

WACO

Wisconsin Association of Campground Owners

OCTOBER 2019

Welcome to the Season of Gratitude

As we close our gates on October, buttoning up one season and heading into another, we may reflect on bumps in the season. Not a single member has been immune to some craziness—weather, damage to buildings, legal concerns, some potentially unsatisfied customers or ineffective employees, just to note a few struggles! November, the month of Thanksgiving, is just around the corner. Acknowledging what we're thankful for seems to make sense right? So Instead of wallowing in those situations, let's take a moment to reflect on our campgrounds, resorts, and businesses with an attitude of gratitude. What are YOU thankful for? What makes you wake up every morning and say, "So thankful to have....in my life right now!"

Gratitude and the Positive Impact

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Wholeheartedness, being thankful, practicing gratitude – these are common phrases among social media as of late. And before you think, "I don't have to read this fluff," THINK AGAIN! While some articles and quotes are focused on family and personal lives, more and more research has shown how practicing gratitude – literally just acknowledging things you're thankful for in life – can positively impact your business!

THE SCIENCE BEHIND IT

It's no secret that positive emotions are powerful. They improve our health, help us live longer, boost productivity, improve relationships, enhance resiliency, and so much more. "Gratitude is perhaps the best researched emotion out there, and it might just be

the most powerful one as well."

A study published in the *Journal of Applied Sport Psychology* found that athletes who were more grateful had higher self-esteem, which also has been linked to higher job performance. A wealth of research suggests that happy and satisfied individuals are relatively more successful in the workplace. People like celebrity and talk show host, Oprah Winfrey, and Shark Tank multi-millionaire, Daymond John, site that practicing daily gratitude has directly and positively impacted their success in life. Yale published an article showing that when you look at two groups, the one with "purposeful pleasantness," those who showed gratitude and thanked their fellow group members, were more successful overall – citing decreased conflict, increased task performance, and improved cooperation as just a few of the positive impacts. What do you think your



"You radiate and generate more goodness for yourself when you're

aware of all you have and not focusing on your have-nots," Winfrey writes on her website.

Daymond John tweets, "Rise & Grind!"

Gratitude turns what we have into enough."



GRATITUDE. PRACTICE IT.

business could do with less conflict, an increase in task performance and improved cooperation? I'm guessing a whole heap!

There is a ton of other research out there – I urge you to research and share with your staff in the offseason, especially prior to gearing back up! So clearly, being grateful has a positive impact on our business...but how exactly? There are five scientifically backed-up (yep, that's the technical term) categories in which gratitude can have a direct impact or be beneficial: emotional, health-related, social, personality, and professionally.



EMOTIONAL: Practicing 10 minutes of gratitude every day can significantly impact your emotional intelligence.

- **Make us happier.** Gratitude makes us feel good when we experience it! We notice what is already good in our lives instead of what is bad, which helps us develop positive feelings about ourselves and our life. Research by Robert Emmons and his colleagues has found that gratitude can permanently raise our level of happiness past its genetically determined set-point.

- **Reduce symptoms of depression.** As our society becomes more open about depression and mental illness, it's become very clear just how much depression can impact your business! It's hard to focus on the big picture or success of a business if you're focused on feelings of depression right? Depressed individuals are known to be overly self-focused (This is not through any fault of their own. And it doesn't mean they are not compassionate or empathetic. Neither does it mean that they are selfish or self-possessed or anything like that. But they are too focused on their own shortcomings, flaws, etc.). By practicing gratitude, attention is directed away from one's self and toward others and what they are providing for us.
- **Increase our resilience.** Resilience is our ability to bounce back and recover quickly from setbacks or stressful situations. (See opening paragraph if you need examples here haha!) Grateful people are able to see the bigger picture and remember the positive in their lives, and they seek out more social support. As a result, they are less likely to let bad events pull them into a downward spiral and more likely to grow in times of stress. In other words, gratitude makes us resilient.
- **Improve our positivity ratio.** The positivity ratio is defined as your frequency of positive emotions over any given time span, divided by your frequency of negative emotions over the same time span. P/N. People above a 3-to-1 ratio flourish and create upward spirals for themselves; people below a 1-to-1 ratio perish and create downward spirals for themselves. Gratitude boosts our ratio by helping us experience more positive emotions such as optimism, enthusiasm, love, joy, and happiness, while protecting us from the destructive emotions of envy, greed, bitterness, and resentment.
- **Improve our self-esteem.** Gratitude makes you aware of the good other people do for you. As a result, you feel loved, cared for, and appreciated—which makes you feel better about yourself and improves your self-esteem. Think of what this can do for your business partners, trade members, customers, employees, and family members too!

HEALTH-RELATED: Clearly you can see the mental benefits of being grateful. Many studies. So much research – just give in, it's real. Ever heard how powerful our minds are? That they can directly impact our physical capabilities as well. Well buckle up, because that's absolutely the case with gratitude.

- **Improve sleep.** Positive emotions like gratitude activate the parasympathetic branch of your nervous system,

GRATITUDE. PRACTICE IT.

also called the relaxation response, while negative emotions activate the sympathetic branch, often referred to as the fight-or-flight response. What does all that mean?? Being grateful helps our minds to relax, reducing the time required to fall asleep, increase sleep quality and sleep duration. Basically, more gratitude = more Zzzs!

- **Make you exercise more often.** One of Emmons' studies showed that people who kept gratitude journals exercised 33% more each week compared to people who weren't keeping these journals. A possible explanation is that being grateful for one's health makes you want to protect it by exercising more. Who wouldn't be grateful to be more in shape?
- **Reduce pain.** Gratitude and other positive emotions may have analgesic (pain relief) effects by stimulating the release of endogenous opioids (feel-good neurotransmitters in our brains). This would explain why grateful people report fewer aches and pains—they are less sensitive to pain and benefit from greater pain tolerance.
- **Lower blood pressure.** "Negative emotions create a chain reaction in the body—blood vessels constrict, blood pressure rises, and the immune system is weakened. This kind of consistent imbalance can put a strain on the heart and other organs, and eventually lead to serious health problems," writes Emmons in his book [Thanks!](#) Positive emotions, including gratitude, have shown to lower blood pressure.
- **Strengthen our immune system.** Practice of [HeartMath](#) techniques designed to elicit feelings of appreciation and gratitude have been shown to result in a significant increase in levels of immunoglobulin A, a predominant antibody that serves as the body's first line of defense against viruses. I don't know about you, but anything that boosts my immune system is worth looking into!
- **Lower stress.** The same [HeartMath](#) techniques have been found to reduce the stress hormone cortisol and increase the hormone DHEA. Your body naturally relaxes when its trained to. The more grateful you are, the more relaxed your body, the less stressed you feel!
- **Activate the healing relaxation response.** Gratitude activates the parasympathetic (the rest-and-digest, relaxing part of the nervous system) resulting in many positive effects. Decreases in cortisol levels, lowering of blood pressure, strengthening of the immune system, and much more. This is one big reason why gratitude makes people so much healthier.
- **Help you live longer.** Optimism and positive emotions in general have been shown to extend people's lifespans. Considering that fact and all the health benefits gratitude provides, it's fair to say that being grateful likely increases life expectancy. I mean I guess I could've just said that. Being grateful means you'll live longer. Done.



SOCIAL: Your emotional and physical health aren't the only beneficiaries of your gratitude. The people around you benefit too, in multiple ways. And because they benefit, so do you.

- **Make you a more understanding, compassionate, helpful, and kind person.** "...people who kept gratitude journals reported feeling closer and more connected to others, were more likely to help others, and were actually seen as more helpful by significant others in their social networks," writes Emmons' in [Thanks!](#) When

GRATITUDE. PRACTICE IT.

your cup is overflowing with gratitude and other positive emotions, you are more likely to help others. I feel like we see this often across our membership.

- **Make people like you better.** Family, friends, and partners consistently report that people who practice gratitude are measurably happier and more pleasant to be around. When you're grateful, you feel loved, appreciated, and cared for. As a result, you treat people better. Besides that, positive people are generally more likeable than a negative grouch.
- **Improve relationships.** Gratitude has been shown to improve friendships and romantic relationships. Demonstrating gratitude to friends, partners, or family members makes them feel good, makes us feel good, and makes the relationship better. Communicating gratitude also makes it more likely that we'll work through problems and concerns, further strengthening and deepening the relationship.
- **Create a positive feedback loop.** When we're grateful, we are more likely to be empathetic, to understand others, and to act pro-socially towards them. This causes others to feel grateful and act pro-socially toward us, and so on. This is certainly one reason why gratitude builds friendships and other social bonds.



PERSONALITY: The practice of gratitude shapes your character, making you an objectively better person. Reports from friends, family, and coworkers of people who participate in gratitude interventions often mention a significant and almost instant change in these people's personality: grateful people are comfortable to be around; they're humble, appreciative, kind, optimistic, and sincerely focused on other people's well-being.

- **Make us more humble.** Gratitude and humility go hand in hand; they are mutually reinforcing. Expressing gratitude induces humility in us, and humility increases our capacity for experiencing and conveying gratitude.
- **Make us less self-centered.** Gratitude is about acknowledging others and *their* acts of kindness, resulting in reduced self-focus. This, again, is one reason why gratitude is helpful in preventing and overcoming depression. It's probably also why we like grateful people so much—rather than being occupied with themselves all the time, they show care and interest toward us.



- **Make us more kind and giving.** Gratitude is well-known to promote pro-social behavior. The more grateful you are, the more likely you are to help others. As your cup overflows, you feel a natural urge to help others.
- **Increase spiritualism.** Just like humility and gratitude go hand in hand, so do spirituality and gratitude. The more spiritual you are, the more likely you are to be grateful, and vice-versa.
- **Reduce materialistic thinking.** Materialism and gratitude don't go together. They are mutually exclusive; as one goes up the other comes down. Research shows that as you become more focused on external stuff, you become less grateful. On the flipside, as you become more grateful, you start edging out materialistic thoughts.
- **Make us more optimistic.** Gratitude trains our mind to see the positive, rather than the negative. When look-

GRATITUDE. PRACTICE IT.

ing into the future, this results in a more positive outlook. The more grateful we are, the more optimistically we look to the future.

PROFESSIONAL: And finally, being grateful can directly impact your business! You can infer the impact of gratitude on your business in most of the article above, but there is an absolute direct correlation to how those emotional, health, and social benefits carry over to the workplace, where you're boosted both as an employer or employee.



- **Improve our decision-making.** Grateful physicians are better physicians. This was the conclusion of a study looking at doctors making diagnoses on the basis of a given list of ailments from a hypothetical patient. Doctors who were given a piece of candy prior to this task, thereby inducing a feeling of gratitude, made the right diagnosis more often than doctors in the control group. In short, gratitude improves decision-making.
- **Increase goal achievement.** In one study, people who kept gratitude journals reported more progress on their goals than people in the control group. Far from making you lazy, gratitude may actually do the opposite.
- **Build our social capital.** Gratitude promotes pro-social behavior, resulting in more and better friendships. As a result, grateful people develop more social capital than their less grateful peers. In other words, gratitude helps you build your network.
- **Make us more effective leaders.** Gratitude enhances praise-giving, motivating abilities, and other important leadership skills. Due to the contagion of emotions, grateful leaders also infect (literally!) their followers with positive emotions, resulting in performance-enhancing effects across the board.
- **Make us more creative.** Barbara Fredrickson explains in her book, *Positivity*, that positive emotions like gratitude broaden our minds. Our field of vision literally expands and we see more, both internally and externally. As a result, we come up with more ideas and find more creative solutions to problems.
- **Increase our productivity.** Gratitude lowers stress, boosts creativity, opens our minds to more possibilities, improves our health, raises our energy levels, reduces negative thoughts, increases self-esteem, and so on. Is it fair to assume that gratitude improves our productivity? I think so!

Now that we're all experts on WHY being grateful will positively impact our lives and our work, HOW do we practice it?

Check out page 10 for ideas on how to practice gratitude every day and thank you for the opportunity to share this information with you all.



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WACO MEMBERS—GBF FUNDRAISER UPDATES

Campground	Total Funds	Campground	Total Funds
Black Hawk	\$1,940	O'Neil Creek Campground	\$245
Badgerland	\$1,095	Pine Harbor	\$352
Boulder Creek	\$3,588	Pineland Camping Park	\$6,806.94
Buckatabon Lodge	\$580	Plymouth Rock	\$4,479
Buffalo Lake	\$1,542	Pride of America	\$4,211
Champions Riverside Resort	\$11,150	Rivers Edge	\$2,345
Coconut Cove	\$650	Rustic Timbers	\$3,648
Duck Creek	\$1,020	Scenic Ridge	\$7,131.00
Evergreen Campsites	\$7,000	Silver Springs	\$3,050
Fireside Campground	\$1,020	Sky High Campground	\$911
Fort Atkinson	\$2,173	Sleepy Dragon Campground	\$40
Grand Valley	\$2,262	Smokey Hollow	\$1,690
Great River Harbor	\$15,000	Snug Harbor	\$2,300
Green Acres	\$637	Stoney Creek	\$5,304
Harbor Village	\$2,100	Tilleda Falls	\$830
Indian Trails	\$3,256	TJ's Timberline	\$3,505
KOA Milton	\$3,485	Treeland Farm RV Park	\$120
Lake Arrowhead	\$1,140	Vista Royale Campground	\$3,020
Lakeland	\$604	Westward Ho	\$5,395
Lakeview	\$1,594	Whitetail Bluff	\$560
Little Creek	\$1,720	Whitetail Ridge	\$760
Log Cabin Resort	\$20	Wilderness Campground	\$2,770
Maple View Campsites	\$1,388	Wildwood Campground	\$20
Milton KOA	\$3,400	Wisconsin Riverside	\$6,289
Neshonoc Lake	\$55	Yogi Bear Fremont	\$1,910
Subtotal	\$68,419	Subtotal	\$53,754
Grand total		\$122,173	

Please, take a minute to review the numbers and information below. First off, WOW!

What an amazing collective effort and a true testament to what our organization can do for the greater good of the state. "THANKYOU" for your hard work in raising funds for the Gilbert Brown Foundation, that in turn, will support over 156 charities in the state of WI !

Second, be sure to double check your numbers and information, as Gilbert wants to do a press release thanking all of you and your assistance in raising funds in the 2019 season.



SHOUTOUT

EVERGREEN MEAT RAFFLE 2019 SEASON

-Gilbert Brown Foundation-



Dear Lori-
Thank you so much for all of your help regarding our 2019 Meat Raffle Season! We had so much fun with our daily campers as well as our seasonal friends! With all of their help as well as our staff and volunteers we were able to raise \$7000.00 towards the Gilbert Brown Foundation that will benefit the Wisconsin Children's Hospital. We added some fun additions to our raffle to really make it family friendly this year! Please see the attached photos that you could use with any marketing through the Foundation or with WACO newsletters etc. Again, thank you to you and your team for the items that we raffled off as well as the continued support.

Warm Regards

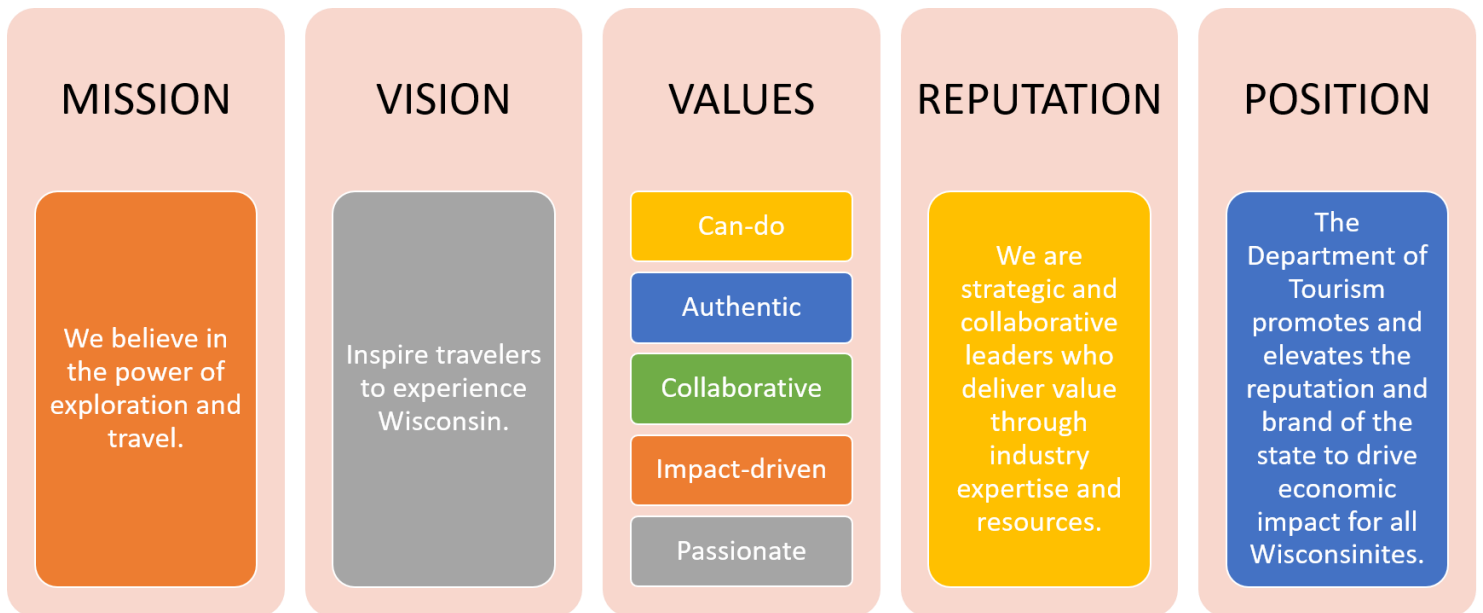
-Brandee, Hannah and Jim



Wisconsin Department of Tourism

Secretary Sara Meaney met with key partners from Heibing, Turner, and Simpleview with department staff for conversations on how they will “drive economic impact, elevate the Wisconsin brand and foster a positive experience for all travelers—key imperatives of the [Strategic Plan](#).”

If you haven’t had a chance to glance over the Strategic Plan established for 2020-2021, take a few minutes to read the extremely concise (literally two pages) information. Some highlights are below and from what Secretary Meaney says, “We wanted a document that would guide our work at every turn, not one that just sits on a shelf. We’re happy to report that it’s already being used as intended. “



Strategic Plan Imperatives

Below are the 5 imperatives listed in the current Strategic Plan, each of which includes its own set of objectives and initiatives. To see the specifics, [check out the full plan online](#).



INDUSTRY INFORMATION

DISCONNECTS VS. BREAKERS



QUESTION OF THE MONTH: Why do all RV pedestals use the breaker as a switch? Shouldn't they have a disconnect switch so the breaker is not weakened by the constant use?

The answer...

The breaker used in an RV Pedestal is used as a disconnecting device and as an over current device. This comes in handy when upkeep needs to be done on the circuit or an overload is present. When this happens, the electromagnetic circuit and a spring turns the circuit breaker off automatically and the only thing you need to do to restore power (once the problem has been fixed) is to reset and turn the circuit breaker back on. By combining the two you have a cost-effective practical device.

The other option is a fused disconnect. The fused disconnect is a combination of a switch to disconnect the circuit and a fuse to provide over-current protection in the event of a problem.

Even though circuit breakers and fused disconnects both serve the same general purpose, to open circuits in the occurrence of an overload or short circuit, breakers are still more cost effective and practical. Breakers typically have an expected service life of thousands of on-off cycles. Breakers can also provide ground fault and arc fault protection. Ground fault protection for 15- and 20-amp circuits used outdoors and in wet locations (bathrooms, kitchens, etc.) are important in RV Park applications. Arc fault is not normally used in RV site equipment.

To read the full article, check out the latest issue of the Wizard of Watts. Also, don't forget the Wizard of Watts attends our WACO Convention every year—so you can always chat with him in person about your specific electrical questions in March!



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Need Member Specific Information?

INDUSTRY INFORMATION



WACO LEGAL—DON'T FORGET

As always, WACO looks for ways to be your resource! Legal questions seem to be an area that never end and can be really specific to your campground, but can also give others guidance who may have similar situations! Just a reminder if you have a legal question, please feel free to send it to WACOlegal@gmail.com. Our staff will discuss your inquiry

with WACO's legal counsel, Mark Hazelbaker, and get you a response. Then, with your permission, we may share a generalized Q&A in upcoming newsletters. If you've had a burning legal question,

Credit Card vs Debit Card Transactions

This month's legal question has a little legal and a little accounting, so thank you to Christine Metcalf from CSAW Associates, LLC/Coulee Region Bookkeeping and Tax, as well as Mark for tag-teaming on this answer!

Q: What service charges, if any, are allowed to be passed on to customers, on debit cards vs. credit cards? Example: Seasonal rents when charged, are we allowed to add a service fee, passing along whatever fees we incur from the card company on our end?

A: Varies by Card being Used for Transaction:

- ⇒ **For debit card transactions** a surcharge is not allowed nor is a minimum purchase requirement. This also applies to signing for a debit card transaction instead of using a PIN and it's processed as a "credit transaction".
- ⇒ **For credit card transactions** the merchant must disclose that there is a surcharge before any transaction. The receipt must show the credit card surcharge. The surcharge can't exceed the amount the retailer pays for the transaction. There are ten states that prohibit adding a surcharge to credit card transactions. Those states are: California, Colorado, Connecticut, Florida, Kansas, Maine, Massachusetts, New York, Oklahoma, and Texas. Puerto Rico also outlaws surcharges



Mark Hazelbaker
WACO Legal Counsel

GRATITUDE. Still Practicing?

For me, this was the most difficult part of the gratitude journey. Taking the literal FIVE TO TEN MINUTES a day and making it a habit. Also, the activities are so basic and simple that I kept thinking it was a trick or I was missing something ha!

Here are 40 ways you can practice making gratitude part of your everyday:

1. Keep a [gratitude journal](#) and add to it everyday.
2. Tell someone you love them and how much you appreciate them.
3. Notice the beauty in nature each day.
4. Nurture the friendships you have, good friends don't come along every day.
5. Smile more often.
6. Watch inspiring videos that will remind you of the good in the world.
7. Include an act of kindness in your life each day.
8. Avoid negative media and movies with destructive content.
9. Call your mom or dad more often.
10. Cook meals with love, think of the people you will feed.
11. [Volunteer](#) for organizations that help others.
12. Don't gossip or speak badly about anyone.
13. Spend quality time with your kids, or your lover.
14. Remember to compliment your friends and family when they look good.
15. Write a card to someone you haven't seen in a while and tell them something nice.
16. Add to your gratitude list daily, at least one more thing each day.
17. When you think a negative thought, try to see the positive side in the situation.
18. Commit to one day a week when you won't complain about anything.
19. Try to take note when people do a good job and give recognition when it's due at work.
20. Reward effort, if someone does something nice for you, do something nice for them.
21. [Meditate](#) with your gratitude list, giving thanks for all your good fortune.
22. [Live mindfully](#), not worrying about the past or future.
23. Thank the people who serve you in the community — the shopkeeper, the bus drivers, etc.
24. Say thank you for the little things your loved ones do for you, things you normally take for granted.
25. Post quotes and images that remind you to be grateful around your house.
26. Call into an elderly neighbor and say thank you for their presence in your life.
27. Call your grandparents and tell them you love them.
28. Embrace challenges and turn them into opportunities to grow.
29. Send love to your enemies or people you dislike.
30. Be thankful when you learn something new.
31. See the growth opportunity in your mistakes.
32. Help your friends see the positive side to life.
33. When times are bad, focus on your friends who are at your side.
34. When time is good, notice and help others.
35. Make a gratitude collage, cut out pictures of all the things that you are grateful for.
36. Make gratitude a part of family life, share it with each other during meal time.
37. Practice gratitude at the same time every day to make it a habit.
38. Focus on your strengths.
39. Share the benefits of gratitude with family and friends.
40. Share gratitude each day by posting a tweet, Facebook post or Pinterest.

INDUSTRY INFORMATION

WACVB Fall Tourism Conference

Headlined by branding expert Melanie Spring, share ideas on how to *Rock your Brand Story*. The 24-hour conference begins at noon on Thursday and wraps up at 12:30 pm on Friday.

November 7-8, 2019

Holiday Inn at Manitowoc, WI

[REGISTER ONLINE OR CLICK HERE](#)

WACO MEMBER RV SHOW SPECIAL!

- Early Bird Booth prices offered for WACO members for only \$325.00/each or the Madison Camper & RV Show & Sale on January 31st—February 2nd.
- Call the WACO office at 608-525-2327 to get your early bird special or fill out this [online form](#).
- The non-WACO fee is \$600, so put your WACO membership to great use and get a discount!

2020 RV SHOW	DATES	LOCATION
Greater Chicago RV Show	January 17th – 19th, 2020	Renaissance Schaumburg Convention Center Hotel
WBAY Green Bay RV Show	January 23rd – 26th, 2020	Resch Center
Madison Camper & RV Show and Sale	January 31st – February 2nd, 2020	Alliant Energy Center
MSP RV Vacation & Camping Show	February 6th – 9th, 2020	Minneapolis Convention Center
La Crosse RV Show	February 6th – 9th, 2020	La Crosse Center
Rochester RV & Camping Show	February 14th – 16th, 2020	Mayo Civic Center
Milwaukee RV Show	February 27th – March 1st, 2020	Wisconsin Exposition Center
RV & Boat Show Main Event	February 28th – March 1st, 2020	EAA Grounds, Oshkosh
Wausau Central Wisconsin RV & Camping Show	March 13th – 15th, 2020	Central Wisconsin Convention & Expo Center
Rockford RV Camping & Travel Show	March 20th – 22nd, 2020	Indoor Sports Center
Wisconsin Sport Show	March 20th – 22nd, 2020	Chippewa Valley Expo Center, Eau Claire

THANK YOU FALL WORKSHOP HOSTS!



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/>.

THANK YOU FALL WORKSHOP HOSTS!



Fall Workshop

HAPPY ACRES

Petting Zoo



RCR TRACK
at YOGI BEAR'S
JELLYSTONE CAMP PARK
RESORT-CALEDONIA



KNOWING YOUR NUMBERS

John Jaszewski, of Properties Plus, spoke at the Fall Workshop hosted at Yogi Bear—Jellystone in Caledonia this past month. Below are some topics he touched on in case you missed it! Look for John at the 2020 WACO Convention too!

- Interest Rates: Consider refinancing if you're rates have not been reviewed for a year or more
- Mortgage Options – 10 year note vs 20 year note:
Current 10 year rates around 4.75%
Current 20 year rates around 5.75%
- CAP RATES—What's my assumed cap rate and what am I really performing to?
- EBITDA – what does it mean to you?
- Cabin loans – work out a 10 year 100% purchase with a 10 year payoff whenever you can
Most cabins should be personal property and be purchased for \$25-\$30K complete
- Rent @ \$180/stay and 50 stays a season = **\$9,000 income**
-\$1,350 (15% of income to clean, turn over, and maintain
-\$3200-\$3400 annual mortgage payment
= **\$4,250 worst case scenario**
At 10% capitalization rate, you are really adding \$42,500 of value to your park on day one!



WACO MEMBER SAVE THE DATES

WACO Board Meeting

- December 2nd
- Monks, Wisconsin Dells
- 10 am

1st Annual Brainstorming Session

- Dec 6th and 7th
- No cost – available to all WACO members
- Severson & Associates and Days Inn Hotel

IAAPA

- November 18-21
- Orlando, FL
- Receive more than ½ off registration fee by using WACO Membership

Send the following to lori@seversonandassociates.com:

- [Registration for the brainstorming session,](#)
- Marketing ideas for the board meeting, and
- Speaker suggestions and convention topics for WACO Convention

SAVE THE DATE!

**2020 WACO Convention &
Trade Show**

March 11-15, 2020

Stevens Point, Wisc.

WACO MEMBER DEADLINES AND RATES

WACO Directory

- Print Advertising artwork due 12/1/19
- Brochure Distribution due to WACO office by 12/23/19
- Donate certificates due to WACO office by 1/15/20

WACO Convention

- Early Bird PAID BEFORE 1/31/20
- AFTER 1/31/20 rates do increase!
- Certification, Kids Kamp registration, and sponsorships all on same form!

WACO Convention Rates

- Early Bird - \$200
- After 1/31/20 - \$300
- Pool Certification - \$100
- SafeServ - \$75
- Kids Kamp - \$95/day
- Beverage sponsor - \$200
- Beer Sponsor - \$500

See more information on all WACO Convention Registration rates, as well as forms to participate, located on the WACO website:

- [WACO SAVINGS AND LINK TO ADVERTISING FORM](#)
- [CONVENTION REGISTRATION FORM](#)
- [Check out the shows at which directories and your brochures will](#)



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



Lori Severson,
Executive Director

PO Box 228

Ettrick, WI 54627

WACO Phone (608) 525-2327

Severson & Associates

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lori@seversonandassociates.com

BOARD OF DIRECTORS

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Smokey Hollow Campground

Email

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Scott Kollock – Past President

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Adam Malsack– 1st Vice President

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Phone: 920-295-3000

Jim Button-2nd Vice President

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Julie Michaels- Treasurer

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608-883-2920

Pat Rehwinkel - Director

Merry Mac's Campground

Email

608-493-2367

Ashley Weiss - Director

Wilderness Campground

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608-297-2002

Mark Stefan - Director

Grand Valley Campground

Email

920-394-3643

Laurie Adams - Director

Baraboo Hills Campground

Email

608-356-8505

Jim Tracy - Director

Fox Hill RV Park & Campground

Email

608-356-5890

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.