



WACO

Wisconsin Association of Campground Owners

DECEMBER 2019

Happy Holidays from our Family to Yours!

Here we are in the final month, of the final year, rounding out another decade. As we all get together with family and friends in the next few weeks, take a moment to reflect. Review your past year and truly realize what a treasure it is! Even with struggles inherent in owning a business, think of all the amazing things you're able to do for your campers, your employees, your families and you personally, because of the business you run every season. 2020 is all about transformation. It is about changing from within and watching the changes happening on the outside. The world will not be the same as before and we may as well take a little time, while we can, to appreciate lessons we've learned in 2019. As changes occur in business, government, environment, etc...WACO will be here, as your trusted advisor, navigating the waters with you. Until then, Happy Holidays to you all!

STAY CONNECTED

Inside this Issue

Stay Connected P. 1-2

WMC Update P. 3

Industry Trends/Updates P. 4-5

GBF Fundraiser Finals P. 6

Power Factor P. 7

Year End Close Checklist P. 8-9

RV Shows & Bar Notes P. 10

WACO Board Questions P. 11

PCOA Trade Show Notes P. 12

December Brainstorming Sessions P. 13

Save the Dates & Deadlines P. 14-15

During these upcoming months of the offseason, we all find plenty to keep us busy! Conventions, RV Shows, our own WACO Convention, Holidays, our families, winterization of equipment and any maintenance/painting/etc that can be done indoors is filling our time.

One thing that may slip off the radar is keeping in contact with your customers to ensure they return for another amazing season. These months are the best opportunity to clean your database, update contact information, and ensure you're staying in touch with your current customers and potential campers and visitors for next season. Below are a few ideas on how to do just that.

Greeting Cards

This may seem like an outdated notion or archaic way to keep in touch given our age of technology, but in fact, it's an extremely personal way to keep in touch with those who are more important to your business. Seasonal camper/customers, vendors who made your year, entertainers that brought in a large crowd, or that sales rep who cut you a killer deal on your last order are all good people to keep on your holidays greetings list. And don't always worry that cards need to be sent before Christmas...New Year's is something to celebrate too! A hand written note is a n oldie, but goodie, way to stay connected to those you want to hold close.



Social Media Posts

There was some really great ideas discussed on this at the December Brainstorming session, so be sure to check out page 13 for that information! Since you may not have a lot of "happenings" to post, it's a great opportunity to use favorite flashbacks from the season, to again, remind visitors of their experience at your campground.

STAY CONNECTED

“Can’t wait to see who wins the pie eating contest this year at the Annual Pie Affair in June” with a beautiful slice of pie, or even better, a picture from the event, is an example.

NATIONAL DAYS:

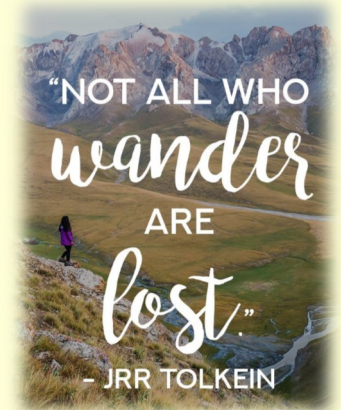
You can continue to use things like the National Days of the week/month to keep posts fresh and attempt to connect with a niche you may not have in the past too. “Today is National Donut Day...don’t it make you miss us?”



QUESTIONS:

Ask a question of the day, or the week, or the month...remember this does not have to be related to your business. It can be a completely random trivia question—maybe something about the region in

which you’re located, history of the area, or people simply chiming in on their favorite recipes. On the flip side, you can tie this back to your campground with questions that refer to where things are located, what services are offered, or when annual events take place. Inspirational or humorous quotes are also a good use of social media...just be cautious that something you find funny is non-offensive haha!



EVENTS IN YOUR AREA:

Sporting events or charity highlights of local community causes are another great way to keep your customers informed of not only events happening, either onsite during the offseason, or within the community you live. Be sure to get permission, but most organizations are more than happy to share information, which also highlights their needs, events, etc.

Contests

Smokey Hollow used this image and contest in their latest eBlast to generate interest in an online contest, encouraging Christmas Giving. Just goes to show that its never a bad time of the year to generate activity or remind folks of your resort/campground.



Christmas is all about giving and not only are we giving away a FREE 4-night stay in one of our awesome rental units, BUT a second one for you to give to a friend or family member.

For contest details and how to enter the drawing, *visit our website.*

These are just a few examples of how to keep in touch with customers over the off-season. The more times they see your name, remember their experience with you, the more likely they are to return come spring and summer!

Need Member Specific Information?

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

IN THE KNOW

A WORD FROM THE WMC

Scott Manly, WMC Senior VP of Government Relations recently shared that many staff members within government agencies are still unfortunately making up the rules as they go. These regulatory documents that are created sometimes out of haste, need to be compiled quickly, or due to the simple lack of information are referred to as “Guidance Documents.” Sadly, in most cases, those being governed by these policies are even aware they exist. When agencies use these Guidance Documents as a way to circumvent rulemaking requirements, they are essentially taking away the citizens’ ability to participate. WMC believes strongly in the First Amendment right to petition the government and has been determined to support Guidance Documents Reform, to ensure that when these documents are put in place, they are done so adhering to the procedures set forth in lawmaking. “The WMC will continue to keep a watchful eye over the administrative bureaucracy and ensures that agencies operate within the four corners of the law. The new guidance policy reforms enacted last December will provide us with useful tools to do so,” says Manly.

For more information, visit WMC’s website at: <https://www.wmc.org/>.



2020 Tavern League of Wisconsin Legislative Day

March 10, 2020

This one-day event allows TLW members to receive updates on legislative issues of concern to our industry.

IN THE KNOW

5 Takeaways from KOA's Annual Convention

LLA Hospitality Co-Founders, Josh Welssenstein and Cody Sauer, attended this year's KOA Convention and had some insights to share. [Woodall's](#) also highlighted some information in their December issue—both seemed like great information to share with our membership—the more we know, the better we can be!

- 1. Listing Price vs Future Potential**—In general, buyer's think purchase price should be based on current property value or a "reflection of the cash flow that the property generates TODAY." However, if you're an owner of the property and you believe there is a higher potential value, the dilemma is obvious. So while there is a growing interest from institutional investors, listing prices based on future potential seem to be limiting the number of transactions.
- 2. Diversification in Accommodations Has Been Positive**—Several owners have added experiential accommodations to account for the growing market niche of "glampers", as well as themes within their parks. Teepees, wall-tents, cabins and even covered wagons have been added into the mix. This has proven to generate new business with customers that have not previously considered staying at their campground, as well as "generating higher nightly rates." Obviously very good things. There was also a noted spike in developed RV spaces. Vendors at the show who brought these diversified accommodations did very well per reports from both LLA Hospitality and KOA's CEO, Toby O'Rourke. Kelly McDonald, marketing expert and founder of McDonald Marketing, keynote speaker, highlighted the importance of diversity stating, "Diversity is not only about race. Diversity encapsulates a wide range of the population. Some people are introverts, while others are extroverts, some may be morning people and others are night owls, and so on." She went on to highlight some key takeaways:
 - People want to see the real, real. "When businesses can show they are identifying with the real world, it can drive more business from consumers."
 - Give the people what they want! Women want choices. Men want things simple.
 - Millennials are a large slice of your consumer pie, whether you like it or not. "There are now more Millennials than Baby Boomers and they spend money on what they value." Their pets are important, being green is the best way to be, and shorter is better—so the easier you can make a process (like check-in, reservation, etc) the better. Social is everything to them, being part of a cause and community always outweighs mass commercialization.

A good expert to connect with on the value of your



property would be John Jaszewski. Visit with him at the 2020 WACO Convention!

- 3. Potential Recession Conversation**—The topic did come up of the potential for an economic slowdown or recession. KOA CEO, Toby O'Rourke stated, "Recession will happen again at some and regardless, we all need to be prepared for when it does happen." The fact is 53% of their owners have never been through a recession in the industry. Things to think about as we move forward in 2020 and what strategies we can develop together to be a resource, get creative and weather that potential situation.



IN THE KNOW

4. **Small Business Owners: The Original Go-Getter**— Overall theme of the convention was the hard work put in from the individual campground owners. Across the industry, tools have upgraded, systems become more efficient, and trends may highlight the best route for success...but in the end, success still lies in the hard work put in from the owners and their employees. None of the tools can replace that sweat equity.
5. **Revenue Management Software**— When you compare the campground industry to other lodging technologies, such as in the hotel industry, there is still a large gap in technology. It sounds like there are new platforms coming out all the time to assist with better tracking, easier reservations, great reporting. The good...obviously we all want access to more accurate information available to us in a more efficient manner. The bad...as with anything “new” there are always bugs that need to be worked out. Be sure to read reviews available, call a reference or two, and ask a LOT of questions before making any big changes. Nothing worse than making a change that ends up setting you back versus propelling you forward!

Campspot will be at the 2020 WACO Convention and can absolutely assist with your reservation upgrade needs!



DID YOU KNOW?

Operating video gambling machines can result in a Class I Felony offense for commercial gambling located in a Class A premise.

Sec. 945.03(1m), Wis. Statutes.)

Scott Stenger, of the Tavern League of Wisconsin, alerted members at their December meeting, that the Wisconsin Department of Revenue recently sent out letters to “Class A” alcohol retailers reminding them of the penalties associated with operating video gaming machines. While the penalties vary by “Class A” and “Class B” as well as the parameters for each, it's important for our members with onsite bars to be mindful of these rules and ensure they are following the proper guidelines to avoid penalties they are unprepared for. For example, only the WI DOR may enforce the laws specific to “Class B” premises and the forfeiture is based on less than 5 machines, at \$500 per machine. If you see a letter from the Office of Criminal Investigation, just be sure to review the guidelines based on the class of your premise. “We have seen a recent influx in the number of video gaming machines located in gas

stations, restaurants, and other businesses., and the TLW supports the Department’s efforts to educate these owners that their actions constitute a felony violation of law,” says Stenger.

Class A vs Class B

- **Class A** Premise - **cider** only
- **Class B** Premise—allow **retail** sale of intoxicating **liquor** (including wine) for consumption on the premises, **and** wine in original sealed containers for consumption off the premises.



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More information available on the [Department of Revenue](http://www.wisconsin.gov/revenue) website.

WACO MEMBER 2019 GBF FUNDRAISER TOTALS



SHOUTOUT

2019 was a successful year for fundraising and The Gilbert Brown Foundation will support over 156 charities in the state of WI with the funds listed below. Thank you for help-

ing with supporting causes like the Raw Hide Boys Ranch, The Children's Hospital in Milwaukee, St. Jude's Hospital, and scholarship programs throughout the state of Wisconsin just to name a few. We could not have done this without your generous volunteer time and effort. From the Gilbert Brown Foundation, to each and every one of you, "THANK YOU!"

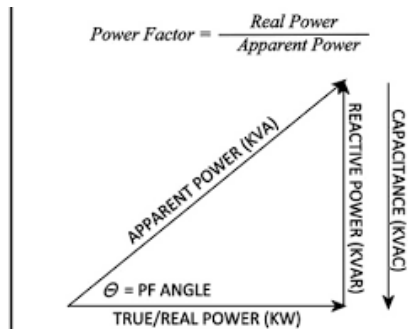
Campground	Total Funds Raised	Campground	Total Funds Raised
Great River Harbor	\$15,000	Harbor Village	\$2,100
Duck Creek	\$13,500	Black Hawk	\$1,940
Champions Riverside Resort	\$11,150	Yogi Bear Fremont	\$1,910
Scenic Ridge	\$7,131	Little Creek	\$1,720
Evergreen Campsites	\$7,000	Smokey Hollow	\$1,690
Pineland Camping Park	\$6,807	Lakeview	\$1,594
Wisconsin Riverside	\$6,289	Buffalo Lake	\$1,542
Westward Ho	\$5,395	Maple View Campsites	\$1,388
Stoney Creek	\$5,304	Badgerland	\$1,095
Indian Trails	\$4,766	Fireside Campground	\$1,020
Plymouth Rock	\$4,479	Sky High Campground	\$911
Lake Arrowhead	\$4,315	Tilleda Falls	\$830
Pride of America	\$4,211	Whitetail Ridge	\$760
Rustic Timbers	\$3,648	Coconut Cove	\$650
Boulder Creek	\$3,588	Green Acres	\$637
TJ's Timberline	\$3,505	Lakeland	\$604
KOA Milton	\$3,485	Buckatabon Lodge	\$580
Milton KOA	\$3,400	Whitetail Bluff	\$560
Silver Springs	\$3,050	Pine Harbor	\$352
Vista Royale Campground	\$3,020	O'Neil Creek Campground	\$245
Wilderness Campground	\$2,770	Treeland Farm RV Park	\$120
Rivers Edge	\$2,345	Neshonoc Lake	\$55
Snug Harbor	\$2,300	Sleepy Dragon Campground	\$40
Grand Valley	\$2,262	Log Cabin Resort	\$20
Fort Atkinson	\$2,173	Wildwood Campground	\$20
Grand Total		\$153,276	

The Power Factor—Two Kinds of Current

In the past few month, our Wizard of Watts expert, Wade Elliot has been attending trade shows and the hot topic of conversation seems to be Power Factor Correction. What is Power Factor? So glad you asked...

Power Factor:

The image on the right best explains the power triangle of apparent power and reactive power. Clear as mud? Yea, I thought so too, luckily Wade has us covered with a slightly more simple/clear image below!



Most loads of modern electrical systems are inductive, like motors, transformers, gaseous tube light ballasts, etc.

Inductive loads require two kinds of current:

1. Working Power—performs the actual work of creating heat, light, motion, machine output, etc.
 - Consumes watts/can be read on a wattmeter and measured in kilowatts (kW)

2. Reactive Power—sustains the magnetic field

- Doesn't perform useful work—instead circulates between the source (your power company) and the load
- Heavier drain on the power source and the distribution system, measured in kilovolt-amperes-reactive (kVAR)

3. Working Power + Reactive Power = Apparent Power, measured in kVA.

4. Power Factor (PF) is determined by dividing working power (kW) by apparent power (kVA)

Why Should I Care About All These Formulas?

Low power factor means “you’re not fully utilizing the electrical power are paying for.” Example from Wizard of Watts:

At 70% power factor, it requires 14.2 kVA to produce 10 kW.

At 95% power factor, it requires only 10.5 kVA to produce 10 kW.

In other words at 70% power factor, its takes 35% MORE CURRENT TO DO THE SAME WORK!

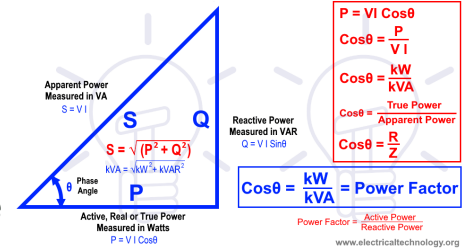
What Can I Do to Better Control My Power Factor?

Check your utility bill and look for the KW, KVA, and KVAR to determine power factor.

1. Ensure your equipment is properly sized to whatever is being corrected.
2. Physically place as close to the equipment as possible—on the motor controller.

Check YouTube videos to see what kinds of changes you make with things like pool pumps, large HVAC and refrigerating equipment. And of course you can talk with Wade Elliott about this at the 2020 WACO Convention!

Power Triangle & Power Factor



INDUSTRY INFORMATION

YEAR-END CLOSE CHECKLIST

A great way to make a wonderful start to 2020 is to wrap up 2019 feeling organized and on top of the world. Here's a checklist of items that you can start now to make your year-end close go smoother than ever before. And don't worry if you don't know how to do some of these tasks – that's what we're here for.

1. Catch up on your books, especially if you do them only once a year. By doing it now, you'll be able to get into your accountant faster this time of year and they will appreciate getting the work done ahead of their crunch time.
2. Catch up on bank reconciliations in case they are not up to date. Don't forget your savings accounts, PayPal, and any other cash equivalents. Void any old uncleared checks if needed.
3. Review unpaid invoices in accounts receivable and get aggressive about collecting them, especially if you are a cash basis taxpayer. Clean up any items that are incorrect so that the account reconciles.
4. Write off any invoices that are no longer collectible.
5. Ask employees and vendors to update their addresses in your payroll system so that W-2s and 1099s will reflect the correct addresses.
6. Collect any W-9s that you don't already have on file for contractors that will receive a 1099 form from you.
7. Collect workers compensation proof of insurance certificates from contractors so you won't have to pay workers comp on payments you have made to them.
8. Collect sales tax exemption certificates from any vendor who has not paid sales tax.
9. Decide if you'll pay employee bonuses prior to year-end.
10. Review employee PTO and vacation time and reset or rollover the days in your payroll system.
11. After the final payroll runs, contact your payroll software company to make any W-2 adjustments necessary for things like health insurance.

WACO LEGAL

Just a reminder if you have a legal question, please feel free to send it to WACO-legal@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, now is the time to fire away!



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INDUSTRY INFORMATION

12. Set the date to take inventory, and once you have, make adjustments to your books as necessary.
13. Write off any inventory that is unsalable. If possible, sell scrap inventory or other waste components.
14. Prepare a fixed assets register, calculate depreciation, and make book adjustments as needed.
15. Record all bills due through year-end, and reconcile your accounts payable balance to these open bills.
16. Make loan adjustments to reflect interest and principal allocations.
17. Perform account analysis on all other balance sheet accounts to make sure all balances are correct and current.
18. Make any additional accrual entries needed, or if you're a cash basis taxpayer, make those adjustments as needed.
19. Get an idea of what your profit number will be. Choose whether you want to maximize deductions to save on taxes or whether to want to reflect more income. Decide what you can defer into 2020 or what you want to have as part of your 2019 results.
20. Match all transactions with their corresponding documents – receipts, bills, packing slips, etc. – to make sure you have the paper trail you need.
21. Download your bank statements and store them in a safe place.
22. Download any payroll reports and store them in a safe place.
23. Scan in paper documents so that they're stored electronically.
24. File any important papers such as new leases, asset purchases, employee hiring contracts and other business contracts.
25. Prepare a budget for 2020 and enter it into your accounting system.
26. Take a look at the 2020 calendar to determine which holidays you'll close and give employees a copy.
27. Review your product and service prices if this is the time of year you do that and make any changes you decide on.
28. Update your payroll system for any new unemployment insurance percentages received in a letter each year.
29. Update the mileage deduction rate if that rate has changed at the beginning of the year.
30. Set a time with your accountant to go over 2019 results and get ideas on how to meet your financial goals in 2020.
31. Review the metrics you've been using in 2019 and decide on the list of metrics and corresponding values that will take you through 2020.
32. Celebrate the new year; it's a wonderful time to gain perspective and be hopeful about the upcoming year. Start 2020 with a bang and this year-end checklist, and feel free to reach out if we can help with anything.



CSAW Associates, LLC

Coulee Region Bookkeeping and Tax

2020 RV SHOWS

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

DID YOU KNOW?

Wine stored at 70F+ is spoiling in the bottle? Best stored at 53-57F in a wine refrigerator. If nothing else, your walk-in cooler or fridge between mid-40's to mid-60's. This will halt the aging process, but will also prevent spoilage!

Mashall Tilden, III, Tavern League of Wisconsin Dec Newsletter

NOTES FROM THE BAR



Q: Is it legal for a bartender to add CBD oil to a drink?

Q & A

A: Yes, if supplied from an approved source. No intoxicating liquor may contain ANY added ingredients or substances which are injurious to health or deleterious for human consumption. However, the Dept of Agriculture, Trade & Public Safety defines CBD oil as a food, thus CBD oil supplied from an approved source is legal to add to a drink.

Wis 125.68 (9)(c)

WACO MEMBER UPDATES

You asked the questions and we gave the feedback. Listed below is follow up information to some of the questions and comments we've heard over the past couple of months. Keep 'em coming! Communication is key to any successful and efficient relationship.

Best Board Answers:

- **I can't believe they can't get the directory listing put in the way I want it! I prefer to have certain items listed first and in the order I want them. All they need to do is copy and paste!**
 - ♦ Our current database has limitations on the number of letters and where things are placed for the sake of consistency – it also prevents one campground to use a page to describe their campground leaving less room for others. It keeps our playing ground level. We are continuously looking for options to improve!
- **How are the finances handled through WACO?**
 - ♦ Board of Directors reviews
 - ♦ S&A has a bookkeeper
 - ♦ CSAW Accounting makes any journal entries and checks the work.
 - ♦ Hawkins CPA firm does the final audit and does the taxes for WACO
- **I never get any emails or text messages from WACO.**
 - ♦ WACO uses a system called Constant Contact to keep in touch with their members. Currently, there is a 45% open rate, but only an average rate of 24% to click through. WACO can tell when you have opened an email or if it's bouncing back. It's very common for emails to get put in your trash – even if you got them once – if your malware updates junk can happen.
- **How can they possibly expect us to live with such very short deadlines?**
 - ♦ From time to time WACO gets opportunities with very short deadlines – we encourage Severson & Associates to look at those even though it may not make sense for all our members. Many times it's an opportunity to get in the door and we don't want to miss those opportunities!
- **I don't think Lori likes ARVC**
 - ♦ ARVC is an important National asset to WACO. Lori works with many other campground associations and is in fact the VP of CAMP which is the Association for Campground Executives all over the Nation. We send her to learn as much as she can from ARVC and the other states. She promotes all organizations that make sense for WACO like the Wisconsin Tavern League, WMC a lobbying organization, IAAPA, Wisconsin Fairs Association, Wisconsin Towns Association the RV Association just to name a few. Severson & Associates is employed by WACO so obviously she has members who are also members of ARVC (not all, but some) and she certainly is supportive.



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/>.

WACO STAFF OUT AND ABOUT

Pennsylvania Campground Owners Association

Convention Update



PCOA Convention Trade Show was held December 8th—11th and WACO Members and Staff attended to gather great information on how their association conducts the tradeshow:

- They visited vendor booths that would be a good fit for our own 2020 WACO Trade Show and Convention,
- Gathered some insight from great keynote speakers like Mark Koep, Owner and CEO of CampgroundViews,
- Paula was able to give her input from ARVC to the group,
- Attended workshops and our own industry leaders, Lori Severson and John Jaszewski, were able to present information on motivating employees and how to properly assess the value of your property/campground. Lori also sat on a panel discussing "Keeping Your Campground Fresh."



We are looking forward to taking some of the information gathered

at PCOA's Tradeshow and incorporating the positives into our show in March!



DECEMBER BRAINSTORMING SESSION

A big “THANK YOU!” to those of you who could join the WACO Staff at Severson & Associates and Champions River-side Resort for the 1st annual Brainstorming sessions! Lots of great conversations, ideas, and knowledge sharing. We will definitely look to do something again next year. Here is a little insight as to what was shared with the Facebook session.

The Facebook algorithm really shook things up in 2018. After the algorithm changed, many businesses found it difficult, and continue to find it difficult, to get the organic reach they used to get.

What is a Facebook Pod?

A Facebook pod is made up of a group of 5+ people who work together to increase the organic reach on their posts.

Improving Facebook Reach Through Engagement

To improve reach, a Facebook post must have high engagement in order to be recognized by the algorithm. When a post illustrates high engagement, the Facebook algorithm labels the post as a post of high value and pushes it out to more people. Here's where the Facebook pod comes into the picture!

- The members of the pod work together as a team to achieve more organic reach by:
- Engaging with each other's posts.
- Adding value and comments to pod posts.
- Sharing pod posts to their individual audiences through their personal newsfeed to expand the reach of the post.

Here's How – Facebook Pod Directions:

1. Bring together a group of 5 or more people including yourself who are ready to increase Facebook engagement for each other.
2. Assign each person a day of the week. (Monday – Friday)
3. On your assigned day, message your pod teammates asking them to engage with a specific post on your Facebook business page by:
 - Reacting to the post. It's important to do this without just using the “thumbs up” reaction, as the thumbs up button doesn't carry as much weight as the other reaction options do.
 - Writing a meaningful/positive comment of 5 words or more in the comment section of the post. FACEBOOK PODS What are they? How can they improve my organic reach? And how the heck do I start my own pod?
 - If applicable, sharing the post to their personal timeline as well as including a lead-in comment like: I am sharing this with you because...(leave a meaningful reason why you are sharing it on your timeline).

How will my business benefit? Once you get your pod up and running you will begin to see the benefit of being in a pod. Some of the benefits you may experience as being part of a pod include:

- Exposure to new people on Facebook who you would have never been in front of before
- Further organic reach
- New page likes
- New connections
- New business



WACO MEMBER—DATES & DEADLINES

WACO Directory
Donate certificates due
to WACO office by
1/15/20

WACO Convention

- Early Bird PAID BEFORE 1/30/20
- AFTER 1/30/20, rates increase!
- Certification, Kids Kamp registration, and sponsorship opportunities all available on ONE 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

SAVE THE DATE!
2020 WACO Convention & Trade Show
March 11-15, 2020
Stevens Point, Wisc.

GOT A VENDOR SUGGESTION?
Send your ideas to tntbopper@gmail.com!

BROCHURES ON THE PRESSES

The Power of Volume Printing

A great way to get your messages out to the masses is by ensuring your information is getting into the right hands of targeted end users. Advertising can be a costly necessity and a great way to leverage that cost is with shared resources. Combining funds and creating print materials for bulk distribution is a great way to leverage the funds, the information, and distribution. Our WACO Directory is a perfect example of this! WACO will share additional opportunities like this throughout the year and we encourage you to take advantage!



SEE MORE INFORMATION ON ALL WACO CONVENTION
REGISTRATION RATES, AS WELL AS FORMS TO
PARTICIPATE, LOCATED ON THE WACO WEBSITE:

- [CONVENTION REGISTRATION FORM](#)
- [Check out the shows at which directories and your brochures will be distributed](#)



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



Lori Severson,
Executive Director

PO Box 228

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BOARD OF DIRECTORS

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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.