



WACO

Wisconsin Association of Campground Owners

MAY 2019

May Brings Roasted Marshmallows!

May is a crazy busy month for us all! The parks are in full swing, our first big holiday weekend comes/goes, and we get all the initial season kinks worked out...or a list created to work on said kinks. Make sure you take time to reach out to one another and let each other know about your successes and how you laughed at any mistakes and moved on—or as I like to say, “I roasted that marshmallow!” The more we share, the stronger we become. Cheers to a great season everyone!

4 Tips to Increase Campground Revenue

INSIDE THIS ISSUE

Increase Campground Revenue P. 1-2
Landscape Smarter, Not Harder P. 3-4
New Board President—Bud Styer P. 5
Electrical Vehicle Charging P. 6
Legal Updates—ADA Compliance P. 6
WI Tourism/Gov’t Updates P. 7
Thieves Among Us P. 8-9
Trade Member Spotlight P. 10
WACO Visits YOU P. 11, 13
ARVC Updates/Benefits P. 12
WACO Board Members and
Advertising Opportunities P. 14

As Josh Kaufman states in his book, “The Personal MBA, Master the Art of Business,” believe it or not, there are only four ways to increase your revenue:

1. Increase the number of customers.
2. Increase the average transaction size.
3. Increase the frequency of transactions per customer.
4. Raise your prices.



While all of the above will increase revenue, they may not all be feasible depending on your business model, location, or time of the season. Site revenue is the most obvious way to increase revenue, but for today, let’s focus on numbers two and three. Once your customers are onsite, checked in, or visiting your campground as seasonal

(permanent campground site) guests, what are you doing to increase the average transaction size and the frequency of transactions per customer?

General Store:

Your campground store should be a “no-brainer” way to increase both the amount spent per customer and the number of transactions. A good campground store should include essentials that are commonly forgotten like spices for cooking, toiletries for the bath house, and outside go-to items such as bug spray. S’mores stuff, water toys, and seasonal clothing imprinted with your campground



4 Tips to Increase Campground Revenue

logo (tanks for unexpected hot weekends and a zip up hoodie for the cooler nights) are all likely to be purchased by those visiting friends and family, or those who packed in a hurry. I know I've forgotten something EVERY time we've gone camping and been thankful to have the reliable store at my disposal!

Whatever you choose to stock in your store, just be sure to have some supplies available as almost 27 percent of total income earned from a camper was generated from sources other than campsite reservations, according to a [study by the Journal of Travel Research](#). Which leads us to our next tip for increasing campground revenue!



Rental Equipment:

Most of think of “rental equipment” as kayaks, canoes, bikes, etc – mainly items for recreational use. While these are definitely good ideas to add to your inventory for guests to rent out, don't forget basics! Grills, tables, chairs, sunshades are all a few examples of things that people may have forgotten, or happen to be in need of during their stay at your campground. For example, maybe this is the first time the family is bringing out the camper for the year and the grill doesn't seem to be working. Or perhaps there was a lack of winter proofing and rodents had their way with the chairs stowed in the back closet. Putting together little packages, that customers can secure for a modest price, are a great way to boost the transactional spend at your campground. A simple check out system with inventory/staff, or something as sophisticated as packages linked to your reservation software are great ways to keep track of these rental items.

Special Events/Activities:

Activities like live music, theme weekends with outside entertainment (think petting zoo for Wild West Weekend), or hosting fundraisers for local community efforts are all great ways to get new customers in your doors. People may choose to stay for the weekend, or they may at the very least, see what your campground has to offer, convincing them to come back another time. Partnering with other local businesses is a great way to attract new customers that may not have otherwise visited the campground. Be sure to price activities so it pays for the event, but also encourages increased spending – drink/food specials specifically for the event, or a souvenir specific to your theme are a couple suggestions.

Lessons and Workshops:

Yoga seems to be done 50 ways these days from hot to holding a beer. Pair it with something that only your campground can offer and bring in new customers who are local, that may otherwise never stop in. Painting signs, creating succulent terrariums, learning how to create raised bed gardens, or a positive self-help speaker are all ideas that include targeting different audiences and that can be charged admission fees. While you have them there, bring in those drink/food specials, or have some store displays set up nearby. You may want to include a coupon of some kind to encourage a repeat visit too!



Any of the above will increase either individual spend, or the amount of transactions from each customer. These [four tips should help increase the revenue](#) at your campground this season – so get creative and happy selling!

LANDSCAPE SMARTER, NOT HARDER!

Landscaping Your Campground or Permanent Campsite with Less Effort

You've interviewed and fully staffed your open positions, you've planned your annual activities, and you've done some annual repairs at your campground. Everything is ready to rock for your early season campers. What's that final touch still looming? Landscaping! (Dun, dun, DUN!) Some people LOVE gardening and have that proverbial green thumb ready to dig in the dirt and have this down. Others are like me, and hope someone will teach them the ways. Landscaping is truly what makes the difference between a beautiful space and a vacant lot in terms of curb appeal. Your entrance says it all when someone arrives, and when they stop at the playground or head to the store, they want to see signs they are welcome. Plants, foliage, and ground cover can really add that sense of pride, show your campers they are welcome and make them feel at home. And by the way, all of these ideas can really be incorporated into a smaller scale at your permanent campsite! So if you're a seasonal camper in Wisconsin or have a permanent campsite anywhere, you can adapt these tips to the climate and size of space you're working with too.

As I'm always hunting for a deal, let's review some low maintenance landscape ideas. While the initial investment may be higher, your return is better in the long run. Low maintenance means less work, means less hours in, and that saves you money! If you do have that green thumb, love to spend hours outside grooming and pruning, this article is probably not for you – and I'm bowing down saying that, because you are a Rockstar!

Rubber Mulch – Its Not Just for Playgrounds

Rubber mulch is a great way to fill flower beds, accent off a curb full of perennial greenery (those are the kind that come back EVERY year and some you don't have to dig up bulbs or re-plant!), or just fill an area that is quite frankly a pain to mow.

Rubber mulch lasts for years, versus regular mulch. While the initial purchase price may seem higher off the shelf, factor in the length of the lifecycle and all the other benefits. So clean out the area you'd like to cover, lay down a weed barrier and fill it up with rubber mulch!



- Lifecycle is much longer than regular mulch.
- Infestation chances decrease – fungus and insects/pests are attracted to wood, but not to rubber.
- Safe for pets, other animals and a recycled product – green win!

LANDSCAPE SMARTER, NOT HARDER!

They Don't Call it Evergreen for Nothing

Evergreen trees and shrubs are amazing for filling a small space, creating shade, fencing off any area – think shrubs all the way to trees. Yes, again, investment on the front end, but lifecycle is proven. Evergreens are just that EVER-GREEN. If you have a year-round portion of your business open, I would highly recommend getting some evergreen plants. The trees are great for shade, providing shelter from windy/rainy days and offer a great gathering place. Yes, there will be needles and that can be managed based on the variety you choose. So be sure to watch for those varieties that work best for you. Bottom line, you aren't re-planting every year and they last as long as you want them to!

- Lasting color, even in the off season.
- Brighten/soften a corner in any location and can fit size you need.
- Provide shade, cover, and wind protection depending on size.



Lavender, Wildflowers, and Perennials Oh My!

Lavender is a beautiful plant that smells amazing and blooms a beautiful shade of purple and green. The plant is also known for its ability to repel mosquitos, so definitely plant some near your water attractions, in areas where you tend to see low spots/large puddles and you're your play areas. [Here are some other plants that repel pests!](#)

Wildflowers are an easy way to quickly fill a space, with a variety of flowers specific to our Midwest climate. Looking for ideas on which wildflowers, that are also perennial, will look great at your campground or permanent campsite? Look no further – [here's a list of twelve](#) to get you thinking!

Shrubs and bushes that bloom flowers in season are also a great way to add some color in an otherwise dull space. Bonus: most shrubs and bushes are perennial. So plant, prune, enjoy year after year! In the Midwest, we have a special climate – when I say special, I mean with insane mood swings of course. Today, I started off in a hoodie and I'll end up in shorts. To ensure you [choose shrubs or bushes that work best for you](#), be sure to check those that work in our only-in-Wisconsin climate!

- Plant perennials whenever you can and choose those that work with the climate and amount of sun/shade they need to continue to come back every year.
- Plant wildflowers in a large area to cover with a variety of color and add a touch of nature in an area that may seem otherwise developed.
- Choose flowers and shrubs that repel pests, soak up a lot of water in low spots, or provide coverage in sunny areas.



Need Member Specific Information?

Go to the WACO website and head to the [Members Login tab](#). We are here to help!

CONGRATULATIONS BUD STYER



WACO is thrilled to have Bud Styer accept the position of Board President for the 2019-2020 season! Bud comes to our organization with experience, talent, and connections to our industry. Congratulations on your role as Board President Bud!

Since receiving his business degree from Illinois State University in 1970, Bud Styer has become a successful businessman and recognized leader in the RV and campground industry. Over the years, he's owned and operated a number of campgrounds. He currently owns Smokey Hollow Campground, a 285+ site campground located in Lodi, Wisconsin. Ten years ago he started a Wisconsin campground cooperative called Camping For The Fun of It which he heads up today. He also consults regularly through his campground consulting business, Bud Styer & Associates, where he helps other entrepreneurs achieve their dream of making their campgrounds profitable and viable camping destinations. His client list of 45 parks, spans the states of Florida, Wisconsin, Indiana, Illinois, Iowa, Kentucky, Tennessee, Colorado, California and Vermont.

Bud Styer has demonstrated his commitment to the industry through his numerous memberships and volunteer activities:

- Board member of the Wisconsin Association of Campground Owners (WACO) for 14 years.
- On the board of the national Association of RV Parks and Campgrounds (ARVC) for 8 years.
- Committee member for the State of Wisconsin DNR, Governor's Small Business Committee, and Wisconsin's Business Voice Small Business Committee.
- At a local level, he actively participates in 5 chambers of commerce near the Madison area.
- He is a regular speaker at national and state conventions where he shares his passion for the campground industry.
- Most recently, Bud was featured on an episode of the Travel Channel's Hotel Impossible doing what he loves best — teaching and sharing his expertise.

BOARD OF DIRECTORS

Congratulations to all those who ran for a position with the Board of Directors!
For a full listing, check out page 14!

Attention Northwoods Region Members:

If any of you have a game room supplier that deals in the "oldies, but goodies" (pinball, bumper pool, pool table, etc.) please give Lin Kenworthy at Terrace View Campsites a call at 715-453-8352! And here's little giggle to show Lin is "roasting those marshmallows" that come their

"I'm so far behind, I think I'm in first!" ~ Lin Kenworthy



IN THE KNOW

ELECTRIC VEHICLE CHARGING



There is a lot of buzz about Electric Vehicles (EVs) and the ability of campgrounds to provide adequate charging services. EVs are relatively new to the automobile world and they are still a bit of a novelty to the RV & Campground industry. Allowing EVs to charge on your property can be a big opportunity for your business.

Not only will you be providing an amenity many campgrounds don't offer (yet), you will be showing you are a green business and appealing to an increasingly important younger customer. Millennial and Generation X members are an increasingly larger share of RV buyers

The three most common questions we hear from many campground owners are:

1. What equipment is needed to charge an EV?
2. What do I charge the customer?
3. Am I selling electricity? My state doesn't allow that.

[Read on in the latest article from the Wizard of Watts.](#)

KEEP IT ALL LEGAL

Limitation of Liability

Some members have inquired about a basic liability release letter, as it seems like one can never be too protected these days! Mark Hazelbaker pulled together a general letter outlining the limitation of liability that broadly covers the scope of campgrounds. [View the full letter here](#) on the WACO website in the Members section.



Park model RVs and the Wisconsin Building Code

A WACO member reached out specifically to Mark regarding a building code inspector and some questions/concerns about how Park Models are viewed with coding/standards. [The memo located on the WACO website in the Member section](#) will clear up any confusion about Park model Vehi-

ADA Website Compliance

ADA Website Compliance is a very hot topic and continues to be something that WACO is monitoring and providing as much direction as possible to our members. Its extremely important that you work with your website designers and determine if your website is currently compliant. Here is an [example of a website that is compliant](#) from our attorney. In an article in Woodall's Campground Management, Peter Pelland, CEO of Pelland Advertising, does an excellent job describing the issue with ADA compliance for business websites. To view the full article, visit <https://www.woodallscm.com/blog/pelland-is-your-parks-website-ada-compliant.html>.

PRODUCT RECALL

Mary Ellen, Bruesch, DATCP made us aware of a product recall specific to large coolers. We see these all the time at the campgrounds and it might be a good idea to post the information at your front desk/check-in area just to keep your campers aware and safe!

Igloo Recalls Marine Coolers Due to En-

trapment and Suffocation Hazards

- Igloo cooler models
- Igloo Marine Elite 54 quart
- Igloo Marine Elite 72 quart
- Igloo Marine Elite Legend 94 quart
- Igloo Marine Elite Glide 110 quart



LISTENING SESSION RECAP

The Wisconsin Department of Tourism is working on their strategic planning and as such, has contracted the Coraggio Group, out of Oregon, to perform a 2-year plan. The study is comprised of three components: “Clarity, Focus, and Action” and each components lists 8 specific steps, which include: “Vision, Mission, Values, Reputation, Position, Imperatives, Objectives & Initiatives”. The group is doing a big tour around the state of Wisconsin called “The Super Tour”. The focus is to just gather data and try to re-invent Wisconsin. They have done 21 interviews over the phone with stakeholders, sent out 1000 online surveys. 271 responses have been received and



they’ve conducted 4 in person stakeholder listening sessions. The Group will use every bit of the 2 year contract for the strategic planning.



Lori Severson, Executive Director of WACO meets with Ron Kinds office to discuss J1 student programs for the hospitality industry. This is a great program if done properly, providing excellence experience to student aboard and giving your business access to talent! [Learn more about the Wisconsin guidelines here.](#)

INDUSTRY INFORMATION

Thieves Among Us

Bartender Theft and Ideas to Keep it in Check

It's been estimated that 50% of bartenders steal. Let that sink in for a minute. Fifty percent. To top off that percentage, the [National Restaurant Association](#) states that a whopping "75% of inventory shortages are from internal theft."

Put those two percentages together and realistically, it's not IF you'll be the victim of theft but WHEN. I think we all like to see the best in people, and feel like you make solid hiring decisions, but in the end, we're all just humans. Humans make mistakes in judgement and on the flip side, when put into desperate situations, make very desperate choices. Protecting yourself from theft before it gets out of hand, costing you more than you can recoup, (like your reputation for example), is so important for any business with a bar or restaurant onsite. **Here are 10 suggestions to help curb theft in your business:**

1. **Hire the Right People** – find people that understand how important accuracy plays into their role. Customer service brings them back, but accuracy and following procedure saves you time and money. Hire people that can explain that correlation and truly believe it. The best way to find solid employees is to get referrals from the employees you already have in place – those you trust and already know are hard workers. They get your culture and they will only want to work with people who feel the same.
2. **Compare Bartender Sales** – Keep track of every bartender or servers shift sales. Typically if someone is stealing from you, they will reflect a variance that is really out of the ordinary for the business. If you know the shift/day average, you'll notice if something is really off. Tracking the information in a sales spreadsheet allows you to determine averages for the week and spot when a certain employee has a big swing. That person is more than likely the thief in your midst if you've been noticing sales are off.
3. **Create a Fulfilling Culture** – If your workplace is satisfying, you have fun and you provide clear expectations in which employees can feel good about what they accomplish, [it's been said this will deter theft](#). Think about it, if you truly value your employer, like your co-workers and feel good about your job, it would be hard to steal from them! Let your bartenders give out a specific number of comped drinks a night (still tracked in your POS) and include them in decisions – such as the drinks specials selection for the month. The more you engage and include them, making them feel as though they have ownership, the less likely they are to steal from "their own mouth" so-to-speak.
4. **Enforce Procedures** – Establish a clear process for every transaction that employees are required to follow. Step by step, this is how we handle a customer transaction in our place of business. Training should include that example and should be followed in every transaction. In busy situations, can this be a pain in the butt? Sure. AND it enforces repetition, giving less room for errors, while demonstrating a respect for the process, which helps with the following:
 - **Reconciliation at Shift End** – Surprisingly, a lot of theft happens right in plain sight, with extra cash being stowed in a register under the drawer or off to the side. It's better to have new bags brought in and a drawer reconciled at the change/end of every shift.

- **Pour Policy** – There are so many ways to enforce this rule and it doesn't matter if you want to get fancy with a [computerized pour spout](#), use a ball pour spout, measurement devices like [jiggers](#), or instruct the staff to pour with a count system. As long as EVERY STAFF MEMBER IS TRAINED THE SAME and FOLLOWS THE PROCESS, you'll have more accurate information on inventory and would be able to catch any employee who's consistently overpouring very quickly. It's a good idea to hold refresher courses here!



INDUSTRY INFORMATION

- **Lock Up Additional Inventory** – Leaving additional inventory out in the open begs for problems with theft. There is no reason you cannot lock the inventory up and only give managers access to the room/keys. If your establishment gets extremely busy and you want to give some access to your employees vs. just the manager, you could try a code lock and give each employee their own code for entry. You would then know every time someone went into the inventory closet and if you're ringing up every product (see step below) you'll know it was used for paying customers and not "slipped" off the shelf.
- **Ring Up Every Product** – This sounds silly, but comped drinks, bar chips redeemed, even if they ring up as no dollar value, gives you an opportunity to reconcile for your inventory. If a liquor bottle slips out the bar's back door or a specific bartender continues to give out more comped drinks that you allow, you'll know quickly by what's run up in the system. Even spilled bottles or drinks can be set up this way, depending on how specific you want to get. Also, as a good rule of thumb, train your bartenders to ring in the drink before they pour so they don't forget to record the transaction – or "forget" to have a customer pay.
- 5. **Personal Items Secured** – Designate a space for all your employees to leave their bag, purse, coat, etc. The area should be locked, and set up with a camera, to ensure all feel comfortable leaving their personal items in this area. This simple step leaves less room for questionable explanations like, "I was getting something out of my purse and I must've had the tab money in my hand." It also leaves no room for swiping money, stowing product/inventory away or potential stealing from fellow employees.
- 6. **Random Inventory Checks** – Theft typically affects inventory levels whether bartends are giving away free drinks or charging for higher priced liquor and serving rail. Conduct inventory checks and unscheduled times. If there are differences you know you have something to watch. Perform these checks at different days/times of various shifts throughout the months - and let employees see you do it. Do not involve bartends in this inventory count. Someone in a different position who literally can just count and track information with data entry is all you need.
- 7. **Check Employee Tabs** – If you allow for your employees to keep a tab, make it a habit to check on them routinely and at random. It gives you a good gut check to the business but it always shows you what they are ringing in on the account vs. what's actually being consumed. If you see an employee's friend sit at the bar for awhile, then the employee joins them after their shift, check the tab. If it's showing some of the drinks, but there's a glass of wine missing, you'll know the drinks prior to the shift end weren't being included, or not being rung in properly as comps.
- 8. **Secret Shoppers** – Secret Shoppers are my absolute favorite way to obtain information. They give you an inside look and they have no reason to be seeking false information. A truly good secret shopper, just goes in, answers a question sheet that you devise and in the end the information that comes back is extremely telling. Be prepared to not always hear what you want to hear – sometimes the feedback is difficult to process, so be prepared to get the cold, honest truth! If you'd like information on secret shopping programs, contact [Lori Severson](#)!



- 9. **Security Cameras** – This one may seem like a no brainer, but in the end, it's necessary and extremely helpful to have security cameras. First off, it gives you a visual when you aren't able to always be in the establishment. They can also assist with explanations, "On the camera it looks like you're taking money from a customer and putting it in your pocket. Can you explain what's happening here," is a lot easier to say than, "I saw you take money and put it in your pocket." Also, it gives employees the idea that stealing would be seen easily at your place of business, which leads me to the final tip.

- 10. **Clear Employee Accountability** - In the end, all these ideas are just that. Ideas. If an employee is truly caught stealing or you have questions, they repeatedly are unable to answer, it's important that you follow through on disciplinary actions. This topic should be covered in any employee onboarding materials or handbooks and should absolutely be discussed in orientations/trainings and during the interview process in some way. Stealing, in almost all instances, should result in termination. Otherwise, it simply opens the doors for others to do the same.

TRADE MEMBER HIGHLIGHT

TRADE MEMBER: BIG SQUIRT

CONTACT: Joel Schafer, President



WACO partnered with Joel Schafer, President of Big Squirter, at the 2019 Convention and I was able to connect with him this month for some really great information! Joel was pleased to provide a water toy to all the kiddos so they could experience and see the fun first hand!. “WACO is a great show and I always get a chance to meet someone new.”

Joel says, “The product is fun and unique and not available in the stores – designed

for use in water play in an aquatic park or splashpark at a campground – can imprint logo and message on the product.” Big Squirter really tries to keep affordable price points around \$3.48 w/ custom imprint and MSRP between \$6.50 or \$7.99. These products are also designed and made in the USA and they can offer banners, clips strips, and videos – hangs from displays, cash register area with ability to hold 10 toys!

Filling stations that are theme-based area and a great addition to your campground’s splashpark or pool area – visual reference with fill gauges for kids to easily read and stations can be imprinted with your logo and theme of your park. Portable filling station with hose connect and then top sprays out as well. As a Trade Member/WACO benefit, Big Squirter provides the filling station at cost and then give them pricing for toys at any quantity

As an example, a park in Canada made a sculpture – unique plumbing with unique valves to make it their own and to their theme – attach a couple faucets and some graphics to let the kids know where to fill things up. Can fill off of water balloons faucets. Big Squirter is featured at Noah’s Ark in Wisconsin Dells – if you have a birthday party there, everyone that attends gets a Big Squirter! Joel says, “it’s a see/must have impulse item – the visibility is the best; golf carts driving around, squirt so me kiddos on the way to the pool – Powered by Big Squirter, watch out!”

Some campgrounds and waterparks are doing things like a Family Splash package – special package and if you buy 2 packages you get, for example, a cup, 2 big squirts and admission to splash components.

Check out more online at [their website today!](#)



**TOTALLY
UNIQUE
CABINS**
715-854-7509

Bring something new and exciting to your campground!

We want to be *your* tent-cabin outfitter!
www.totallyuniquecabins.com

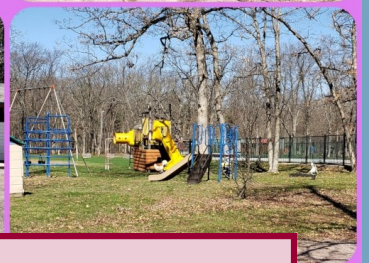


Where Comfort Meets Canvas

WACO STAFF OUT AND ABOUT



Holiday Shore has a furnishings store with some seriously cool pieces!



WannaBee was getting all spruced up for the new season when we stopped by. Cabins look great!



Wisconsin Dells KOA does the coolest thing for campers in need called "Coins for Campers" allowing them to raise funds for those in need!



We love getting out to campgrounds like Stand Rock!

Disclaimer: Lori is not for sale. Unless the price is right haha!

MEMBER BENEFITS and



NAME	POSITION(S)	STATE
Paul Bambei	ARVC Team (President and CEO) Member, Outdoor Recreation Roundtable	Colorado
David Basler	ARVC Team (VP of Membership and Marketing) Co-Chair, Outdoor Recreation Roundtable Communications Committee	Colorado
David L. Berg	Red Apple Campground (Owner) Chair, ARVC Public Affairs Committee At-Large Representative, ARVC Board of Directors	Maine
Heather Blankenship, OHM	Yogi Bear's Jellystone Park at Pigeon Forge/Gatlinburg (Owner) Co-Chair, ARVC Young Professionals Committee	Tennessee
Jim Button	Evergreen Campsites and Resort (Owner)	Wisconsin
Steve Cross, CPO, OHC	Cross Creek Camping Resort (Owner) Member, ARVC Public Affairs Committee Area 3 Representative, ARVC Board of Directors	Ohio
Wade Elliott	Utility Supply Group (Owner) Member, National Electric Code Committee	Washington
Kim Huskey	Cherrystone Family Campground (VP of Government Affairs)	Virginia
Al Johnson, OHE	Mt. Rushmore/Hill City KOA (Owner) Member, NFPA 1192/1194 Committee Chair, ARVC Board of Directors	South Dakota
Jeff Sims	ARVC Team (Sr. Dir. of State Relations and Program Advocacy) Liaison, ARVC Public Affairs Committee	Missouri
Eileen Vaughan, OHM	Mountain Vista Campground (Owner) Member, ARVC Public Affairs Committee Area 2 Representative, ARVC Board of Directors	Pennsylvania

Staples.

Everything your park needs, delivered.

Staples Business Advantage® is now your official supplier for National Association of RV Parks & Campgrounds. You now get easier ordering and special pricing on thousands of products for every area of your park, from the wash house to the visitor center.

Start ordering today! Register for your Staples Advantage.com access here: <https://bit.ly/2YMeVb0>

For more information on your upcoming program, contact your Account Manager.

Carlos Gamboa
734-452-4826
Carlos.Gamboa@staples.com

arvc
National Association of RV Parks & Campgrounds

Helping Shape the Future of Worklife

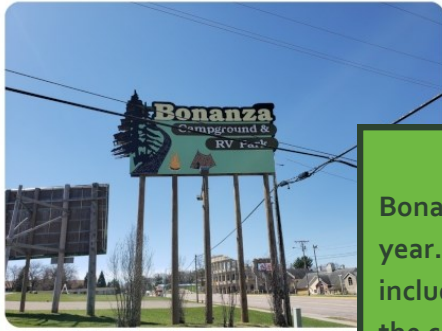
SHOUTOUT

At the Spring 2019 board meeting the ARVC Board of Directors approved a new process for selecting delegates to the annual RVs Move America (Advocacy Day) in Washington, D.C. The ARVC team sent out a series of emails to all ARVC members, each including a call to action encouraging all to apply. They received a total of 15 applications, and a Selection Committee met to review. Overall, the process worked extremely well and they were able to put together a diverse and experienced ARVC delegation this year.



Jim Button, of Evergreen Campsites and Resorts was selected for WI and will represent our industry on

WACO STAFF OUT AND ABOUT



Bonanza added new cabins this year. Some of those sites include a tent site adjacent to the cabin for more family to join. What are you doing new in 2019? Be sure to share it with us by sending an email!

SAVE THE DATES:

Below are the future WACO Convention Dates, to be held in Stevens Point, WI. Be sure to mark your

- March 11—15, 2020
- March 17—21, 2021
- March 16—20,



WACO FACEBOOK



WACO has a Campground Member Facebook group for members to stay current with important information, receive updates on deadlines, and network easily with our members. To join this group visit <https://www.facebook.com/groups/wacomembers/>.

WATCH FOR THESE STORIES NEXT MONTH!

Millennial Campers

Department of Tourism Budget Update

Next Month

WACO 2020 Advertising

WEBSITE AD SIZES

Banner Ad: 1200 x 120

Side Ad: 200 x 200

PLEASE NOTE!

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

WACO MEMBER LOGIN

Username: member

Password:
born2camp



Lori Severson,
Executive Director

PO Box 228

Ettrick, WI 54627

WACO Phone (608) 525-2327

Severson & Associates

Phone (608) 525-2323

Fax (608) 525-2328

lori@seversonandassociates.com

BOARD OF DIRECTORS

Bud Styer- President

Smokey Hollow Campground

mrbud@budstyerassociates.com

Phone: 608-592-2128

Scott Kollock – Past President

Vista Royale Campground

skollock@uniontel.net

Phone: 715-335-6860

Adam Malsack– 1st Vice President

Lake Arrowhead Campground

adam@lakearrowheadcampground.com

Phone: 920-295-3000

Jim Button-2nd Vice President

Evergreen Campsites and Resort

evergreencampsites@gmail.com

Phone: 920-622-3498

Mike Dricken –3rd Vice President

Lake Lenwood Beach and Campground

mmdricken@gmail.com

Phone: 262-334-1335

Joyce Stenklyft- Secretary

Stoney Creek RV Resort

joyce@stoneycreekrvresort.com

Phone: 715-597-2102

Bert Davis – ARVC Representative

Dells Camping Resort

info@campthedells.com

Phone: 608 -305-8404

Julie Michaels- Treasurer

Scenic Ridge Campground

scenicridgecamp@gmail.com

Phone: 608-883-2920

Pat Rehwinkel - Director

Merry Mac's Campground

camp@merrymacscampground.com

Phone: 608-493-2367

Ashley Weiss - Director

Wilderness Campground

mweiss@wildernesscampground.com

Phone: 608-297-2002

Mark Stefan - Director

Grand Valley Campground

info@grandvalleycampground.com

Phone: 920-394-3643

Laurie Adams - Director

Baraboo Hills Campground

camp@baraboohillscampground.com

Phone: 608-356-8505

Jim Tracy - Director

Fox Hill RV Park & Campground

foxhill@foxhillrvpark.com

Phone: 608-356-5890

Patricia Lombardo - Director

Equity Lifestyle

patricia_lombardo@equitylifestyle.com

Phone: 312-533-7255

Scott Grenon - Director

Tunnel Trail Campground

scott@tunneltrail.com | Phone: 608-435-6829

TEXT CLUB

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

WACO Advertising 2020

Wisconsin Campground Directory Ads		Total \$	Deadline: 9/11/2019
Directory Listing	Free with your membership		315,000 WACO Directories are distributed annually to the State Tourism sites, Chamber of Commerce's, campgrounds, trade shows and more! • Acceptable programs & file formats (all graphics and fonts must be included): Quark, InDesign, .tif / .eps / .jpg / .pdf. Other formats must have prior approval. Acceptable media: Flash drive, Drop Box Must be camera ready or a minimum art charge of \$150 is applied.
Full Page	10"x7.5"	\$3493. x	
3/4 Page	7.437"x7.5"	\$2,818.00	
2/3 Page	6.5"x7.5"	\$2,495.00	
1/2 Page	4.875"x7.5"	\$2,263.00	
1/3 Page	3.125"x7.5"	\$1,666.00	
1/4 Page	875"x3.625" H:2.312"x7.5"	\$1,290.00	
1/8 Page	3.625"x2.312"	\$923.00	
Full Page (**Prime Space)		\$7,394.10	
Cover 4 (**Prime Space)		\$7,394.10	
Cover 2-3-4 (**Prime Space)		\$6,370.35	Placed in the center fold of the Directory and on the WACO Website under "coupons"
Coupon on the Map		\$500.00	
Additional Listing		\$100.00	If you have a listing in a small town and would like to be listed again in a larger town, a reference can be made i.e. Stevens Point: Vista Royale Campground – see listing under Bancroft pg. X
Additional Town:			
ATV Listing		\$100.00	Your campground listing on the ATV page in the directory
Camping Rental Listing		\$100.00	Get your campground listing on the cabin rental page in the directory Check all that apply <input type="checkbox"/> Cabins <input type="checkbox"/> Deluxe Cabins <input type="checkbox"/> Cottages <input type="checkbox"/> Park Modles <input type="checkbox"/> Bunkhouses <input type="checkbox"/> Camper <input type="checkbox"/> Park House
Canoe/Kayak/Fishing Listing		\$100.00	Your campground listing on the Canoe/Kayak/Fishing page in the directory (Please check all that apply) <input type="checkbox"/> Canoe <input type="checkbox"/> Kayak <input type="checkbox"/> Fishing
*Please select an option in regards to your ad	No charge		Repeat my ad from 2019
	\$200.00		Compose my ad from information provided
	No charge		Camera-ready art enclosed
	No charge		Camera-ready art to follow

50% of ad fee must be submitted with this ad form. Prime space must submit 50% deposit and ad form before July 31, 2019 to guarantee placement in directory. Deposits are non-refundable and space is available on a first come first serve basis. All ads & money must be submitted by Sept 20, 2019. Please note late fees. Note: Late fee of \$25.00 per day applies if application is submitted after September 20, 2019

WACO Campground Website		Total \$	Deadline: 9/11/2019
Website Listing	Free with your membership		Expanded directory listing includes up to four photos.
Website Rotating Side Ad		\$400.00	200px X 200px, Saved in a PNG or JPG file cycles by page. Clickable
Website Rotating Banner Ad		\$500.00	Home pg- top 1200px X 125px, Saved in a PNG or JPG file Rotates clickable
Facebook Post -event ad		100.00	One post Free with your WACO membership - \$100 for entire year
Coupon Ad		\$100.00	Listed under "Coupons", on website Saved in a PNG or JPG file

Wisconsin Camping Rental		Total \$	Deadline: 9/11/2019
Wisconsin Camping Rental	\$750.00		Includes enhanced listing on the Wisconsin Camping Rental website, a four-sided brochure specifically for the Wisconsin Camping Rental Units, that is INCLUDED in all distribution (RV shows, piggy back program, special promos, etc.). Enhanced website listing on www.wisconsincampingrental.com includes up to four photos, as well as a breakdown of rental units (individual slideshow per each unit). Each slideshow can contain up to 4 photos. Please pre-label the photos by the name of the rental units.
Includes Directory listing & logo. Campground supplied rental unit photos will be used			

Print Advertising		Total \$	Deadline: Art is due by 12/1/2019
New 5K Program	8.5x11	\$260.00x	Type: 70# double-sided glossy paper – printed on both sides. This program is only good once per year as pricing is good when multiple campgrounds use the program. Must have min. **Price does not include shipping or folding.
Printing Program (30,000 pieces)	8.5x11	\$650.00x	
(Individual Campground)	11x17 Folded	\$1,200.00x	
Piggy Back Program		\$200.00 x	Your campground brochure/flyer is sent out with the WACO Directories requested at the office, from RV dealers, to welcome centers, Chamber of Commerce's, etc.!
(Approx. 5,000 sent per year)			
RV Show Brochure Distribution		Total \$	Deadline: 12/23/2019 to the WACO Office. All brochures must be marked for each show. Undistributed brochures will not be returned.
Attended RV Shows by WACO			Your brochures will be included in the WACO bags and handed out by the WACO staff.
Greater Chicago SuperShow		\$300.00	January 17th - 19th, 2020: 4,000 brochures
WBAY Green Bay RV Show		\$300.00	January 23rd - 26th, 2020: 8,000 brochures

Madison RV Show	\$300.00	February 1st - 3rd: 3,000 brochures 2020 Date TBA
Minneapolis RV Show	\$300.00	February 6th - 9th, 2020: 2,500 brochures
Milwaukee RV Show	\$300.00	February - March 2020: 3,000 brochures 2020 Date TBA
Rockford RV Show	\$300.00	March 2020: 2,000 brochures 2020 Date TBA
Wausau Central WI RV Show	\$300.00	March 13th - 15th, 2020: 2,000 brochures
All 7 RV Shows	\$1,700.00	25,000 - 27,000 brochures
Distributed to other RV Shows by WACO <i>Included in the \$1,700.00 if you purchase all 7</i>		Your brochures will be included in the WACO bags and sent to the RV shows listed below for distribution.
Rochester MN RV Show		Eau Claire RV Show
Oshkosh RV & Boat Show		La Crosse RV Show

Sign up for all 7 RV shows and we guarantee distribution of 27K - you can limit the number of brochures you choose to distribute.

Must be paid in full by November 15th, 2019. You provide the Brochures - No larger than 10" x 12". Brochures must be received at N22676 U S Hwy 53 Ettrick, WI 54627 no later than December 23th, 2019. Undistributed brochures will not be returned unless requested and prepaid by Campground. All Brochures Must Be Marked for Each Individual Show. Send no more than the maximum distribution for each show. Your printer should be able to do this for you.

Donate Certificates	No Charge	Deadline: 1/15/2020
This program is used at many of the RV shows where your coupon is put on a wheel and used as a fundraiser for the GBF. Get your coupons distributed in fun ways like radio giveaways, spin to win, Gilbert Brown Foundation Fundraisers, Inserted in directory requests through the WACO office and on-line requests. Your coupons may be used at waysides, welcome centers, Chambers, Libraries and gas stations where directories are located. This Program is FREE to all WACO members. Printing is the responsibility of the campground owner. Also shipping and getting them to the WACO office no later than December 15, 2020. Please note these are certificates only.		

\$	TOTAL FOR ALL ADVERTISING
----	----------------------------------

Advertising Agreement:

The undersigned hereby agrees to place display advertising in the annual directory of the Wisconsin Association of Campground Owners, Inc. as indicated and for the amount shown. It is understood that the amount due must be paid in full by Sept 20, 2019 in order to be included in the directory, and the Directory Committee reserves the right of advertising acceptance and placement. WACO reserves the right to delete or edit any material that is deemed by the Board of Directors, to be abusive, defamatory, obscene, illegal, offensive or inappropriate or unacceptable for any reason.

Name of Campground: _____

Name of authorized person for advertising approval: _____

Signature: _____

Date: _____

Check #: _____

MC or Visa #: _____

Exp: _____ / _____

CVV/CSV: _____ Zip Code: _____

Total: \$ _____

Return to: Wisconsin Association of Campground Owners (WACO)

PO Box 228, Ettrick, WI 54627

Phone: 608-525-2327

Fax: 608-525-2328

Please send all artwork to coordinator@seversonandassociates.com