	<b>Swim Pond Operations</b> Cory J Zickert <i>Senior Aquatic Manager/Owner</i>  Wisconsin Lake & Pond Resource <b>Sponsor</b>	<b>Running Your Kids Program</b> Krystal Pracki	<b>To Be or Not to be a Super RV Dealer</b> Adam Malsack	<b>Claims Process &amp; Responsibilities of all parties</b> Ryan Laber Coverra Insurance <b>Sponsor</b>	<b>Panel on Event planning</b> Wade Asher Benny Anderson Ron Murphey
11:00am - 12:00pm	<b>Trello – The project management tool you can use on your phone.</b> Ashley Weiss-Wegner Laramie Weiss	<b>How Software Can Save the Day</b> Marc Devereux RMS North America - The Hospitality Cloud <b>Sponsor</b>	<b>Current Electrical Code Update</b> Heidi Doyle Wade Elliott Utility Supply Group <b>Sponsor</b>	Prep for Lunch	<b>What's Your Campground Worth?</b> John Jaszewski <i>Developing your 3 year plan, Preparing your margins, books &amp; money!</i> Campgrounds4sale.com <b>Sponsor</b>
12:00pm - 1:00pm	<b>Lunch served in the Banquet Room</b> <b>Britney Rockwell –WMC – Bud Styer</b> <b>Wade Elliott – Utility Supply Group – Jim Button</b>				<b>Awards &amp; Words</b> Deputy Secretary Anne Sayers
	<p align="center"> <b>Watch the Kids Kamp Perform With the Wisconsin Badger Marching Band! Kids Kamp will choose the best decorated booth!</b>  <b>Trade Show Open (More information on next page)</b>  <i>Super Hero's FREEZE Play! EVERY time you here the sound.... 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> </p>				

## BEER SPONSORS

MOUSE MIX

GAMA SONIC SOLAR LIGHTING  
 YOUR ELECTRICAL SOLUTIONS YES

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





# TRADE SHOW

FRIDAY, MARCH 15<sup>th</sup> 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 1 pm!



**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 YES**

**NEW**

WACO Young  
Professionals

If you are under  
40 check out this  
group of mentors  
being formed at  
this convention!

Meet in the Board  
Room at 3pm  
Friday!

**Buy from 10 Suppliers (Your suppliers will punch 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!

Show  
Dollars

**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!

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

Show Dollars

**Sponsors:**

Harris Golf Carts  
Royalle RV  
Coverra Insurance

Campgrounds4sale.com  
Jim's Golf Carts  
Severson & Associates  
S & H Ad Specialties

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

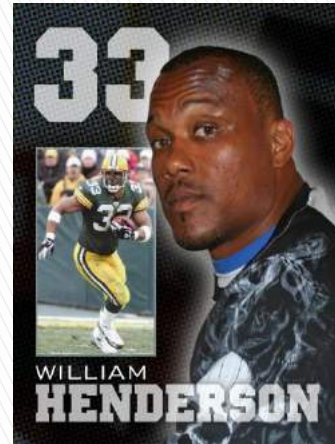
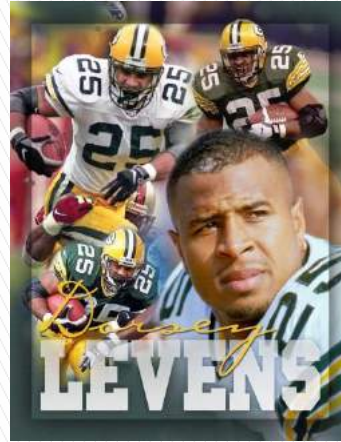
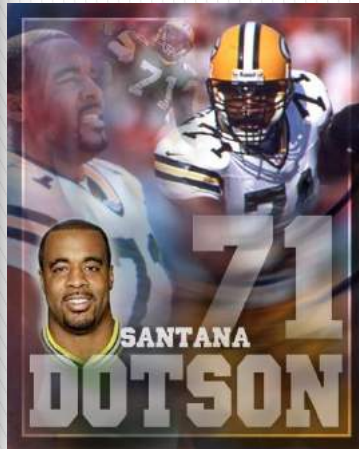


## Gilbert Brown Foundation Booth

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



## Davante Adams



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.

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

Campgrounds4sale.com

Jim's Golf Carts

Royalle RV

Coverra Insurance

Harris Golf Carts

Severson & Associates – S & H Ad Specialties

TONIGHT!

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 Mistele

### *Office of Business Development*

Nancy has spent years developing relationships that affect our businesses and industry. WACO has contracted Nancy specifically to help our 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  
only on Friday**

## The 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 Friday from 9:45 to 2pm at the GBF Booth to discuss booking options!

## Questions and Answers with James Kaplanek 9:30-10:30A Thursday ONLY

### James Kaplanek

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

James 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 James on the stage for an up close and personal Q&A!



# Friday March 15, 2019

## Showcases In Hotel Lobby



**1:30 pm – 2:30 pm**

### Spin-T 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.

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.

**2:30 pm – 3:30 pm**

### Magic Matt



**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 Hotel Lobby



**4:00 pm – 5:00 pm**

### Dance Spectacular Productions



"DANCE Spectacular Productions"

Producers of themed song and dance shows worldwide for over 35 years plus Kids Dance Workshops where kids get to learn easy fun dance moves along with important life lessons such as "Be a buddy not a bully," "Teamwork," & "School is Cool." Clients include over 20 of the State Fairs, hundreds of county fairs & fests, over 180 Military Bases, over 70 of the Fortune 500 Companies, Resorts & Special Events.

**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**



### Campground Beverage Sponsors

»»» Silver Springs Campground

»»» Lake Lenwood Beach & Campground

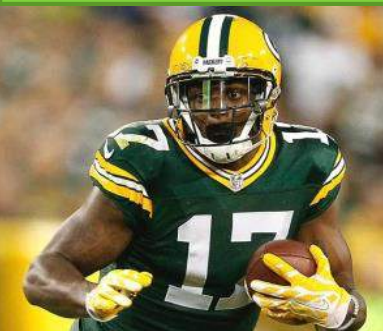
»»» Tilleda Falls Campground

»»» Rustic Timbers

»»» Champions Riverside Resort

»»» Vista Royale Campground





Friday March 15, NIGHT Entertainment

**Gilbert Brown**  
**Caden Dahl Host**



- 6:00-7pm Devante Adams signing at GBF booth. Tickets must be purchased in advance \$\$\$
- 6:45pm Welcome from Kids Kamp
- 7:00pm Buffet Dinner – Suppliers please join us!**
- 7:10pm Kids Super Dance Performance with DANCE Spectacular Productions
- 7:30pm Gilbert Brown & Caden Dahl host SuperGames!  
Tickets \$10 each or wingspan for \$50  
Hulk Punch a bunch Determine to keep your prize or go for \$1000 in WACO Bucks  
Super Hero Target Shoot Out –Win the prize behind what you hit  
Thor Smash – Prizes inside every balloon you smash  
Wonder Woman Competition – Lasso your prize & win big!  
**Prizes Like Packer Tickets, \$1000 in WACO Bucks, Autographed Merchandise valued over \$1000 – other prizes not so much☺**
- 8:30pm Live auction – Paid Basket Bragging!
- **Aaron Rodgers Framed Print**
  - **Precious Bart Starr/Jerry Kramer Sweep Autographed Frame photo**
  - **Devante Adams Autographed**
  - **Golf Cart**
- 9:00pm 1950's Super Show DANCE Spectacular Productions
- 9:15 pm Super Freeze winner announced \$500  
\$1000 Vendor/Campground winner – super match pick 3 suppliers per campground  
Supplier Free Booth Drawing for 2020 – Must be present to win
- 9:30pm Silent Auction Closes  
Campground Basket Winner announced at 10pm at the Little Bar  
See which campground wins \$500 to spend at the Trade Show Tomorrow!
- 9:30pm Current Hits by DANCE Spectacular Productions

Spectacular Vacation Package  
from [campgrounds4sale.com](http://campgrounds4sale.com)  
1 Week anywhere you want to go!  
*Airfare not included.*



Little Bar Open from 9:45pm – 1am

**Coolest Auction ITEMS ending tonight!**



# **SCHEDULE**

SATURDAY, MARCH 16<sup>th</sup>

## **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

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

Board Member Recognition



**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!**

# Board of Director Nominees

## Running for a second term



*Current Board Member*

Adam Malsack

*Member Services Committee*

Lake Arrowhead Campground || 920-295-3000

Adam has been in the camping industry all his life, starting with weekend garbage collection at the age of 9 and advancing to full time Manager at 17. In 2009 he became co-owner of the Lake Arrowhead and Lakeside Campgrounds in Montello, marking the third generation of family ownership. Adam has undergraduate degrees from Ripon College in Computer Science and Mathematics, and received a Master of Science in Electrical engineering from the University of Wisconsin in Madison. In his free time Adam enjoys being involved in theatre, photography and most of all, he loves to camp. Adam has become a key player in the science of expressing our legislative ideas to people who matter.

## Running for first term



Scott Grenon

Tunnel Trail Campground || 608-435-6829

Scott Grenon & his wife Julie are owners of Tunnel Trail Campground and have volunteered with WACO for 20 plus years.

Scott served on the WACO Board of Directors for 2 years and his family has been in the camping business for 50 years. He has been very involved in WACO events from Fall workshops to legislative issues.

Scott brings a wealth of history in both the association and the camping industry. I'm excited to work for WACO to see our industry continue to thrive.



Sarah Krause

River's Edge Campground || 715-344-8058

Special skills: Large volume marketing, organization, large event planning. Staff training, Bar and restaurant management.

I am a mother of 2 wonderful children, Alexandra, 21, and Xander, 12, and a grandmother of one beautiful granddaughter who will be 2 in July. I have worked in the service industry my entire life and been involved in managing bar and grills, motels, and now for the 3 years I have been the manager of Rivers Edge Campground, which is a 290 site campground in Stevens Point. We have recently earned the Portage County Business Councils Small Business of the Year Award.

I would love to be more involved with our campground community.



## Board of Director Nominees

### Patricia (Tricia) Lombardo



Campground Name: Multiple

Special skills: Coaching, mentoring, construction management, financial planning & analysis, marketing, park operations. Tricia has extensive experience constructing and operating commercial real estate assets ranging from elementary schools through high rise buildings. For the past four years she has been a member of WACO and Senior Regional Manager at Equity Lifestyle Properties, overseeing a portfolio of 16 manufactured housing communities and 15 campgrounds – 9 of which are located throughout Wisconsin.

A lifelong Chicago resident, Tricia embraced the camping lifestyle so much that she became a seasonal at one of the Wisconsin parks, immersing herself in campground culture while providing “boots-on-the-ground” support for her team for six months of the year. Tricia holds degrees in Finance and Marketing from Loyola University Chicago and is a current participant in the National School of RV Park & Campground Management. While I bring a wealth of institutional experience to the table, I’m very aware that this industry was mostly built by mom and pop operators whose specialized knowledge remains invaluable. By working collaboratively - sharing information, resources, industry advocacy and best practices - we can continue to see guest satisfaction and financial rewards soar to the betterment of this industry.

### Brian Huth



Campground Name:

Camping in the Clouds/Mine Shaft Bar and Grill

Special skills: Prior Town Board of Goodman Supervisor, Certified Restaurant Manager, Certified Pool and Spa Operator, 10 years Food and Beverage Director

Campground is 73 acres in size, 50 sites and 2 cabins currently, 8000 Sq. ft. Bar, Restaurant and Heated indoor pool. Northeast region of Wisconsin. Married to wife Tracy and 4 daughters, Nicole, Maison, Alexis and Mieka. Previous owner of Lake Hilbert Campground in Marinette County. Member of WACO for a total of 7 years.

Why I want to serve on the Board of Directors: Looking for the opportunity to help and assist new owners of campgrounds to get started and the continued networking with existing campground owners to expand and learn as much as possible about the industry.



Hello all!

My name is Kristen Swisher and I am the General Manager of River Bend RV Resort in Watertown. This will be my 4<sup>th</sup> year as General Manager but I have been employed by River Bend for the past 11 years. I have acquired my OHM and OHP certificates from ARVC. River Bend is a large park that is also a Condominium Association. There are 461 Condo Lots and 183 Overnight/Seasonal sites. We have a large pool with 2-300ft waterslides, a full-service bar & restaurant, pool bar, store, and many other amenities. Over the past 11 years I have played a key roll in all aspects of the park. Below are a few of my key attributes:

Manage all aspects of Condominium Association and Campground operations

Ensure proper, timely handling of all accounts receivable, accounts payable, cash and invoices

Generate all financial reports and present critical data to senior leadership

Create Operating and Capital Improvement budgets for park operations and present to Board of Directors

Interface regularly with customers to assess needs, address issues and provide park expertise

Collaborate closely across functions, particularly accounting, to ensure cohesive, strategic processes

Integral in HR processes, including recruitment, training, performance management and payroll

Work with external vendors to secure competitive pricing and quality service

Control and optimize inventory through efficient ordering and organization

Assist Bar & Restaurant and Store Supervisors in staff hiring, scheduling and review

Support development and implementation of marketing and advertising strategies

River Bend RV Resort has been a member of WACO for the past 10 year. In that 10 years I have witnessed incredible things happen thank to the efforts of this Board and their affiliations with ARVC and Political Representatives. Being a member of the WACO Board would be an honor. It is my desire to be involved with all the wonderful things WACO does for campgrounds, from the legislative level to training/ educational seminars. I feel that the experiences that I have acquired over the past 11 year would be a great asset to the Board.

# Saturday March 16, 2019

## Showcases In Hotel Lobby

**10:00 am – 10:30 am**

### The Bear Factory Circle of Friends

Gilbert Brown – This is a program you can do at your campground. Stuffing your animal with courage, compassion, respect, responsibility, accountability, and teaching life lessons as you create your animal. Don't miss this session!

**Gilbert Brown &  
Santana Dotson**



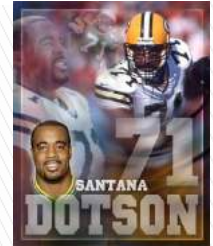
**Jimmy Banish**

Chief Operations Officer

p 248.437.4930

c 517.281.0839

www.thebearfactory.com



**1:00 pm – 1:30 pm**

### Rondini Magic & Hypnosis on Stage



Ron Lindberg, AKA Rondini is an award winning entertainer from Appleton Wi who has been awarded the title of the FOX CITIES FAVORITE ENTERTAINER Numerous times. He has entertained since 1977 throughout the United States including performances in Tampa Florida for the Florida State Fair, Douglas Az, Waterloo Ia, and many fairs and events in Iowa, Michigan Wisconsin, North and South Dakota and South Dakota, and St Louis. He has performed for the Governor of Wisconsin at the conference on tourism and has appeared on the Travel Channel, the History Channel and British TV. He can perform a smaller scale fun and exciting magic show with his faithful traveling companion Einstein The Worlds Cutest Bunny or he can also bring his beautiful assistant angel and large illusion, from 30 minuets to an hour long. He can also perform his hilarious and educational Weird Science Comedy Show with him playing the Role of Doc Ron, a student of Doc Brown from Back To The Future. Lastly, he has been entertaining as a professional hypnotist since 2001 and can perform a 60-70 minute hypnosis show with the campground guests as the star of the show like when a teen male or adult is hypnotized into thinking he is Taylor Swift and then gives birth on stage!!! Discounts available for multiple bookings or block bookings.

**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.

**3:00 – 4:00 pm**

### Billy Riggs Magic Show

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



**Kids & Adults are welcome to any of the Showcases where you can get a flavor for the entertainer and book them at their booths!**



**Free wine & cheese  
while it lasts  
starting at 5:15P**

# **SCHEDULE**

SATURDAY, MARCH 16<sup>th</sup>

Be in the room for the auction  
by 5:30 and get 20 Super  
tickets!

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

## **WACO AUCTION 5:30PM-7PM**

- Golf Cart from Jim's Golf Cars
- Golf Cart from Harris Golf Cars
- Bud Styer RCI Vacation
- Good Sam's Ad bundle
- Immersive 3D Tours package from Brydan Corporation

**AND MUCH MUCH MORE!**

## **DINNER BEGINS AT 7PM**

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

## **PROGRAM AT 7:45PM**



### **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 4<sup>th</sup> of July!

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

### **Hall of Fame Inductee**

*Scenic Ridge*  
campground



# **SUNDAY ROUND TABLES**

SUNDAY, MARCH 17<sup>th</sup> 9:00AM – 11:00AM

**NEW! 9:00am -10:00am - Speed Networking–Fixing Your Kryptonite!**

10:00am – 11:00am - 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**
- **Store Best Sellers** **Jim Button/Hannah/Tia**
- **Get Bud “Wiser”** **Bud Styer**
- **Membership Value** **Bert Davis/Lori Severson  
Christine /Carla Brown**

## **11:00am Super Ticket Package Drawing**

**\$1000 in Cash| Website Highlight |Executive Suite at the Holiday  
Inn for 4 nights at next years convention!**

***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!***

## **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



Shuttle provided to and from seminars 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

**J1 Program**, 2:30pm–3:00pm, **Presenter:** Tiffany Butzen, **Conference Room** HELD AT HOLIDAY INN EXPRESS  
How does it work? How many agencies are there and what are the contacts for them?



Shuttle provided to and from seminars at Holiday Inn Express

**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  
**Harvest Room**

**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?

**CPO – Pool School**, 8:30am – 4:15pm, **Presenter:** Cyndi Robertson & 8:00am – 9:30am, **Presenter:** Samantha Fiscus, **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*

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.

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

Are you new to Camping? Come to an introduction of where you can go to find Campground Activities for your campground. Also if you have never planned special weekend events, we'll have some ideas you might want to try to get either seasonal or weekend guests involved. Learn where search ideas and resources to help you mix it up for you and your guests! A great time to share and chat with other newcomers to the industry.



# SEMINAR INFO

## SEMINARS / THURSDAY

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

**North American Data**, 11:00am – 12:00pm, **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

**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!

# SEMINAR INFO

## SEMINARS / THURSDAY

*Showcase are held on stage in the hotel lobby*

**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.

**Inspections Reports – Online Posting of Reports**, 3:15pm – 4:15pm, **Presenter:** James Kaplanek, **Harvest Room**

Public access to information is increasing in demand. The trend has moved to online access to inspection reports. Get a preview of what the future for online inspection reports in Wisconsin will look like.

**Brainstorming & Beer**, 2:00pm – 3:30pm, **Presenter:** Jim's Golf Cart Rentals, **Woodland Room**

Everything you wanted to know about golf cart rentals

**Tween's & Teens Talk On Stage – Just us kids!** 2:00 pm – 3:00 pm, **Presenter:** Dorsey Levens, **Hotel Lobby**

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

**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.

## 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, **Presenters:** Mark Hazelbacker & Jann Charette, **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!



# SEMINAR INFO

## SEMINARS / FRIDAY

*Showcase are held on stage in the hotel lobby*

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

**Swim Pond Operations**, 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 & 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!

**Trello**, 11:00 am – 12:00 pm, **Presenters:** Ashley Weiss–Wegner, Laramire Weiss, **Harvest Room**  
The project management tool you can use on your phone.

**How Software Can Save the Day**, 11:00am – 12:00pm, **Presenter:** Marc Devereux, **Woodland Room**  
Discover your park's superpowers with a cloud-based reservation management system

**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!

*Showcase* **Spin T's Demonstration**, 1:30 pm – 2:30 pm, **Presenter:** Brandon Eyster, **Hotel Lobby**

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.

*Showcase* **Magic Matt**, 2:30 pm – 3:30 pm, **Presenter:** Matthew Scherer, **Hotel Lobby**

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.

# SEMINAR INFO

## SEMINARS / FRIDAY

☞ *Showcase are held on stage in the hotel lobby*

☞ **Kip's Fun Show**, 3:30 pm – 4:00 pm, **Presenter: Kip Schwanke, Hotel Lobby**

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.

☞ **Dance Spectacular Productions**, 4:00 pm – 5:00 pm, **Hotel Lobby**

"DANCE Spectacular Productions"

Producers of themed song and dance shows worldwide for over 35 years plus Kids Dance Workshops where kids get to learn easy fun dance moves along with important life lessons such as "Be a buddy not a bully," "Teamwork," & "School is Cool." Clients include over 20 of the State Fairs, hundreds of county fairs & fests, over 180 Military Bases, over 70 of the Fortune 500 Companies, Resorts & Special Events.

☞ **T & C Rodeo**, 5:00 pm – 5:30 pm, **Talton Toney, Hotel Lobby**

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

☞ **Mary Kay Dash out the Door**, 5:30 pm – 6:30 pm, **Presenters: Linda Doudna, Heather Vandeharr, Debra Pecosky, Hotel Lobby**

## 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.



# PRESENTER INFORMATION



## **Angie Diedrich**, *WRVD, Wisconsin Housing Alliance*

Angie Diedrich is the Deputy Executive Director for the Wisconsin Recreational Vehicle Dealers Alliance and Director of Finance for the Wisconsin Housing Alliance. She has worked with both groups since 2017. As Deputy Executive Director, Angie is helping the Wisconsin Recreational Vehicle Dealers Alliance to expand and promote the recreational vehicle industry. Angie is a Certified Non-profit Accounting Professional and has an associate degree in accounting plus a Human Resource Certification both from Madison College.



## **Ashley Wegner**, *Wilderness Campground*

I am a proud third generation, future campground owner, of Wilderness Campground in Montello. We have around 390 sites and are in the Central Wisconsin River Country Region. I have been involved in day to day operations of the campground ever since I can remember. My very first memories involve the campground, and the WACO convention as a child. I graduated from U.W. Whitewater with my B.B.A. in Marketing in 2008. In 2010 I moved to Appleton, Wisconsin with my husband and took a position at Kimberly-Clark in the Consumer Services Department. We moved back to Montello in 2013 and I accepted a position in the Marketing Department for Brakebush Bros. In 2014, I decided I had enough experience outside the family business and went back to work at the campground full-time. I feel that my time away from the campground has helped me to realize that my passion and my skillset alike are really for the campground industry. It is a highly demanding, yet extremely rewarding career in which one must wear multiple hats. I truly am looking forward to helping continue the growth of our family campground.



## **Ben Stefan**, *Grand Valley Campground*

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.



## **Bert Davis**, *Badgerland Campground*

Bert Davis is the Owner/Manager of Badgerland Campground in Stoughton, WI, formally Kamp Kegonsa. He was elected to National Association of RV Parks and Campgrounds (ARVC) Board. Please do not hesitate to contact him with any ARVC related questions or concerns. He completed Oglebay Campground Management School in 2013. He has been in the camping industry for 12 years, 10 with Pride of America and two at Badgerland Campground. He is also a Certified Pool Operator



## **Billy Riggs**

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 4<sup>th</sup> of July!



## **Brandon Eyster**,

David MacFadyen is the CEO of Spin-T, LLC. David and his granddaughter came up with the idea create a machine to allow children (as well as adults) to apply spin art to t-shirts in the summer of 2005. Shortly after, [www.Spintee.com](http://www.Spintee.com) was formed and by 2006 the company began providing high quality products with great profit potential to the market. The machines allow our customers to add on opportunities to their existing businesses with an affordable investment. Today our machines can be found in such places as campgrounds, rental companies, cruise ships, family fun centers, day care facilities, and school systems to name a few. The Eyster's; Normanda, Brandon, Carson, and Addison, have been working with Mr. MacFadyen since the beginning of Spin-T, LLC. Each machine is designed to spin shirts, flying disc, as well as paper, and built in Angola, Indiana. Brandon personally handles all daily operations as well as customer service. He can be reached at [brandon@spintee.com](mailto:brandon@spintee.com) or 260-316-1438 with any questions or concerns.



## **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



## **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.



## **Debra Pecosky**, *Mary Kay Consultant*

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**, *Senior Consultant with Empowerhouse Sport™*

Dorsey Levens is a Senior Consultant with Empowerhouse Sport™. He is focused on developing leadership skills in organizations and athletes. He understands that to be the best you can be takes coaching, training and strengthening in two areas, on the field and off the field. Dorsey Levens first developed Levens Communications to enlarge his vision of producing quality, inspirational entertainment to theater stages across the country. Levens is a retired running back in the National Football League. He was drafted by the Green Bay Packers in the fifth round (149th overall) of the 1994 NFL Draft. He began his college career at Notre Dame and finished at Georgia Tech, where he earned a BS in Management. Levens also played for the Philadelphia Eagles and New York Giants. While playing for the Packers, he rushed for 1,000 or more yards twice and was selected to the Pro Bowl after the 1997 season. In 2009, Levens was elected to the Green Bay Packers Hall of Fame. After his retirement, Levens became a pro football analyst for Comcast Sports Southeast, the ACC Digital Network as well as a panelist for The Panel on Fox Sports South. Levens served as an executive producer for Bell Rung, an insightful documentary focused on the long-term effects on concussions suffered by many former professional football players. Levens starred as Coach James in the British Comedy, Gridiron UK. He has also toured with Tyler Perry's hit stage play Madea On The Run and appeared on Tyler Perry's For Better Or Worse. Levens is committed to helping leaders, athletes and organizations up their game by bringing The BioCode System® to the business of sports, throughout the world.



## **Emily Truele**, *Lake Arrowhead Campground*

Emily Truell 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**, *Mary Kay Consultant*

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.



# PRESENTER INFORMATION



## **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



## **Jann Charlette, Wisconsin Towns Association (WTA)**

Jann Charette currently serves as Legal Counsel for the Wisconsin Towns Association (WTA). She has been serving as such in a full-time capacity since May 2017. Jann graduated from Hamline University School of Law School in St. Paul, Minnesota. Prior to working with the WTA, Jann served as an Assistant Corporation Counsel in Sauk and Kenosha Counties. Jann also served as an appointed clerk with the Town of Rockland in Brown County, Wisconsin, for four years. Having walked in a clerk's shoes, Jann enjoys incorporating both her legal experience and clerk experience into her presentations with the hope that those attending can walk away with a practical understanding of the topic covered.



## **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.



## **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**

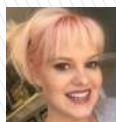
Kama has been teaching Serv Safe for initial and re-certification for 4 years. She also teaches Family & Consumer Science and Health Science at Arcadia High School in Arcadia, WI.

# PRESENTER INFORMATION



## **Kara Paul, Department of Agriculture**

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



## **Kip Schwanke, 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.



## **Kristine Valk, Merchants Financial Group**

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, Wilderness Campground**

My name is Laramie Weiss and I'm the campground "How To" extraordinaire at Wilderness Campground. I've been involved with the campground business for a good portion of my 27 years of life. With being the resident "How To" person at the campground I'm problem-solving computer malfunctions, reservation changes/mistakes, showing coworkers "this is how you accomplish this task," and the never-ending process of training teenage minds for their first job and all their jobs following. I also seek out new vendors for the campground and products that I know our customers will love! I love to hear laughter of families making life-long memories and knowing I had a small part in making that happen. In my spare/sparse time I actively raise & show quarter horses which is my other passion in life.



## **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.



# PRESENTER INFORMATION



## **Laurie Adams, Baraboo Hills Campground**

In 2014 my husband Greg and I purchased Baraboo Hills Campground near Wisconsin Dells. I left my job with Baraboo School District and my husband ended his 27-year career with Sysco Foods to take this life-changing leap. Our introduction to campground management started back in 2004 when we both worked summers for the campground's owner, Jim Tracy. Me as camp manager and my husband was part-time Mr. Fix It/landscaper. Then in 2009, the campground changed hands and was purchased by Bud Styer. Over the next five years our roles transitioned into more permanent positions. We are grateful to our mentors, Jim and Bud, and for the opportunity to be a part of the campground industry. It has been the best decision we ever made! I hold a nursing degree (LPN) from Madison College. In addition to this I have earned certifications as an EMT, CNA and CBRF (Assisted Living Facility). Previously licensed as a child care provider.



## **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.



## **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.



## **Marc Devereux, RMS North America - The Hospitality Cloud**

Marc was born and raised in Michigan and completed a bachelor's degree in Business Administration at Central Michigan University. After college, Marc moved to Las Vegas and worked in Catering/CS and Sales at multiple Caesars Entertainment properties including Bally's, Paris, Caesars Palace and Wynn Las Vegas. Marc moved to San Diego in 2008 and spent five years as the Travel/Hotel Director for Competitor Group before joining RMS - The Hospitality Cloud as a Sales Account Executive. When he's not selling software, Marc enjoys traveling with his wife, spending time with their dog Sasha, trying new restaurants and working out.



## **Mark Stefan, Grand Valley Campground**

I have owned and operated Grand Valley Campground for the past 13 years with my family. Grand Valley Campground has 221 sites and is located in Dalton.



## **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.



## **Martika Daninels,**

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.

## **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.

# PRESENTER INFORMATION



## **Matthew Scherer, Magic Matt's Family Fun Shows**

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.



## **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.



## **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



## **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.



## **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. Ghoumaster 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](mailto:abramagic@juno.com) [www.abramagic.com](http://www.abramagic.com) 920-585-7663



## **Ryan Laber, Coverra Insurance**

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.



## **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.



# PRESENTER INFORMATION



**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**, *Jellystone Park of Fort Atkinson*

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**, *Westward Ho RV Campground*

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 Elliott**, *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)



# WACO Convention 2019

Holiday Inn - Stevens Point

DRAWN BY:  
Wisconsin Expo Inc

Show Date:  
March 15-16, 2019

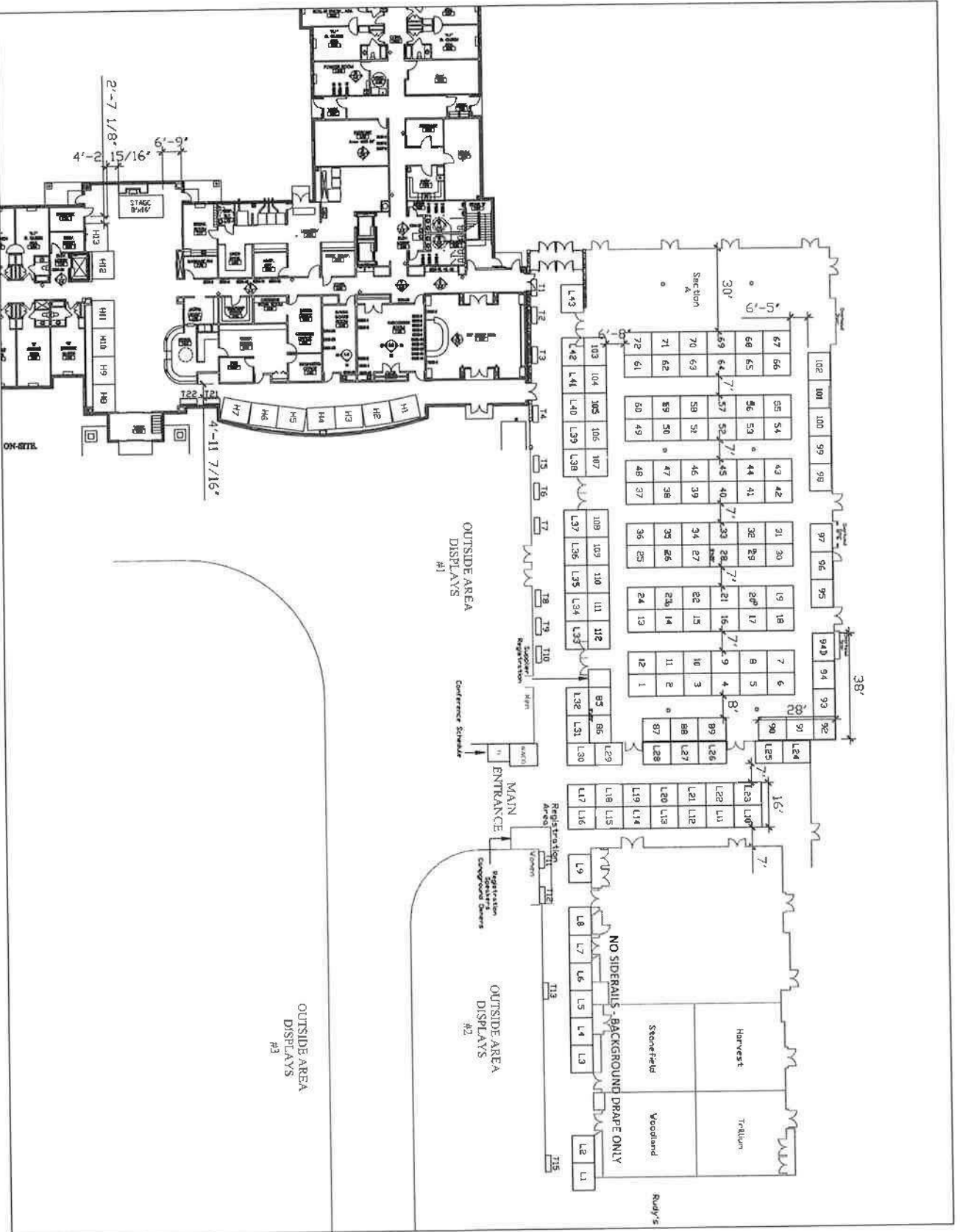
REVISED:  
2-27-2019 RV3

REVISED BY: DMA

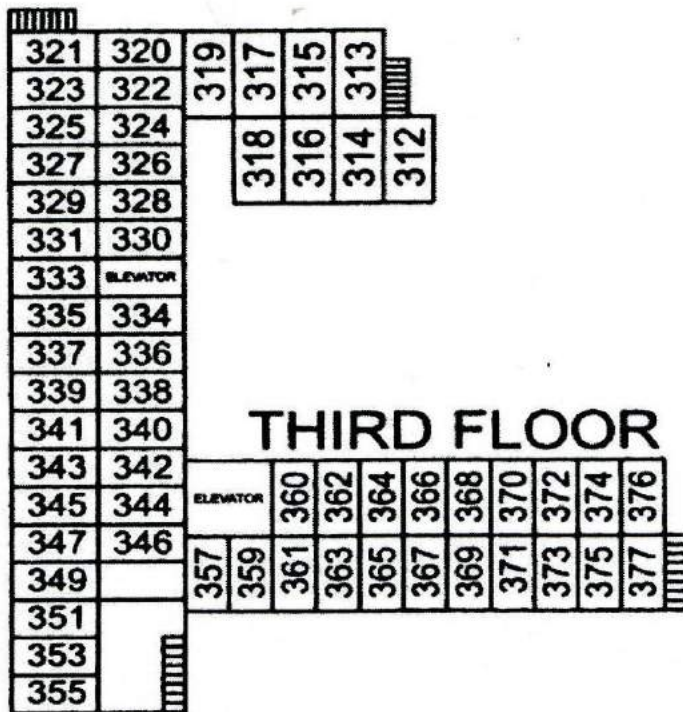
Scale : 1/32"=1'  
0 32 64

Items:  
(157)8'x10' Booths  
8'x16' Stage

With Dimensions

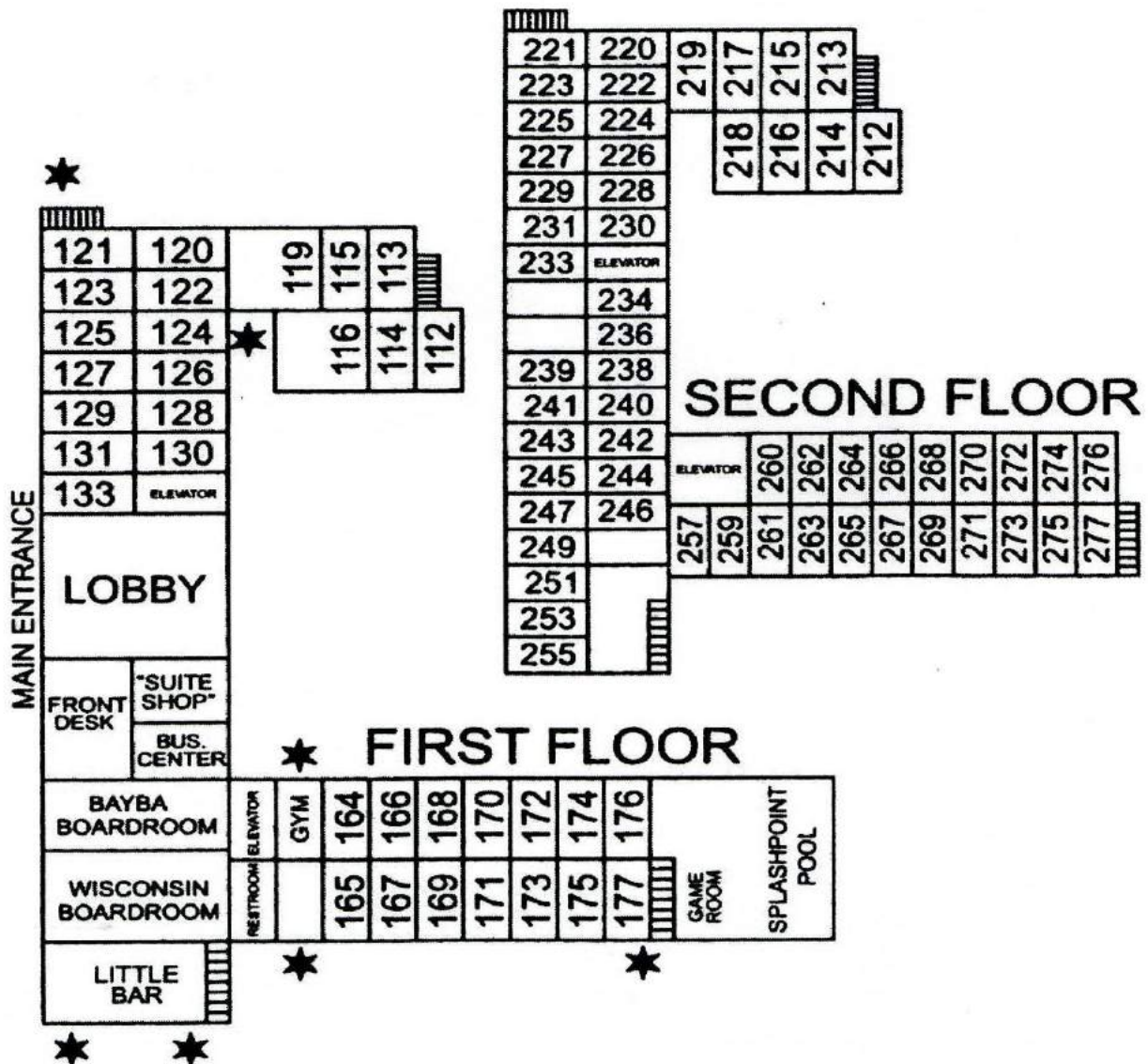






★ EXIT

# HOTEL LAYOUT





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
10	Assist a vendor setting up – hold doors and help with setup
20	Carry directories to someone’s car





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

AND SOOOO MUCH MORE!

# NOTES





# NOTES



# THANK YOU TO ALL OF OUR SPONSORS!



## SHOW SPONSORS

**Royalle R.V.**  
8025 ISHERWOOD RD.  
BANCROFT, WI 54921  
715-335-6860  
Central Wisconsin's Park Model Authority



**Coverra**  
Insurance Services  
Severson  
& Associates  
S & H Ad Specialties  
800-584-9429

## PRESENTING SPONSORS



## GOLD SPONSORS



## SILVER SPONSORS



## BRONZE SPONSORS



## BEER SPONSORS

