

WACO

Wisconsin Association of Campground Owners

JUNE 2019

June is the Gateway to Summer

As the weather heats up, it's hard to believe we're headed into the final weeks of mid-season! Summer solstice has come and gone, noting the longest day of the year is behind us and even as we enjoy the sunshine in the next months, we are reminded that the days are already growing shorter! Soak up as much sun, fun, and business as you can folks!

Camping Millennial Style

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From being accused of killing casual dining to the ultimate demise of the traditional department store, Millennials seem to be a hot topic of many industry trends. While their numbers may be smaller (in comparison to Boomers for example), their impact is mighty. The generation with the

**Millennials
make up 41%**

worst rap is doing at least one thing right – boosting the camping industry!

More than 78.8 million households camped at least once in 2018, marking a new all-time high. This

means that in total, around 62 percent of U.S. households includes someone who camps at least occasionally! Of that 78.8 million total, “more than a million American households have started camping each year since 2014, with millennials making up 41% of the 75 million active camper households”, according to The New York Times. Since this demographic of consumers is nearing the halfway mark of all campers, and growing steadily, let's take a peek at why they find it appealing and what you can do to attract their business.



Young and Diverse – As the popularity of outdoors grows and we see beauty being shared in every Snapchat snap, every Pinterest Pin, and every Instagram post, more and more people are trying new ways to enjoy “nature” as they see it. For some this means sleeping on a cot outside, others are renting a cabin with breakfast available in the morning at an onsite restaurant, or really enjoying the glamping side of life. The point is that the industry has seen a trend in both age and diversity. “For the first time since the study began

measuring new campers in 2014, the percentage of nonwhite campers in 2018 came in at 51%, outpacing the percentage of new campers who identify as Caucasian.” Other trends to note regarding demographics: Hispanic campers now represent 11% of all camping households with African Americans taking 9%. African Americans also represent the largest portion of younger campers, with 64% being Millennials.

CAMPING MILLENNIAL STYLE



It's All About the Kids – I know you don't always think of Millennials as parents, but the "older set" of the generation has been busy...driving, camping, and having babies! Over half (54%) camp with their families, specifically, their children. When asked "what prompted the outdoor excursions?" their majority response: "Having kids!" Also important to note is the timeframe that Millennials spend when on a trip – we aren't talking about a one weekend getaway in this instance, but rather they are in it for the long haul and the more the merrier. In fact, 63% of millennial parents camp more than ELEVEN nights per year and 2/3 of that group plan to camp even more in 2019.

Van Life – If you haven't heard about the Van Life trend, it's an interesting read and makes me think of Shaggy and Scooby-Doo ha! Based on some other stereotypes surrounding with the Millennial generation, I'm really not all that surprised to find them attracted to a smaller unit that still has everything you need to enjoy the outdoors.

Camper vans are quickly becoming a hot sector of the camping market. Overall about 14 percent of the camping population has the desire to hit the road in a van. All the advertisements I've seen for these models include a Millennial looking off into the distant or enjoying a spot glamp-style. If you're looking to add new units to your campground, with the ability to rent/drive to destinations in town for example, this may be a great way to attract the glamping crowd that flies in and doesn't want to rent a car. Also important to think about sites/spacing for units like this when planning out any expansions/renovations at your campground – maybe there are a few areas where a big rig site isn't as important – at least one or two for now. Like it or love it, the van craz is real and the vehicles are Packed with amenities and with more functionality than the stuffy motorhomes of yesterday, Class B vans are easy to park, get better gas mileage than many other RVs, and can easily tow small boats or toy haulers.



Technology – I know, I know – it's a touchy subject: Technology and Camping – do they really co-exist? The answer is yes and no matter how you're set up, what your mindset is regarding nature or the great outdoors, its time to at least offer some sort of WiFi connection as the world had become dependent on the smart phone, tablet and laptop. And let me be clear – this is actually no longer a Millennial trend! While more than 92% of all Millennials own smartphones, there is a recent growth in Baby Boomers using devices like tablets – contributed to their Millennial grandchildren showing them how handy they can be for recipe searching, keeping in contact with family, and even social media use. In fact, now, 57% of all Baby Boomers own a tablet, up 12% from last year alone. Remote workers are definitely increasing as well and to obtain that true work-life balance, Mom may have to log on for a few hours during the family vacay – make sure she can at your location! You don't need to go geek-extreme and include all possible forms of technology in every rental or have the best fiber optics run to the campground – just take a look at what small changes you can make – do you offer any charging stations? There are wall outlets that fit standard boxes you can install in rental units specifically for USB chargers for a very reasonable price. Do you have WiFi available, even in specific areas of the campground?



CAMPING MILLENNIAL STYLE

Quality, Quality, Quality – If there is one continuous theme in every article I’ve read on the topic of Millennials, it’s QUALITY. Quality of life, quality of customer service, quality of work-life balance in their place of employment. It’s the phrase and keyword that continues to circle back whether we are talking ethics, business, consumer goods, or industry trends - and honestly, I can relate to that, even in my “old” age ha! There is something to be said for paying more when you know the value is present and apparent. Don’t dismiss this concept with your next equipment upgrade, reviewing the cleanliness of your restrooms, or when you’re adding items to your rental cabins. Millennials take notes and are keeping track – they are willing to pay for what they perceive to be a higher quality, regardless of what you’re trying that back to.



Thinking Green is NOT Going Away – With Millennials, the smaller your carbon footprint, the better. The trend has been noted as early as 2014 and is becoming increasingly clear. In a 2018 study, “More than 9-in-10 millennials would switch brands to one associated with a cause.” This goes far beyond offering recycling and adding solar panels (both of which would be excellent examples of how you can decrease your footprint and in the long run, save your business money by the way!) If you’re looking to attract the growing Millennial population to your campground, tie something you do back to a cause and don’t be afraid to promote it. Blog, post, and advertise what you do and why you do it. If you don’t want to switch to paper

straws, I think we can all relate – but what do you already do onsite that gives back? Benefit events, local charities generating funds at your business, donations you provide to a cause – these are all great examples of what Millennials want to be part of...and they will spend money to support the cause OR to support those who support the cause...meaning your campground.

Millennials are quickly becoming a big portion of your customer pie, so be sure to think about the above and ways you can incorporate their purchasing power into your revenue cycle in upcoming seasons. Exciting to think the camping industry has found a way to connect with one of the most elusive of recent generations! Go us!



SHOUTOUT

Congratulations to Gwen Welter, owner of Anchor Bay Campground, who received notice that she will be able to build her new campground right across the street! She is very grateful to Bud and the WACO support she received! Congrats Gwen and don’t forget your WACO staff, as well as all its members, are here if you need us!



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DOG PARK in YOUR PARK

Dog Park in YOUR Park

Barking Great Ideas for a Dog Park at Your Campground

In [2018, 60.2 MILLION homes in the United States](#) included a family member with four legs who speak with a bark. That's a lotta pups! If there are [77 million people camping](#) at least once at that same timeframe...yep, you guessed it. Almost 80% of all folks camping just last year, also have a dog. Now it's true, not all those campers are bringing their dogs on the adventure. Some choose to board their pet or have a family member take care of their dog while they are away. With such a high percentage of your customers owning a dog, it begs the question: "Would campers come more often to my campground if they had a comfortable space for their dog to enjoy too?"



Dog park have grown in popularity, especially in urban locations in which letting your dog run free, off the chain, enjoy the wild (you get the idea), is just not an option. While you request deposits for some rental units and you post signs regarding dogs on a leash around the campground, it might make sense to designate an area just for these 4-legged visitors. The plan can be simple, the cost can be reasonable, and the repeat business can be huge. Here are a few items to include in your campground dog park and ideas on how to keep the costs reasonable!

Location

One of the most important factors to consider with a new dog park at your campground is location. The space needs to be large enough for the guests to roam and run, but also a size you can manage and easily take care of. [Recommended sizes from city parks](#) say ½ - 1 acre is really the minimal/ideal size. In terms of location in your park – think of ease for all guests. You don't want the entrance to the park in a high traffic area for example – the fencing can line that area, sure – but the gate should be off to the side in that instance. Some campgrounds have put their dog parks in the middle, others have put them to a perimeter location of their property, to allow for some natural/wooded backdrop.

[Dog Park at Baraboo Hills Campground](#)

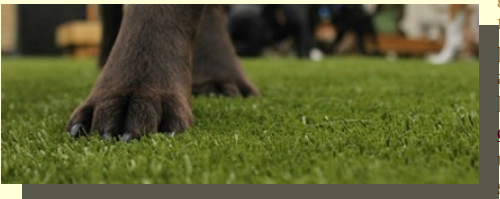
Fencing

When looking at fence height and material, I keep seeing galvanized or vinyl coated chain link fences, with a minimum height of 4-5 feet. Most dog parks at campgrounds, in cities, and at resorts had double gated entries to allow for dog owners to unleash the dogs in a corral prior to letting the dog run free. It's a small staging area to give everyone a little breathing room when then enter/exit with their pet. This gives pups a chance to get introduced to others already inside the park and from escaping their owners. Gates should also be placed along the [side entrance of the dog park, giving entrants a full 180](#) degrees to enter. Corners create a poor entrance as other dogs can rush over to "greet" new entrants and conflict could easily occur. If you build the area properly, you can use the gating/entrance area to also separate out big dogs and little dogs, if you want to offer that option!



Surface

Contrary to what most would think, grass is probably not the best solution for surface coverage in the dog park at your campground. Truth be told, grass can easily get beat up in an area where dogs are running, chasing, and playing. Also, from my own experience, the high nitrate level in dog urine kills grass – literally. Finally, think of how your lawn gets in spots that are thin...when it rains...now its muddy...now our 4-legged friends are playing in that mud. Not a good scenario for the ground, the pups, or the owners haha! So what surfaces can you use to avoid the messes, additional upkeep and avoidance of the place looking trashy? Some establishments fenced around a corner of their parking lot that was rarely being used, which offered some grass, some gravel. Other chose to lay down [decomposed granite](#). Decomposed granite is durable, environmentally friendly and requires very little upkeep. Other ideas include [mulch](#), pea stones, and wood chips. Some folks mentioned that the smaller, rice stones, were really only good for large dog areas, as small stones can get inside little dog paws. If you're constantly performing upkeep, the cheaper alternative will cost you more in the long run. [Artificial turfs](#) are another option that are more of an investment on the front end, but specifically made with dogs in mind, assisting with urine odor, inclement weather, and upkeep. All have their pros/cons and for the most part, you still see a majority of parks with mixed surfaces. The [Stanton Foundation](#) has other great ideas on surfacing and provides a guide as well. Whatever option you go with, try to use something that will work with all dog sizes and your budget!



Water Supply and Shade

An available running water supply for dogs in your campground dog park is very important. Large buckets or troughs of standing water should be avoided, as they can spread disease between dogs – not to mention how they quickly become breeding ground for mosquitoes in our Wisconsin summers! A high-low water fountain is ideal for dog parks – the high being for people and the low for pets. There are some parks with year-round heat that provide water play, which is dual-purpose for drinking and fun. However, with our Wisconsin winters, I'd suggest taking out some small kiddie pools and just being sure to drain



Need Member Specific Information?

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

DOG PARK in YOUR PARK



them daily to provide a cool down area and still avoid the bugs! Shade is important and can be created naturally if you're able to build your dog park around a couple of nice trees. If that's not an option, think of investing in a sun shade or two.

Activities

Some pets just enjoy being off the leash and in an area to run and roam free – especially if they are able to play with other dogs! Others want some stimulation and there are limitless ideas and options as to what you can do in the dog park in your campground to provide our furry friends with amusement. Some natural ideas include simple options like hollowed out logs, planked wood, benches (which you'll want anyway – see the next section), and anything else that's solid, weather tolerant and that dogs can climb or jump over. There are also companies dedicated to [dog park accessories](#) and can get you pretty much anything you can think of from paw imprinted park benches to fountains that look like trees.



Some campgrounds have opted to dedicate a brand to their dog park, like "[Kamp K9](#)" at KOAs throughout the US. This gives the camper a consistent idea of what to expect with their pup when traveling to any KOA – a brand vs. a spot. If you're thinking of adding a dog park, why not make it similar to a theme park with its own identity? Instead of just putting up a water dish, call it "the watering hole" and paint some of the obstacles like jungle trees and settings – bamn, your campground's own rainforest getaway just for the pups.

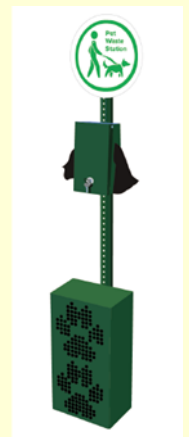


Seating

Let's not forget that the dog visiting the dog park in your campground all have one thing in common – owners! And sometimes they want to take a load off, so be sure to include a bench, picnic table, or some options for seating. A patio-style bench with umbrella for shade could solve both your seating/shading problem in one. Its recommended to think long term when selecting pieces that you'll keep out year round – just as easy to store another picnic table from this area with the rest during the winter months.

Poop Patrol

I know, I know, its gross, but we have to address the obvious...I mean everybody poops and so will these pups. A great way to avoid problems with waste at your campground dog park is to provide receptacles for disposal, and to take that one step further, you could provide bags for pick up. Trash cans are important for not only the poop, but any trash the camper may have with while they are letting their pup frolic. You can always paint a trash can to relate back to your dog park's theme, your campground logo, or just something durable. Check that can often folks...the smell will get overwhelming if it's not changed often and that will encourage insects, and discourage folks from getting close enough to dispose of their pet's waste.



Rules

Every good time requires some ground rules or things would get insane right? No different for your campground dog park. Rules should be posted at the park itself – most opt to attach them on a sign to the fencing, near the entrance, with reminder signs inside the park – specific to waste pick up, small dog area vs. big dog area, etc. Include these rules in your registration information, or offer it as a separate hand out/flyer, which could also outline the park's features and hours, when someone checking in lets you know they have a pet onsite.

Common/Suggested campground dog park rules and regulations:

- This park is for the use of campers and their pets only (unless you plan on allowing the general public to use your dog park)
 - Owners are legally responsible for their dogs and any injuries caused by them.
 - Puppies and dogs must be properly licensed, inoculated and healthy to use the park.
 - Animals must wear a collar and ID tags at all times.
 - Owners must clean up after their dogs.
 - Dogs showing aggression towards people or other animals must be removed from the park.
 - Animals exhibiting a history of aggressive behavior will not be permitted and the discretion is subject to the campground owner/staff.
 - Puppies using the park must be at least four months old.
 - Owners must not leave their dogs' unattended or allowed out of sight.
 - Children under the age of 16 are not permitted in the park unless actively supervised by a parent.
 - Dogs in heat are not allowed inside the park.
 - No food, beverages, glass, sharp objects or weapons are permitted inside the park.
 - Owners must carry a leash at all times. Dogs must be leashed before entering and prior to leaving the park.
 - Violators will be subject to removal from the park and suspension of park privileges.
- As more and more of your customers bring along their furry friends, provide them with an alternative to cooped up pets! Providing a space for dogs to roam and play can be the reason they choose your campground for their next adventure.



4 Small Bookkeeping Tips to Minimize Big Accounting Headaches

Bookkeeping – the most commonly used “B” word in business, followed closely by another “B” word used to describe the tasks, which I won’t list here! Campground owners must manage most of these tasks and some have little accounting experience. In the end, there are real benefits for small business owners who understand how to manage their business’ accounting.

“I didn’t get into business to do bookkeeping,” says Matt Ham, owner of Computer Repair Doctor in New York City. “But by understanding our real costs, we can better predict future cash flow and plan for growth in a much more precise way.”



1. Don’t Fall Behind

As usual, when we don’t love tasks, what do we do? PROCRASTINATE. As tempting as it is to put off bookkeeping tasks for as long as possible, DON’T DO IT. Just like “adulating” it’s a TRAP. The more frequently you enter accounting data and reconcile your accounts, the less grueling it will be. Scott Applegate, COO at CapitalPlus Equity in Knoxville, Tennessee, recommends creating a list of daily, weekly, and monthly tasks that must be completed. “You have a higher chance it will be accurate and nothing will be missed if it is top of mind,” he says.

At the end of each month, compare your records with your bank statements and financial records to check for accuracy and errors. “You may discover they made a mistake and have to correct it. You may discover you had an additional sale or additional expense you didn’t realize was made. Don’t rely on [records] to always be correct: verify, verify, verify. This is why you keep your receipts and record your transactions as they occur,” says Sally Balson of Balson Bookkeeping Company in Madison, Wisconsin.

2. The Benefits of the Cloud



Cloud-based accounting software that links directly to bank accounts and credit cards is an essential tool for all small business owners who manage their own books. Excel is an amazing tool and can do a lot for you, but just simply doesn’t cut it for bookkeeping with a business.

Investing in software like FreshBooks, Xero, or QuickBooks is much more affordable than hiring an accountant, and it will automate many of the most tedious accounting tasks to increase the accuracy of your records. Some come with phone apps, allowing you to scan in receipts and store by month, spend category, etc. Very helpful when trying to keep on

track!

3. Digitize Your Records

Diligently maintaining copies of receipts and other financial records can be the most painful part of accounting, but it is crucial to keep these records in case of an audit. If you feel like you’re drowning in paper, consider digitizing these records and filing them electronically.

“I’d recommend scanning receipts or snapping a photo with a smartphone and tossing out the paper copy, saving the virtual one instead,” says Wendy Connick of Connick Financial Solutions in Crescent City, California. “That way, the business doesn’t have to sort and keep filing cabinets full of paper, saving time and office space.”

Dropbox, iCloud, and Google Drive are examples of apps that can help you store records online.

4. Know When You Need Help

If keeping up with bookkeeping tasks becomes too time-consuming or complex for you to manage, it might be time to outsource. “Bookkeeping is a commonly neglected exercise by many businesses, yet it’s the most important,” says Walt L. Jones III of the SEQ Advisory Group in Washington, D.C. In the end, we all have talents, some of which may not be related to crunching the numbers and that’s ok! Sometimes the smartest move we can take is knowing when to ask for help.

ALCOHOL SALES TAX CALCULATOR

Sales tax. Eight little letters that can cause massive stress, chaos and more than likely has single-handedly skyrocketed the sales of heartburn medication across the country. Taverns, restaurants, retailers, and in our case, campgrounds, need to understand that alcohol and liquor are taxed in addition to the normal WI/State sales tax with what's referred to as an excise tax. As defined on the Sales Tax Handbook for Wisconsin, "Excise taxes are applied on a per-unit basis, generally per gallon for liquids, and unlike sales taxes are collected from the merchant who sells the alcohol rather than the end consumer. However, in almost all cases, excise taxes are passed on directly to the consumer in the form of raised alcohol prices. [The website continues on](#) with several PDF reference guides and additional information regarding tax and how to calculate it specific to liquor/alcohol.

Christine Metcalf, CPB of CSAW Associates, LLC and Coulee Region Bookkeeping and Tax also provided us with the following information—thanks so much for all the guidance you provide Chris!

Do you serve alcohol at your campground? [Here's a great calculator](#) I put together based off an actual sales tax audit on a bar. I thought it would be helpful for you to see what they look for. Plug in your own numbers and prices to see what you would see if you were going through an audit. This also calculates the giveaway amount for payment of use tax.



TO TOSS OR TO KEEP?

With all the technology advancements and available apps, most record keeping and documentation has gone away from pencil and paper, moving to stylus and tablet. It seems every time I log in to do anything—review insurance, pay a bill, or check on a loan, I'm being asked, "Would you like to go digital?" No matter how you keep your records, the real important thing to remember is just that—KEEP THEM! The IRS lists a few good reasons why below and [gives a little further insight on their website.](#)

Everyone in business must keep records. Keeping good records is very important to your business. Good records will help you do the following:

- Monitor the progress of your business
- Prepare your financial statements
- Identify sources of your income
- Keep track of your deductible expenses
- Keep track of your basis in property
- Prepare your tax returns
- Support items reported on your tax returns

How Long to Keep Records?

When to shred?

less than a week	1 week	3 months	5 years	7 years	10 years	+10 years
Pay Stubs. Most people don't know that this is not a good idea. They delete everything on their laptop and need to open an account on one place. And most are not backed up. The history for all the past data you need to keep the latest year. The IRS requires you to keep a year's worth of pay stubs.	ATM Receipts. Keep these until you receive your bank statement and then delete them.	Bank Statements. The only reason to keep bank statements is if you are thinking about applying for a mortgage and that would be a 12-month history. Otherwise, delete them.	Medical Insurance. This includes your insurance statements, doctor bills, etc. Keep these for years from the date of the service rendered.	Tax Returns. You do not want to audit for more than 3 years.	Home Repairs. These should be kept for 10 years to use in case you need to prove something with regard to insurance or a claim.	Mortgage Documents. Keep the original documents for the duration of the mortgage. Some other documents you may want to keep for 10 years.
Credit Card Statements. Keep three months on hand.	Home Insurance. Keep these for 10 years as you are planning on filing a claim for a paid period.	Investment Documents. If you have an IRA, 401(k) or other investment you are not taxed until you withdraw. Keep these for 10 years.	Utility Bills. If you are selling off your utility bills for tax purposes, you may need to keep them for 10 years.			

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More specific information on how long to keep and when to shred at www.shrednations.com

INDUSTRY INFORMATION

Visit from Sara Meaney, Secretary of Tourism Trempealeau Hotel, Trempealeau, WI

As Secretary Meaney travels her way through Wisconsin, we were able to connect with her during a visit to the Trempealeau Hotel. Here are some notes taken from her speech that day, as well as a general update on the 2019 proposed budget!

Most of Meaney's career has been on the advertising agency side of tourism. Sara worked with a large Ad agency based in Milwaukee, but the Ad agency also worked with international clients as well as U.S clients. Sara was the managing director, she lead a third of the 300 people agency.

Sara had never met Governor Tony Evers before the day she had interviewed for the position. She heard wonderful things about him, and his style of leadership sounded like it would be a great fit, so when she went in as a potential candidate. On the front end, she was interested, but wanted to know more— Sara stated that “having a really cool job isn't that cool if you don't like your boss that much.” He had a lot of questions for her, but she also had a lot of questions for him. Sara found that he was very inspiring and he “inspires all of us on the cabinet to do our best work,” - and that's what's exciting for Sara. The team itself is at the department of tourism, that she inherited. Many of the employees there have been around for quite a few years, two of which have been around for 25 years. Sara states, “we have inherited a department that has shown growth for many years.”

Sara says there are a few very interesting challenges that are also on the horizon. The Department of Tourism's budget has not changed in 10 years, which is \$15.5 million, (which by the way over 10 years is worth a lot less than it was 10 years ago) and advertising has gotten more expensive in the meantime. The goal is to do the best with the dollars that you have but Minnesota and Michigan have a lot more to spend per year than Wisconsin has to spend. In order for us to sustain and grown we have to be as competitive as we can be. So at \$15.5 million compared to \$19 million in Minnesota and \$35 million in Michigan per year, not including the regional dollars they put in, we are way outspent. Michigan has been doing it very well for a long time, their campaign is classy and it works, there is a reason why we remember their campaign as well. Sara and her team's goal is to put Wisconsin on the map as highly competitive to that. “Our offerings are similar to Minnesota and Michigan obviously but people who know Wisconsin actually rank the Wisconsin experience higher in quality. The research shows that we can be competitive; it isn't just that Michigan is better and they have more money, we know that people like the experience here!”

A higher budget is currently proposed, in fact Tourism was up in front of the finance committee last month, and so Sara's plan is to get a lot of documents in front of the committee supporting the plan. “The proposal is \$5.1 million in the marketing budget for tourism, so that will put us at \$15. 5 million per year plus half of that \$5.1 by ending so an average of about \$2.5 million per year of that two year budget. That budget is meant to be spent on, being in front of more eye-



INDUSTRY INFORMATION

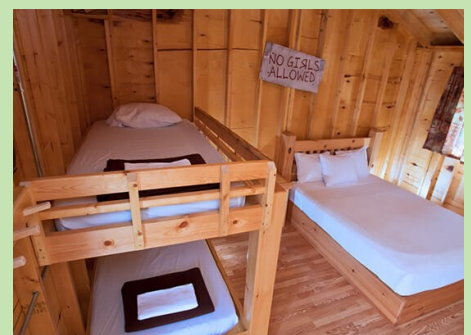
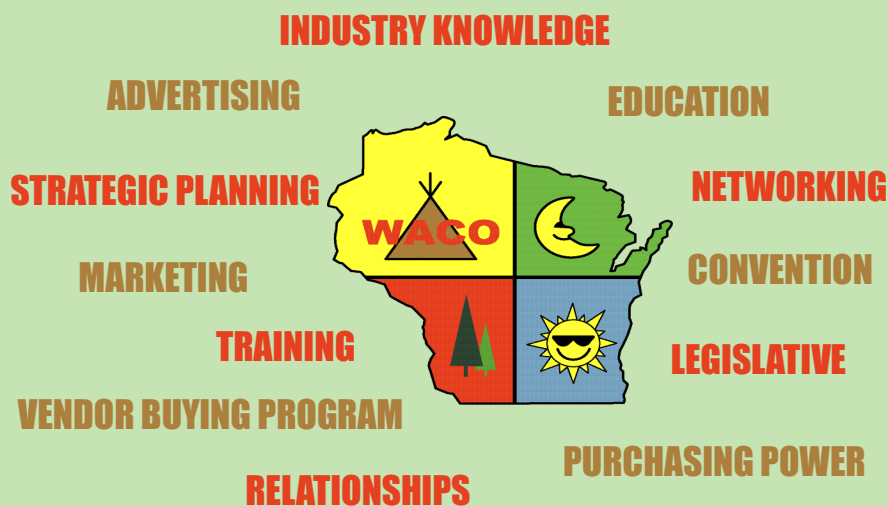
balls and getting into more geography's plus attract new demographics. Exactly how we are going to spend it, still remains to be seen."

When she addressed the crowd at WIGCOT back in March, Sara wondered if the state can improve its rate of return on tourism promotions and said Wisconsin lags other states in growth of overnight stays. She said she wants to attract more people of color, draw more millennials and tap markets such as Phoenix, New York City, Washington, D.C., and Denver, in addition to Minneapolis and Chicago. Evers' proposed budget includes a plan to create an office of outdoor recreation that would employ three people. It also asks that the "overall tourism budget, which has been flat over the last several years at about \$15 million, be increased by \$5.1 million over the next two years. The national average for annual state tourism budgets is \$19.8 million", according to Meaney.



Reasons to Join WACO

In the next few months, our WACO staff will be traveling across the state, reaching out to those who aren't familiar with our organization, or potentially don't have enough information to encourage them to join. As we meet prospects just like American Treehouse & Resorts (pictured above), we will share with them success stories of our current members and demonstrate all the reasons why its so very necessary to be part of this dynamic and awe inspiring group of business owners. If you know someone who should be a member, be sure to get them in touch with our WACO staff, or simply send in the prospects contact name and we'll definitely be in touch!



Checkout American Resort & Treehouse, featuring Wisconsin Dells only Natural Lagoon!



MOVE AMERICA WEEK



Earlier in the month, ARVC participated in Move America Week, successfully meeting with 34 different legislators about the value of RV parks and campgrounds and the RV industry. RV Industry Association (RVIA) hosted and 11 representatives of ARVC attended.

"Every year this week is a fantastic show of unity in our industry," says Paul Bambei, ARVC president and CEO. "This year, our delegation of campground owners and ARVC staff had important conversations with key legislators from a dozen states and worked together with RV manufacturers and dealers to share our industry's impressive impact on the U.S. economy."

The RV industry has a \$114 billion impact on the nation's economy—including \$26 billion from RV parks and campgrounds.

Other topics the ARVC delegation discussed with legislators included:

- Infrastructure improvements that would allow RVers and campers to safely traverse the nation's roads and bridges on their way to their next adventure;
- Indirect costs caused by China and Mexico tariffs and the effects on the entire industry, specifically increases seen in various metal-based products necessary in the construction and expansion of RV parks and campgrounds (pedestals, electrical wiring, etc); and
- Increasing awareness and support for the RV Caucus—a group of legislators who actively support the RV industry as a whole.

ARVC had a record number of members submit delegate applications this year, and as you remember from our last newsletter, Jim Button was selected as a delegate from our own WACO! ARVC says as interest in joining the delegation grows each year, the national association is exploring ways to include even more members.

ARVC currently has 23 partnering states:

Alabama, Alaska, Arizona, Colorado, Connecticut, Florida, Illinois, Indiana, Kansas, Louisiana, Maine, Maryland, Massachusetts, Michigan, Missouri, New Jersey, North Carolina, Ohio, Pennsylvania, South Carolina, South Dakota, Tennessee, Virginia and Wisconsin.



SHOUTOUT

"It was a great week on the Hill advocating with senators and congressmen for our industry. We have a strong industry and we all should be proud of what we do and contribute to the overall economic impact for our state and country. We have a 114 billion dollar industry which equates to 2.2% of the GDP, these are amazing numbers! I am very proud and humbled to have been chosen by ARVC to represent Wisconsin. ARVC and the RVIA industry work very closely to ensure that our best interests are at hand. This is another great example of why is important to be involved with your state association and your national association. "

~ Jim Button, CPO, OHE



WACO STAFF OUT AND ABOUT

The WACO staff has been prospecting for new members in the past couple of months! If you know a business that would be a great addition to our membership, as well as value all the benefits we provide, please let our WACO office know! Here are some images of those



we've been stopping at!



WACO FACEBOOK MEMBERS

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/>.



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WACO 2019 Advertising

WEBSITE AD SIZES

Banner Ad: 1200 x 120

Side Ad: 200 x 200

PLEASE NOTE!

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

WACO MEMBER LOGIN

Username: member

Password:
born2camp



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Executive Director

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Ettrick, WI 54627

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Phone (608) 525-2323

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Scott Grenon - Director

Tunnel Trail Campground

Email | 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.