

2 Classes at EXPRESS Bus takes You back & forth!

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

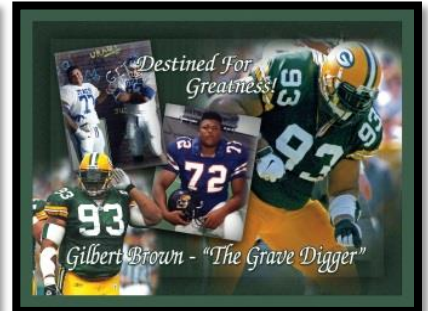
- 8:30am – 4:15pm ServSafe – Harvest Room
- 8:30am – 4:15pm CPO Pool School – Cyndi Robertson – Stonefield Room

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:30 am – 9:30 am	ServSafe <i>(8:30am–4:15pm)</i> **NEW Programing Kama Teske <i>Participants should bring their own devices with internet access capability.</i>	Super Facebook Ads Renee Sommer <i>Learn how to get the best BANG for your buck</i>	CPO – Pool School Cyndi Robertson <i>(8:30am-4:15pm)</i> **Please note that lunch will be from 12:00pm – 12:30pm if you registered for this course.	Store Merchandising and Design Ideas <i>Discover how to present , use color and repurpose!</i> Kari Buffalo <i>Full day session</i>	The Man Cave - Tools Joe Walter Mark Stefan <i>Equipment-Maintenance</i>
9:45 am – 10:45am		Being a Superhero-Home and Business Balance Renee Sommer			The Man Cave -Poop Bud Styer
11:00am – 12:00pm		Super BINGO! Carla Brown <i>Learn how to increase your bingo crowd</i>			The Man Cave Scott Kollock <i>Electrical Options, Ideas and savings</i>

Lunch & Learn - Banquet Room- What does Brown Do for YOU Developing Super Relationships!

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

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!



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

2:00pm - 3:00pm	ServSafe <i>(8:30am–4:15pm)</i> Kama Teske	To Tax? or Not to Tax? Holly Hoffman <i>Sales Tax Specialist WI Department of Revenue</i>	CPO – Pool School Cyndi Robertson <i>(8:30am-4:15pm)</i> **Please note that lunch will be from 12:00pm – 12:30pm if you registered for this course.	Store merchandising and Design ideas Kari Buffalo <i>Full day session</i>	The Man Cave <i>Development Options</i> Bud Styer
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SCHEDULE

WEDNESDAY, MARCH 13TH

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

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.

After This Seminar GET on the Bus Gus!

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.

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Presentation by: **Lori Severson**

GET on the Bus Gus!

Don't miss your FREE lunch!

Lunch @ Convention Center



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

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