

WACO

Wisconsin Association of Campground Owners

JANUARY 2020

New Year...New You?

Well we made it through the holidays and the most lean and for some, very mean, months of both December and January. One or two more months of “Starvation Season” as I’ve heard it called for the campground owners and then BAMN opening day will be here. Everyone talks about the New Year—New Year...the year of “fill in the blank here.” Resolutions are set, and sometimes they become actual goals as we charge into the beginning of the year. It’s the opportunity to start anew and get fresh ideas on paper, putting new plans into action. As we get to the end of January and look to February and March for planning our next seasons, we’ve got the perfect planning experience waiting for you at...dun, dun, dun....CONVENTION!!

WHY ATTEND CONVENTION? Part 1

Inside this Issue

Why Attend Convention? P. 1-4
Letter from the President P. 5
GBF Fundraiser Finals P. 6
Industry Trends/Updates P. 7
Employer Handbooks P. 8-9
RV Shows & Winners P. 10
Auction Items Highlight P. 11
WACO Convention Sponsors P. 12-14
Save the Dates & Deadlines P. 15

This year’s WACO Convention is quickly approaching on March 11–15th, 2020. This year’s Western theme is sure to provide a rootin’ tootin’ good time, along with everything you need to be stocked for season—wares for your stores, smarts for your legal matters, ammo for your competition, and activities for the youngins’. In this issue, and the next, be sure to check this section to see why it makes sense to attend any convention...but more importantly why you NEED to attend this one!

Continued Education

I know sometimes it seems like one could attend school forever, and while it doesn’t take any specific degree or college education to run a campground, it can never hurt to put more information in your ownership toolbox! LinkedIn ‘s, Ian Cohen sites, “Continuing education in the work-

place can be a win-win for both employees and employers.” He goes on to talk about several benefits of attending continuing education seminars, classes webinars, and you guessed it CONVENTIONS!

Employers who encourage continuing education can expect the following benefits:

- **Well-educated and skilled workforce** - Employees who continue to learn about their position and the industry bring new ideas and creativity to the job.



Join us in the "Schoolhouse" at seminars on property value, pool certification, dealing with family employees and taxes!

WHY ATTEND CONVENTION

- **Upgrading of technology skills** – Given the rapidly changing market and improvements in technology, companies need to be ready and prepared for these changes.
- **Retain your happy employees** – Companies that invest in developing skills of their employees generally have a better chance of retaining staff by improving employee morale and job satisfaction.
- **Impact on profits** – Happy employees are loyal, which is evident in their productivity, directly impacting the bottom line!
- **Identify future leaders** – Employees who are interested in improving their skills and continuing with their education are often perfect candidates for future leadership roles. Know who your leaders are.

WORDS FROM A WACO SHERIFF

The WACO Convention is my "kickstart" back to reality - no more jammies, no more Netflix, no more vacation - it's GO TIME. Convention rejuvenates me for the upcoming season. This is my opportunity to get my food certification, my pool certification, my store all stocked and most importantly I get to reconnect with all the other campground owners who inspire me to keep doing this gig. Any question I have about the industry gets answered HERE - this is the place - this is the time. My advice: Don't miss it, this is where you want to spend your dollars! This is our "continuing education". All careers offer CE: Nurses, doctors, teachers, dentists, lawyers, CDL drivers, retail stores, accountants, cosmetologists, etc...you owe it to your customer to be present.

Laurie Adams, Baraboo Hills Campground

FIRST YEAR? HAVE NO FEAR!

If this is your FIRST convention, CALL LAURIE ADAMS! She is happy to mentor anyone on their first journey to ensure they get everything possible out of convention attendance! **CALL OR TEXT 608-434-4980 to set up your mentorship TODAY!**

WHY ATTEND CONVENTION

Priceless Networking

Another obvious, but noteworthy reason to attend the 2020 WACO Convention is the insane amount of networking that can be accomplished. Some may think of networking as a social waste of time and while its difficult to determine ROI in some cases, its fairly easy to demonstrate the worth at the upcoming show in March. Here are some general reasons to network, with the WACO CONVETION SPECIFIC reasons highlighted at the end of each section!



1. STRENGTHEN YOUR BUSINESS CONNECTIONS

“Networking is about sharing, not taking,” says the Michael Page Team. Forming trust and helping one another toward common goals is how to collectively build strength across an industry. Regularly meeting, engaging with your colleagues, and finding opportunities to assist them helps to strengthen the relationship. “By doing this, you sow the seeds for reciprocal assistance when you need help to achieve your goals.” *Sunday Cracker Barrels hosted by industry experts*

allow you to share your ideas and ask the questions you want to ask specific to your park. Learn about how to make your park “green”, OSHA law specifics, and drones just to name a few.

2. GET FRESH IDEAS

Your network can be an excellent source of new perspectives and ideas to help you in your role. Think of the worst experience you’ve overcome in your campground career. Guess what? Someone else has already tackled it – or potentially seen worse/had great direction in the same situation. Exchanging information when we experience these challenges, sharing goals and ideas are key benefits of networking because it provides insight. **NEW WAYS TO SEE A SITUATION.** We can all use a new way of thinking from time to time – we can’t think of it all and the great part of being a WACO Member – you don’t have to! Similarly, offering helpful ideas to another member is an excellent way to build your reputation as an innovative thinker – not only in our membership, but within the industry. *Tradeshow exhibitors offering show specials on products you need, vendors with merchandise to stock your store, hundreds of other campground owners just like you...ALL IN ONE LOCATION. If you need fresh ideas, this is the place.*



3. ADVICE FROM EXPERTS

Most networking events include seminars, a keynote speaker, or a spotlight that provides insight from an Expert. The day we stop learning new things is the day we stop developing and growing. The more opportunities we take to stay ahead “of the latest industry developments means broader access to new and valuable information.”

IN THE KNOW

Attending events that include a way to check off continued education credits, or to build new potential ROI into your business, has multiple advantages rolled into one networking event.

Three days packed with dozens of seminars on every topic from pool safety/certification, to campground specific software for reservations and point of sale, to landscaping for the long term. Whatever topic you need an expert on, WACO Convention has you covered.



4. MORE BUSINESS CONTACTS = MORE KNOWLEDGE

Networking is a great opportunity to exchange best practice knowledge, learn about the business techniques of your peers and stay abreast of the latest industry developments. A wide network of informed, interconnected contacts means broader access to new and valuable information. Asking for opinions from contacts you trust or admire can help you see things in a new light and overcome roadblocks that you might not have known how to overcome otherwise. *The lunch/Color Guard Presentation on Thursday features Stephanie Klett being interviewed by Bud Styer – taking a look at lessons from yesterday and applying them today.*

WORDS FROM A WACO SHERIFF

"The knowledge we receive through the seminars and just by talking to others in this organization is so incredibly valuable. It's hard to put a price on that as well as all the friendships that are created... It's always exciting to see and reminisce with everyone!"

Julie Michaels, Scenic Ridge Campground

5. DEVELOP LONG-LASTING PERSONAL RELATIONSHIPS

Of course, the point of networking is to develop and nurture professional relationships, but some of the strongest and most long-standing friendships are borne from work connections. Your networking contacts are probably like-minded people with similar goals as your own, so it's not unlikely that your professional support network will spill over into your personal friendships. We all need friends sometimes in our industry, it's hard to find the time! *Mingle at the Hoedown on Wednesday night to not only get to know your partners on the ranch, but also see how you can incorporate similar theme nights into your campground activities.*

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 MESSAGE FROM WACO PRESIDENT BUD STYER...

Hello members and friends,

As we begin the new year, I wanted to take a moment to update you on a personal situation I've been dealing with, hoping that it may help some in the future.

I was diagnosed with melanoma (skin cancer). I've already gone under the knife and I'm very thankful to report that the doctors were able to get all of the cancer and I'm in the clear.

Being in this industry, for most of my life, is more than likely the reason for my diagnoses. This amazing life-style allows each of us to spend most of our time in the outdoors, under the sun. In most cases, melanoma is caused by exposure to ultraviolet (UV) radiation from the sun. It damages the DNA of your skin cells, and they start to grow out of control.

As we get rolling into our season, I encourage each of you to have a plan to prevent skin cancer for you and your entire staff.

- Seek the shade, especially between 10 am and 4 pm.
- Don't get sunburned.
- Cover up
- Broad-brimmed hat is best, but even a ball cap certainly helps
- UV-Blocking sunglasses
- Water-resistant, broad-spectrum (UVA/UVB) sunscreen (SPF 30 or higher)
- Reapply sunscreen throughout the day

With our life-styles, we are all at a high-risk of this disease. Please take note and be proactive.

Hope your holidays were wonderful, and I look forward to seeing you at convention. Thank you for your time.

Yours in service,
Mr. Bud

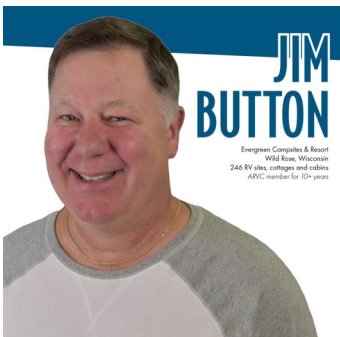
DID YOU KNOW?

There were 2,190 diagnosed cases of Melanoma in Wisconsin in 2019.

American Cancer Society Statistics Center



SHOUTOUT




Congrats to Jim Button of Evergreen Campsites for being included in the top posts featured in ARVC's 2019 Annual Review.

Want to read more about Jim and his success as an ARVC member? Visit <https://app.box.com/file/466923667914>

WACO MEMBER 2019 UPDATED TOTALS

GBF FINAL FUNDRAISING NUMBERS

We had a few final updates for the 2019 GBF fundraising totals and since we know how hard each and every campground works to raise what they can, we thought one last SHOUTOUT couldn't hurt! The Gilbert Brown Foundation will support over 156 charities in the state of WI with the funds listed below. Thank you for helping 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

 **SHOUTOUT** 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	Fort Atkinson	\$2,173
Duck Creek	\$13,500	Harbor Village	\$2,100
Champions Riverside Resort	\$11,150	Black Hawk	\$1,940
Scenic Ridge	\$7,131	Yogi Bear Fremont	\$1,910
Evergreen Campsites	\$7,000	Little Creek	\$1,720
Pineland Camping Park	\$6,807	Smokey Hollow	\$1,690
Wisconsin Riverside	\$6,289	Lakeview	\$1,594
Westward Ho	\$5,395	Buffalo Lake	\$1,542
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
Maple View Campsites	\$2,312	Sleepy Dragon Campground	\$40
Snug Harbor	\$2,300	Log Cabin Resort	\$20
Grand Valley	\$2,262	Wildwood Campground	\$20
Grand Total		\$154,199	

Federal Tobacco Law Update

On December 20th, President Donald Trump signed legislation amending the Federal Food, Drug, and Cosmetic Act, adjusting the federal minimum age of sale of tobacco products. The new legislation raised the age from the current 18 to 21. Most assumed the law would take effect later in the year, but this change is in fact IMMEDIATE. It is now illegal for a retailer to sell any tobacco product—including cigarettes, cigars and e-cigarettes—to anyone under 21.

Be sure to alert your staff with regards to the new age requirements, checking IDs for any tobacco product sales, and adjust any signage you have on premise!

FDA has free resources available to assist in calculating the age of customers. Retailers who use FDA's "This is Our Watch" digital age verification calendar may update the minimum purchase age on the calendar to 21 years. Instructions on how to update the age on the digital calendar are [available on FDA's website](#). Retailers who would like a "This is Our Watch" digital age verification calendar may order one free of charge from [FDA's Center for Tobacco Products Exchange Lab](#). Additionally, retailers who use FDA's Age Calculator app should update the age limit to 21 years through the app settings. Instructions are provided within the help feature of the app.

For more information on this change and other FDA regulated legislation, check out the [FDA website](#).

REMINDER WACO LEGAL

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 Hazel-

baker, 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

Employee Handbooks:

As we jet into 2020, and still have a couple months before we hit our season openers, now is a good time to reflect on what all needs to be updated in terms of facilities, processes, and documentations. When is the last time you've reviewed your Employee Handbook? If your answer is, "Shoot, I still need to create one," this article works for you too.

There is a lot of information in the employee handbook, but do you have the essentials covered? Your handbook sets the park's expectations, policies, and their corresponding procedures. Learn more specific information at CONVENTION! Below are some of the essential topics to include in your handbook.

WELCOME MESSAGE - How do you communicate your values and mission to employees? Your welcome message can liven up a handbook before you take a deep dive into paid time off. This opening is your chance to get people excited to be part of the team.

YOUR AT-WILL RELATIONSHIP - Stating your at-will relationship clarifies that the handbook is not an employment contract. Boiling it down, you're saying here the employment relationship can be terminated by either party at any time, for any reason, with or without notice. You can end it; the employee can end it—there doesn't have to be a good reason.

EQUAL EMPLOYMENT OPPORTUNITY - Following the EEOC, make sure your handbook spells out that employees are to be treated equally regardless of:

- Race
- Color
- Religion
- Sex (i.e. pregnancy, sexual orientation, or gender identity)
- National origin
- Age (40 or older)
- Disability
- Genetic information (including family medical history)



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CONDUCT - General conduct guidelines are a list of discouraged be-

WANT MORE SPECIFIC INFORMATION CUSTOMIZED FOR YOUR CAMPGROUND?

Some states require employers to protect employees based on other classes, like marital status, arrest records, or credit information. Learn more about what your campgrounds specific handbooks should look like from *Mark Hazelbaker of Kaista Legal Group, LLC, when he speaks at the WACO CONVENTION!*

haviors. These vary between employers, although some items (e.g., sleeping on the job or stealing from the workplace) show up in nearly every handbook. Critical topics to cover are:

- Harassment
- Workplace Violence

INDUSTRY INFORMATION

- Procedures for filing complaints
- Corrective action (What's going to happen if employees don't follow the policies in the handbook)

COMPENSATION & PERFORMANCE - This section isn't about salary disclosure, but it defines important points under federal wage and hour law, as well as state wage and hour law, like when the workweek starts and ends. You'll also want to cover:

- Pay periods & paydays
- Timekeeping and Overtime
- Performance evaluations
- In addition to covering evaluations, a subsection on performance should include performance-based bonuses (if your company participates in them) discipline, resignation, and termination

BENEFITS & LEAVES - This section gets referenced a lot. Be sure to cover things like:

- Paid time off
- Leaves: sick, disability, jury, voting, bereavement
- State-specific leaves
- Health insurance
- COBRA

HEALTH & SAFETY - Aside from what OSHA and other regulations require, employers have room to be as strict as they want to be in terms of smoking, drugs, and alcohol. Touch on office closures for things like inclement weather. Explain the organization's expectations for employees should they be unable to get to work safely due to inclement weather such as snow or an ice storm.

WORKPLACE GUIDELINES - This penultimate section is kind of the catch-all. It may include several miscellaneous policies, like:

- Off-the-clock work
- Meal and rest breaks (if specified by state law)
- Lactation accommodations
- Attendance and tardiness
- Personal appearance and hygiene
- Electronic asset usage
- Social media
- Parking

ACKNOWLEDGMENT OF

RECEIPT

- All handbooks should include an acknowledgment of receipt for employees to sign. Their signature is crucial documentation to show you and the employee that they understand the handbook and will abide by the policies within. Ultimately, you'll want to update your handbook annually.



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2020 RV SHOWS

2020 RV SHOW	DATES	LOCATION
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



Congratulations to the GBF DRAWING WINNERS!

- **Ashley Koslowski—\$500 WACO Bucks**
- **Joe Cina—\$500 WACO Bucks**
- **Treeland Resorts—Aaron Rodgers Print**
- **Ross Dorwin—Sheels Gift Card Purchased from Green Acres Family Campground**

AUCTION ITEM UPDATES

Check out these auction items already secured for the 2020 WACO CONVENTION! Call the WACO office to advertise yours before convention at 608-525- 2327!



Auction Winner Certificate



Redeem for one custom branding package valued at \$4,000 dollars.

Brochures	Print Ads
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Custom Logo	Business Cards

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THANK YOU TO OUR SPONSORS

As the excitement for the 2020 WACO Convention builds, so rolls in the support from several sponsors to assist in a fabulous event! Thank you to all those stepping up to be a part of the 2020 WACO Convention and if you know a company that would be a great fit either as an exhibitor or a sponsor, have them call the WACO office today at 608.525.2327 . Or simply [complete this form](#) and send in via email or fax!

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DATES & DEADLINES

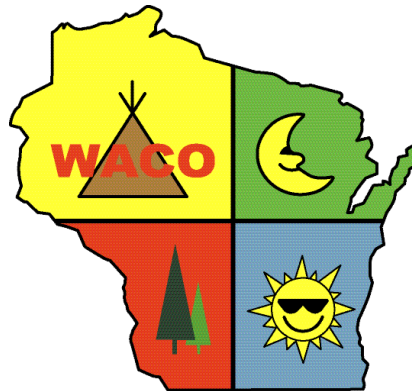
CONVENTION RATES

- After 1/31/20 - \$300
- Pool Certification - \$100
- SafeServ - \$75
- Kids Kamp - \$95/day

WACO CONVENTION EXHIBITORS

RESERVATIONS MUST BE MADE
BY FEB 1st

PAYMENT MUST BE RECEIVED
BY FEB 15TH



SPONSORSHIP OPPORTUNITIES

- Show Sponsor - \$5000
- Presenting Sponsor - \$2500
- Auction Sponsor - \$2500 valued item to present
- Gold - \$1000
- Showcase Sponsor - \$1200
- Beer Sponsor - \$800
- Silver - \$500
- Beverage Sponsor - \$200

WACO Convention

- Certification, Kids Kamp registration, and sponsorship opportunities all available on ONE form!
- [LATEST PROGRAM DRAFT HERE](#)

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!

**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,
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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.