

# WACO

Wisconsin Association of Campground Owners

JULY 2019

## Sliding into Home

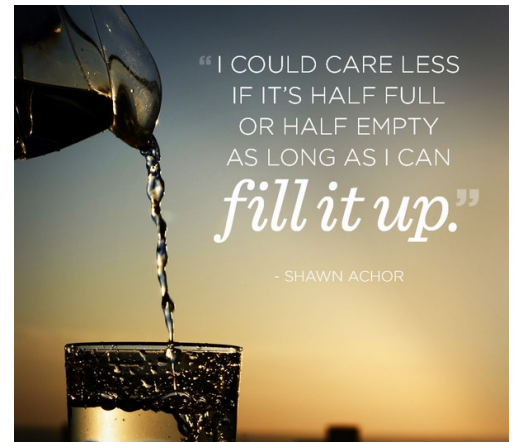
Here we are people—we've made it this far! As we come into the final months of the season, it may seem like you're exhausted and out of all kindness. Well, that's because you are haha! We've had the long nights and the crazy days...but let's not forget about the smiling faces, the "thank you for a great family vacay" comments and the amazing employees. Here's to finishing things out with positive thoughts, remembering just how amazing you all are!

## RECHARGE BY RESTING

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In the craziness of our busy season, it's so important that we remember to, as my mama always says, "fill our own pitcher up!" By this time, we've spent countless late nights with little sleep, heard minor and major complaints (even amazing businesses get them), and may have been through several ups and downs of the season. Every one of those instances is a dip in your pitcher of energy. The more we pour out, the less we have for ourselves and our families. As inconceivable as it sounds, now is the time to slow down and get some



perspective – fill up that pitcher! Our Nation prides itself on hard work and sometimes personal time and rest get a bad rap. I'm here to tell you – YOU DESERVE IT! Read that line again – go ahead, I'll wait. The amount of dedication, sweat, blood and actual tears that goes into running a campground and resort is immeasurable...AND so are the rewards. What other industry pulls together families for their getaways or vacations in a way like camping? What other industry offers time for couples to reconnect, a space for classmates to catch up, fundraising opportunities for those in need, and businesses to build a more solid team? Think about that for a minute...YOU HELPED DO ALL THAT! Before you say, "I don't have time to fill my pitcher lady!", think about this: [Your body is more invigorated](#) from a nap that it is from caffeine. I read the article 4 times, just to make sure I wasn't misunderstanding ha! We are more productive when we rest and when we are more productive, we are a better version of ourselves. Check out some other ways to recharge, even if for five minutes between tasks, to ensure you are giving yourself all you need to be successful.

**Naps are more  
invigorating than  
caffeine.**

# REST TO RECHARGE

1. **The Early Bird Still Gets the Damn Worm** – Sorry folks, but this one hasn't changed! Studies continue to show that an early morning routine gets our bodies and minds set for success as [“creative energy is at its peak after a time of rest.”](#) I like to burn the midnight oil just as much as some of you, but I have noticed my energy lasts longer and I'm able to check more off never-ending list when I get going right away in the AM. If we start early, we have time to take those all-important personal moments to rest and center!



2. **Walk it Off** – Our friends [at Stanford have done several studies](#) showing that walking increases productivity, creativity and if you couple it with being outside, the affects last even longer. How lucky

are we? In between some straining duties, take a side route – walk and look at the sky, take a minute to see smiles on your camper faces, listen to the sounds of laughter and conversations – separate yourself from anything else and focus on the positives and all the good things you see around you. This doesn't need to be an hour process, as the research showed even 5 minutes showed value versus none!

3. **Naps Do Wonders** – Theme weekends, problem solving seasonal concerns, reconfiguring campground layouts, and menu updates – these are things you do every day, all day! It's a lot of imaginative and creative work over long hours, in a demanding environment and afternoon naps can have restorative power for you! Sleep scientists have [found](#) that even a short nap can be effective in recharging your mental batteries. The most obvious benefit of napping is that it [increases alertness and decreases fatigue](#). Even a short nap of around 20 minutes boosts your ability to concentrate by giving your brain a chance to restore depleted energy.



## 7 THINGS YOU CAN DO TO BECOME A MORNING PERSON

Create a morning routine



Stop using mobile phone  
as an alarm



Reward yourself



Create a night time routine



Stop hitting the snooze button



Keep a consistent sleep schedule



[www.thoughtsabove.com](http://www.thoughtsabove.com)

**Need Member Specific Information?**

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

# REST TO RECHARGE



4. **When You Know the Next Step, STOP!** Many of us may feel that pushing ourselves to work long, unbroken hours is the best way to be productive, but [science suggests otherwise](#). In fact, working longer [may](#) lead to stress, burnout, disengagement from work, and poorer performance on the job. More importantly, it kills creativity and new ideas! A counterintuitive way to combat this is to take deliberate rest - **stop working at just the right point: when you see your next move, but decide to leave it until tomorrow.** Ernest Hemingway was a famous advocate of the practice, and many notable writers have followed his advice to “[always stop when you know what is going to happen next.](#)” Stopping when you have a little energy left makes it easier to get started

the next day! It also seems to [prompt your subconscious mind](#) to tackle work problems in the meantime – so while you rest and walk away, your mind continues to work in the background. In [one study](#), researchers found that a group who took the break from study notes, benefitted even more than those who continued to cram all night. If you’re cramming – TAKE A BREAK! You’ll come back at it with a boost of creativity and a productive attitude.

In the hustle and bustle of everyday, it’s important that we listen to our bodies, remember the positive impacts we’re making on lives and take a minute to recharge. Think of rest just like you would exercise or eating healthy...your brain needs that rest too and what did we say earlier? YOU DESERVE IT! Here’s to recharging and remembering how to take care of ourselves so that we can take care of others.



## SHOUTOUT

Congratulations to Jellystone Park and Camp Resorts in Wisconsin Dells on being recognized in the latest issue of [Campground Industry e-News](#). Operating the facility by the same family for the

past 49 years, as the Yogi Bear franchise is celebrating their 50th anniversary, is really something amazing! Brent Gasser currently runs the park with his children, Brennan, Katrina, Cate, Brent, Natalie and Chris. The Gasser family and their employees have earned more than 100 campground industry awards and employed more than 1,000 international exchange students from 50 countries.” Congrats to your family Brent and here’s to another 49 years of family business success!





# LIKE A SECOND HOME

## Like a Second Home

### Permanent (AKA Seasonal) Campsites with all the Right Amenities

Seasonal camping sites, otherwise known as permanent or long-term stay sites, are for sale all over the US. Doing a quick search online tells us that there are over 133,000 results when entering “permanent campsites for sale in WI!” Based on industry trends, there are three main trends to take note specific to seasonal camping.



More and more campgrounds are staying open year round and that uptick has been on the rise since 2017. Campgrounds with a “resort” feel can offer cabins, and sites with winterization options for colder months in some areas. WI winters make it tough to offer that for all campgrounds, but some have options with models and sites near main water lines for example. While most campgrounds think of a

seasonal site as securing a space and service for the season, some come into ownership of park models or RVs on those sites and why not make them even more appealing with a few upgrades?

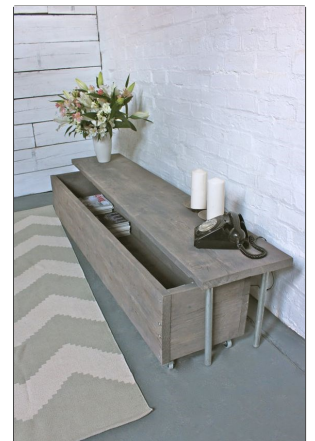


Industry trends are also showing that campers are going “back to basics” when camping in general – when they purchase an RV, when they head out for a vacation or extended weekend, as well as when looking at a seasonal or permanent campsite. In other words less is still irrevocably more.

Alternative accommodations and “community spaces” are the new rave. Think Pinterest meets Instagram and I’m guessing you’ll conjure up the right images. Communal kitchens in which all the items necessary to cook a meal (minus food of course) are available to be used by anyone camping is a great example of a community space.

Make the space unique like your second home! There is plenty inspiration available online, as well as at your favorite campground for how to customize your seasonal campsite, or how to create some amazing rental spaces for long-term stays.

From decks to slide out storage, the sky is honestly the limit. And in the end, if you’re going to be spending a lot of time at your permanent site (or looking for ways to create additional income on the site) why not make it homey and functional!



Decks and Rooftops? Yep! Glamping to the extreme is what you get when you add a rooftop deck to your permanent cabin. Tiny cottage cabins like this one featured on Wildwood Lake Front Cottages include two great spaces to gather – the traditional side deck with breeze top and a rooftop space with TV and fully functioning fireplace for cool fall nights.

# Trends of Permanent/Seasonal Sites

You can check out some [YouTube videos](#) and see some pretty basic layout and plans come to life with DIY deck ideas or get them [pre-made](#) and ready for assembly.

Think about basic functions of the decking to determine what type of deck to include in your permanent or seasonal campsites. How many people will typically be in the area at once, how often will it be used, do you want it to be moveable or more permanent? One aspect many forget is the ease of cleaning and care – does the area require special cleaning equipment or annual care such as staining? Final touches include things like themes of your family, the campground you're staying at, or maybe just something people know you for. If your campground is on the lake, maybe something that makes the deck look like a boat deck? If your family are all big fans of football, maybe you make the deck look like a football field.

The ideas are endless and it's hard to stop once you get going! Happy planning!



## SHOUTOUT

The WACO office just wants to give a great big SHOUTOUT to all those members who checked on each other after the latest string of storms swept through Wisconsin this past month. Several were affected by the storms to varying degrees including Champions Riverside Resort, Bear Lake Campground, Heaven's Up North Family Campground, Indian Trails Campground, Pelican Lake Campground, River's Edge Campground, Vista Royale Campground, and Weaver's Resort and Campground. Some suffered serious damage to buildings and grounds, others were without power for extended period of times. It was great to know in the worst of times, the WACO family was available and reaching out to see what help was needed. Don't forget ARVC does have disaster relief funds available for those who qualify. Contact your WACO office for more information. Thank you for being such a great support system and stay safe!

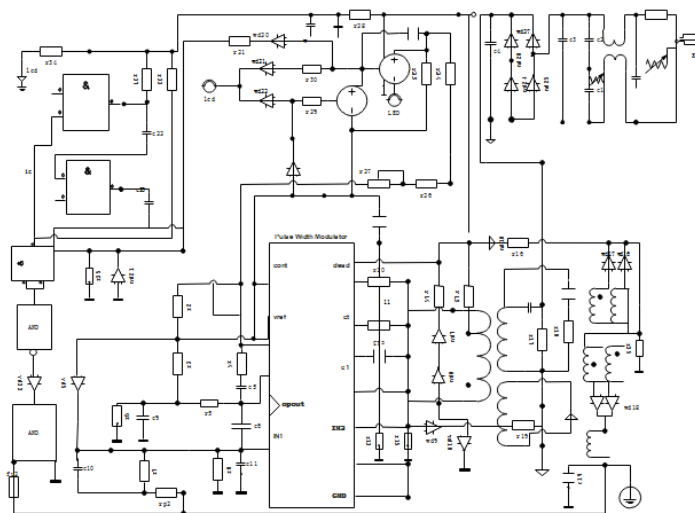


## ELECTRICAL DRAWINGS

The Wizard of Watts is BACK and he's talking today about electrical drawings. Electrical drawings can seem extremely daunting to put together for some and its one of those tasks we just put off every year, hoping a magical electrical element will get them done for us. Ok, since that's not happening, let's look at why its so important and what resources do we have available to help us get this task checked off the list!

### WHEN SHOULD ELECTRICAL DRAWINGS BE DONE?

- New purchase—when you are first getting your campground, ask if these are available from the current owner
- Expansion—if you're adding on to your current property
- Renovations—before you make moves, especially large ones, know your electrical layout



### WHAT SHOULD YOUR LAYOUT INCLUDE?

- Load calculations and voltage drop calculations per NEC guidelines
- A recommended circuit layout on your site plan
- Drawings and/or specifications for materials, such as:
  - ⇒ Pedestals, Meters Distribution, Panels, Utility Metering, Wire, Lighting

Ask your local Authority Having Jurisdiction (AHJ) about any additional “stamped” documents you may be required to have!

### OTHER REMINDERS FROM THE WIZARD:

- **Plan for Tomorrow Today**

Many RV Parks were built when nearly all RVs were 30 amp. 58% of all RVs are 50 amp, adjust accordingly



- **Many Campers Feel Reliable Electricity Is A Must.**  
**Pay Attention to Voltage Drops.**

If your customer plugs in and their rig shows a low voltage, the fun of the vacation is gone. Many inverters in RVs will not turn on in the case of low voltage. RV Parks have large wiring distances. And, 120/240-volt power doesn't travel well.

[For more information from the Wizard of Watts, check out the July information here!](#)

# IN THE KNOW

## RECALL NOTICES

### Universal Security Instruments Recalls to Inspect Smoke Alarms Due to Risk of Failure to Alert Consumers to a Fire

Be sure to check your park models, rental units, game rooms, community centers and any other locations that may include smoke detectors of this make/model! The last thing any of us want is a faulty smoke detector.

[Check out the recall notice details and next steps here!](#)

October is fire prevention month. Might be a good idea to add a review of your fire prevention plans, check over fire extinguishers, etc in that month!



### BRP Recalls Coolers Due to Entrapment and Suffocation Hazards

Consumers should immediately put the coolers out of the reach of children. Contact a BRP Sea-Doo dealer for a free repair. It may be

a good idea to post this recall in your common areas for campers to see and of course, check your coolers used for events! [See recall details here!](#)



**A BIG WACO  
THANK YOU  
to Mary Ellen  
Bruesch MS,  
RS for the Di-  
vision of Food  
and Recrea-**

**tional Safety from the Wis-  
consin Department of Ag-  
riculture, Trade and Con-  
sumer Protection for her  
continued updated on  
product recalls.**

We appreciate the information in an effort to keep our campgrounds and campers safe! proudly displays her WACO Award front and center in her kitchen.



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You

# INDUSTRY INFORMATION

## UNDER 17 & DRIVING

As a business owner, we are constantly navigating process and procedure. From financial guidelines, to taxes, to employee regulations. One area that we can all easily overlook is driving and the age requirements around driving while at work. Its easy enough to say “We need someone to bring us supplies on the level” and not consider who is approved legally to do so. Here are a couple of guidelines and some links for more information on what to keep in mind before having someone hop behind the wheel!

**OUTSIDE HELPER:** No employee under 18 years may serve as an outside helper on a motor vehicle. An outside helper is any individual, other than a driver, whose work includes riding on a motor vehicle outside the cab for the purpose of assisting in transporting or delivering goods.

**DRIVING - Under 17-Years of Age:** No employee under 17 years of age may drive a motor vehicle on public roads as part of his or her job if that employment is subject to the FLSA.



**DRIVING - 17 Years of Age:** Seventeen-year-olds may drive on public roadways as part of their employment, but ONLY if all of the following requirements are met:

- The driving is limited to daylight hours
- The 17-year-old holds a state license valid for the type of driving involved in the job performed
- The 17-year-old has successfully completed a state approved driver education course and has no record of any moving violations at the time of hire
- The automobile or truck does not exceed 6,000 pounds gross vehicle weight
- The automobile or truck is equipped with a seat belt for the driver and any passengers and the employer has instructed the youth that the seat belts must be used when driving the vehicle
- The driving is only occasional and incidental to the 17-year-old's employment. This means that the youth may spend no more than one-third of his or her workday and no more than 20 percent of his or her work time in any workweek driving.



There is more information specific to 17 years and older driving regulations, available online at <https://www.dol.gov/whd/regs/compliance/whdfs34.pdf> as well as on the Members page of the WACO website.



# INDUSTRY INFORMATION

## SECRETARY OF TOURISM UPDATE

Governor Evers signed his first official budget in July, 2019. The budget slots funds for critical investments in our state, including tourism. Secretary Sara Mea-ney is “grateful to the Governor for not just talking about tourism as a leading economic driver, but also backing it up with this important budget.”

**WISCONSIN**  
—DEPARTMENT OF TOURISM—

Impacts on tourism include:

- \$1.5 million in additional marketing funds and converts two department positions into in-house video production staff. It also creates the Office of Outdoor Recreation within the Department of Tourism and provides three staff for that office.
- This office is intended to bring together our outdoor recreation industry under one roof, leveraging resources to grow this important sector of the state’s economy., as well as jobs in the industry

The Secretary goes on to state, “Our goal is to leverage the Office of Outdoor Recreation into more travelers, greater economic impact for local communities and new career opportunities for Wisconsinites.”

[Read the full Secretary’s Letter here.](#)

## 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 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!

### INDUSTRY KNOWLEDGE

ADVERTISING

EDUCATION

STRATEGIC PLANNING

NETWORKING

MARKETING

CONVENTION

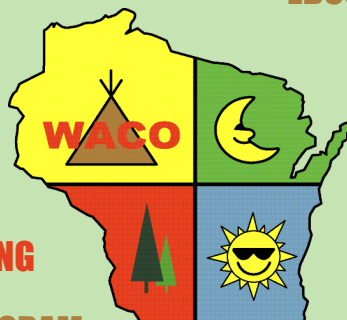
TRAINING

LEGISLATIVE

VENDOR BUYING PROGRAM

PURCHASING POWER

RELATIONSHIPS



### THE SUPPORT WE ALL NEED

WACO members provide so much support to each other! From resources and business knowledge to history of the industry, we are a shoulder to cry on, a smile and laugh to share...we are here for each other!

## HUMAN RESOURCES AT YOUR PARK

Having a dedicated team of employees is crucial for any campground. Human Resources responsibilities go far beyond the recruitment and hiring processes. Onboarding documents and records must be kept accurately, legal requirements must be met and there are other factors that owners need to know such as why something as seemingly harmless as using volunteers can actually put the campground at risk for liability issues.

As a resource to assist in navigating through all those hoops, [ARVC's two industry-specific certificate programs are available to members and include:](#) the Outdoor Hospitality Management (OHM) and Outdoor Hospitality Professional (OHP) programs offered at the [National School of RV Park and Campground Management](#).

ARVC STATES: "The human resources components of these two certificate programs focus on best practices for hiring, retention and benefits as well as on how to create an engaging employment culture for all team members.

Human resource practices will also be covered in a third certificate program, the Outdoor Hospitality Generalist (OHG), an online program for park employees that is now being developed."

### The programs are geared to two groups—employees and Managers:

***Employees** will examine the role of human resources and gain knowledge of employee requirements for record-keeping; the basic paperwork required of an employee. They will also learn how goal setting can positively impact employee retention and growth. From a safety perspective, they will review OSHA requirements and how they affect job responsibilities. Finally, they will gain an understanding of the policies, procedures and training required to address the issue of workplace violence.*

***Managers** will also examine the role of human resources and gain knowledge of federal employment laws and the agencies that oversee them as well as the legal regulations regarding the hiring process. They will learn what the EEOC and OSHA requirements are for employee training and recordkeeping. Plus, they will review Title 1 of the Americans with Disabilities Act (ADA) and the resources required to ensure compliance. Managers will also learn how to engage staff in meaningful ways and how to use coaching techniques to improve performance.*

**If you'd like to learn more?** Visit [arvc.org/education](http://arvc.org/education) for information about ARVC's industry-specific education and what a difference it can make in the successful management of your campground.

## ADDITIONAL HR RESOURCES

If you find yourself looking for answering regarding specific HR related topics and the classes below don't fit into your plan, or schedule, check out your local SHRM group! Every county in the state of Wisconsin includes a chapter and typically comes together once a month to discuss topics of interest specific to human resources. Things like changes to the law, benefit trends, emotional intelligence in the workplace, employee evaluation and retention plans are just a few examples. Check out the [SHRM](#) website for chapter locations, meeting dates and to see if it makes sense for your organization to attend. Most allow for guests to attend for the cost of a meal and some plans are very reasonable to attend if you feel it would be a solid resource year over year.



# WACO UPDATES

You may have noticed a serious update to our website recently! We are so excited to partner with a new Trade Member, Extended Marketing on our recent website redesign. We will continue to sharpen and target our SEO (search engine optimization) to ensure we make the top page for online searches and that our visits increase season over season. Most impactful changes include ensuring that our WACO website is mobile friendly, ADA compliant, and has a fresh, easy to read look and feel. **What does that mean for you?** This means links and information for your campground are viewed more often and on devices that more are using for browsing, like cell phones and tablets. And specific to ADA compliant, not at risk for a lawsuit. **Be sure to check it out!**



## 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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**Next Month**

**WATCH FOR THESE STORIES NEXT MONTH!**

**Checklist for Final Months**

**Industry Updates**



# 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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## BOARD OF DIRECTORS

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### Patricia Lombardo - Director

Equity Lifestyle

Email

312-533-7255

### 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.