

56th ANNUAL
WACO
Convention
AND TRADE SHOW
MARCH 11TH-15TH, 2020



SHOOT out with
over 192 Booths in
our trade show!

Become a sharp shooter at managing your business!

50 plus educational programs giving you razor sharp vision to the industry future!

Network with the other Sheriff's in town who share their best ideas

Hire "Killer" entertainment for this season & next!

Every session has blueprint activities you can take home and use!

Holiday Inn Hotel & Convention Center
1001 Amber Avenue
Stevens Point, WI 54481
(715) 344-0200



1/10/2020
Subject to change

WACO BOARD OF DIRECTORS



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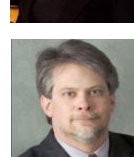
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Mark Hazelbaker- Attorney
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Madison WI 53719,
Direct Email: mhazel@tds.net
Direct Line: 608-622-2300

Be our eyes and ears – if you hear about something that needs to be fixed, tell your Board or Executive Director!

Our goal is to make this conference easy for you to attend and enjoy. Please don't hesitate to tell a staff member immediately if you need assistance.

Our members mean the world to us and we are happy to help in any way we can. If you have an experience that is not world class please let a member of the WACO Board or your Executive Director know immediately. Your experience here is important to us.

If you are new to the convention – just look for a STAFF member or a Board Member. There are no silly questions – we are happy to help!

HOW MAY WE HELP YOU?

Don't hesitate to call a staff member's cell phone if you have a question.

WACO Staff

WACO Executive Director

Lori Severson 608-792-5915



Lori Severson
Executive Director



Rick Severson



Linda Halverson

WACO Staff

Carla Brown 608-790-1756

Lisa Black 608-317-9238

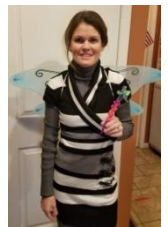
Michelle Forsyth 715-225-3991



Lisa Black



Haley Chadbourn



Michelle Forsyth

Registration

Linda Halverson 608-582-4270

Karen Radomski 507-313-2387



Karen Radomski



Becky Black

Kids Kamp Coordinator

Becky Black 608-317-9237

Vendor Set-up And Direction

Rick Severson 608-498-3760

General Convention Questions

608-525-2327



Carla Brown

You are the
most
important
thing to us
at this
convention!
Tell us how
to make
your
experience
amazing!

Tuesday Evening Check-in & Registration

Tuesday evening early registration will be open for the WACO Convention from 5:00pm - 7:00pm. Our registration area is open 7:30am on Wednesday, Thursday, Friday, and Saturday for your convenience. Registration is set up at the Holiday Inn Convention Center, directly outside of the Trade Show area. The hotel has the schedule of convention activities at the front desk if you have a question. The auction items and baskets should be taken to the Auction Center Table in the Banquet Room or to the registration table where they will be logged in.

Need Lori? Text 608-792-5915

CONSULTING OPTIONS

Make A Private Consultation With Your Wild Consultant!

Social Media for Beginners with Carrie Geary

Just getting started? We can help you schedule posts - Keep your life easy (Interactions, consistency)
Instagram - How to grow your business and following (this can include contests, gaining followers, getting the information you want out there) **Pinterest** - How to use this as a marketing tool for customers. **Creating content** - Where do you start - Keeping it up, how to change up and keep it fresh
Get the social media training you need to get started on Facebook, Twitter, Pinterest, and Instagram
Sign up at the WACO registration area!

Learn how to design your weekend activity sheet using Power Point or Word

Set up small groups of 3 or less! Get the format down! Just bring your logo and information and leave with a flash drive with a template! Call Carla at 608-790-1756 to set up an appointment at your convenience any time during the conference!

Need to know more about ARVC or WACO benefits?

Text Bert Davis at 608-695-9775
ARVC Area 3 Rep/Chair Elect



Update your Campground Listing with Carrie Geary

Update your Campground Listing on the **MAJOR WEBSITES** right at convention! Bring a flash drive & 4 or 5 pictures and we will do it right at convention for you! Listings and pictures on sites like
.TravelWisconsin.com
.WisconsinCampgrounds.com
.GoCampingAmerica.com,
.WisconsinCampingRentals.com
NO charge NO hassle! Set-up your appointment by texting Carla at 608-790-1756



QuickBooks Consulting

Set up a time to learn more about QuickBooks, upgrading or getting started.
Call or Text 608-385-8946
Chris Metcalf (WACO Accountant)
CSAW Associates



Private Legal Consultations with Mark Hazelbaker WACO Attorney

Talk about your personal legal issues! Ask about Agreements Review Mobile homes Licenses, park regulations, employment issues, or general legal questions. What a great WACO benefit! Contact by texting Mark at 608-220-7271 to set up your private session.



John Jaszewski

Bring your P&L to convention and John's team will show you exactly what your park is worth now and will show you quick and easy ways to increase the value of your park.



Knowledge is Power. Whether you are thinking of selling or need more leverage for refinancing or expanding the park, schedule a confidential consultation and John can show you exactly what the Banker and Appraiser will be looking for.
Schedule an appointment at convention by texting John at 507-450-5626

THINGS TO KNOW

Money Made Simple

- Set up your Charge Card at WACO Registration on Tuesday Night. Your charge card will be included with your badge. *It will be the same number as your auction number.* Please be sure you receive a receipt with all of your purchases. Simply show your card with your auction number on it and sign for the charge.
- Your auction number can be used to bid on silent auction items, live auction items, buy raffle tickets, etc.
- PAC items are the only exception (they must be paid by personal check or cash).
- You may check your balance at any time during the convention.
- You can pay your balance by check, credit card, cash, WACO bucks or a combination!
- Plan to have your account balance settled no later than 9:00am on Sunday.
- Not from Wisconsin? No problem! We take all "out of state" currency!

Valet Directory Pickup

Pick up your Wisconsin Association of Campground Owners directories at the show. Simply ask any trade show associate for help loading them to your vehicle. It can be done any time throughout the tradeshow. (Note: only throughout daytime hours please.) Distribute them to your community while getting our directories in the hands of your guests.

Earn 20 Super Package tickets by picking up your directories!

Visit the WACO Website!
Scan me!



Silent Auction Rules

- To place a silent auction bid, write your bidding number in the starting bid space or on the line following the highest current bid.
- Indicate your bid in the appropriate space on your bidding row.
- In order to be valid, all new bids must be higher than the previous bid by at least the minimum raise indicated at the top of the bid sheet. \$5.00 is the usual amount but please check each auction item.
- A bid is construed as an agreement to purchase the listed item(s) at the amount indicated.
- All bidders must be 18 years of age or above.
- All winning bids must be settled before 9:00am on Sunday by cash, check or credit card.
- In order to protect the integrity of all bidders, please do not scratch out bids. Simply contact one of our volunteers for assistance if you wish to withdraw your bid.
- The auction will close at the announced time at which time the highest bid on each bid sheet will be declared the winner. If multiple people are still interested in bidding at the end – a final bid off will be allowed where each participant puts in a final sealed bid on a piece of paper. The highest final bid will be awarded the item.
- **Don't leave the convention without written documentation of what you have purchased and won.**
- **Bids may only be voided by an auction volunteer or staff member.**

See something that needs attention?
Call Lori at 608-792-5915

THINGS TO KNOW

Can't Attend a Seminar?

All seminars and information (if provided by the speaker) are available for our members. If you were unable to attend a session, please feel free to pick up the materials near the WACO desk. This information is available on a first come, first serve basis and if seminar information is provided prior to convention. Information from seminars will also be available on the WACO Website in the "Members" tab the Tuesday after convention week. Video taped seminars will be available on the website!

Basket Social

Wrangle up a basket! – Bring the best campground basket and win bragging rights & get the traveling trophy for the basket with the best sales numbers on Friday night! The basket winner also gets \$500 to spend at any supplier on Saturday! And EVERY campground that brings a basket gets registered to win the super package! Ask your suppliers and communities to contribute and earn your community and campground a mention on the WACO Campground website & directory! Last year the winner was **Stoney Creek RV Park**

Earn money to spend at the trade show!

Show Dollars!

- **\$500 if you have the basket that raises the most money Friday Night!**
- **\$500 if you win the PAC auction money.**
- **\$1000 if you bought from the right supplier Friday**
- **\$1000 if you bought from the right supplier Saturday.**
- **Get caught roaming the range shopping! Your chance to win \$500 if your name is lassoed on Friday or Saturday – extra chances during nonpeak times! Listen for your name to be called if you are on the floor shopping you are entered for a chance to win!**
- **Win an extra \$500 to spend at any Show Sponsor!**

How To Earn Tickets to Win The Golf Cart

50 tickets for presenting a class!
50 tickets for every auction item you bring.
25 tickets for purchasing raffles from Linda.
25 tickets for every 200 dollar sponsor level.
20 tickets for donating Kids Kamp redemption toys.
20 tickets by picking up your directories.
25 tickets for each bottle of liquor you donate
25 tickets for bringing a bottle of wine!
5 tickets for each educational course you attend.
5 ticket for every GBF Golf Cart Raffle ticket you take to sell.
25 tickets for bringing a basket.
20 tickets for any PAC fund donation you make.

5 tickets for each course evaluation turned in.
20 tickets for every \$100 you spend at the auction
10 tickets for each raffle item you purchase.
30 tickets for attending the round tables on Sunday
30 tickets for returning Convention critique on Sunday
20 tickets for participating in any Basket Raffle
20 tickets for attending the Wednesday night event
5 tickets for completing the WACO survey!
25 tickets for participating in the PAC auction!
25 tickets if you registered in advance!
5 tickets for introducing a new member!
10 tickets for every vendor you purchase from.
Bring your receipts to registration.

Win a Golf Cart Sunday Donated by
Harris Golf Carts – Earn your tickets!

Participants are responsible for collecting their tickets. Sunday morning simply rip your tickets in half. You keep one half and the other half goes in the bucket for the drawing.

Must be present on Sunday at 11:00am to win!

Sometimes having everything on your phone or tablet can be convenient. We understand that. You are now able to download each convention day's schedule onto your mobile device to ensure you are in the loop for that day's activities.

Using a QR Code Reader App, scan the codes above and watch as each day appears!

Wednesday

Thursday

Friday

Saturday

Sunday

Kids Kamp

HAVE YOU JOINED OUR TEXT CLUB YET?



133 of your friends have!
Receive updates
& urgent messages
concerning WACO
on your phone!

Simply Text "WACO" to 25827

Get the convention schedule, trade show map, important alerts, and more!



GET THE WACO CONVENTION APP

Powered by campersAPP

Download on the App Store

GET IT ON Google play

DOWNLOAD **campersAPP**
www.campersapp.com/app
LOGIN WITH **WACO**



Feelin' Social? Tag Us!

#CampWithWACO



/wicampgrounds



@wicampgrounds



@wicampgrounds



/wicampgrounds



WACO Members who helped with a presentation for the WACO conference get 50 Golf Cart tickets per session!
Please get them at Registration!
Thanks so much for helping us all be a great industry!

Want to volunteer to help with WACO projects? Contact WACO or your Board of Directors!

Information from seminars (if available from presenter in digital form) will be available on the WACO Website in the "Members" tab the Tuesday after convention

SCHEDULE

WEDNESDAY, MARCH 11TH

Please note that there will be three different daylong classes available. *Must preregister**

- 8:30am – 4:15pm ServSafe – Harvest Room
- 8:30am – 4:15pm CPO Pool School – Cyndi Robertson – Stonefield Room



	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:30 am – 9:30 am	ServSafe (8:30am–4:15pm) **NEW Programing Kama Teske <i>Participants should bring their own devices with internet access capability.</i>	Chuck Wagon Class Menu selection Martin Brothers Learn how to properly calculate and price your food items industry trends	CPO – Pool School Neuman Pools (8:30am-4:15pm) **Please note that lunch will be from 12:00pm – 12:30pm if you registered for this course.	Leadership Like The Mouse! How to build a campground team through Excellence in leadership. Geared specifically for the campground industry taken from the house of the mouse. Carla Brown Lori Severson	The Man Cave - Tools Equipment-Maintenance Chain Saw Safety Panel Mark & Ben Stefan, Jim Button
9:45 am – 10:45am		Chuck Wagon Class Martin Brothers Kitchen set up & supplies			The Man Cave –BEST idea Prize in tickets! Adam Malsack
11:00am – 12:00pm		Chuck Wagon Class Martin Brothers Profitability spoilage & portion control.			The Man Cave Scott Kollock WPS Electrical Options, Ideas and savings
12:00pm - 1:45pm	<p align="center">Lunch & Learn - Banquet Room-</p> <p align="center">Gather the wagons to support communities Goal of 200K in 2020!</p> <p>Learn how the Gilbert Brown Foundation works with WACO by developing relationships with WMC, WRVA, Madison RV Show, Severson & Associates, Towns Association, Wisconsin Association of Fairs.</p> <div> <p>Grab some free lunch and learn some great tips for gathering community support and rallying the WACO wagons to support our charity!</p>    </div> <p>Panel Discussion by Campground Owners Lake Arrowhead - To learn what works in your campground Lunch Sponsored by: Gilbert Brown – Pizza Donated by: Brew City Pub - Lotzza Motzza Pizza – Pizza Hot Dish & More Great GRUB Presentation by: Lori Severson</p> <p align="right">Press Conference</p>				
2:00pm - 3:00pm	ServSafe (8:30am–4:15pm) Kama Teske	Chuck Wagon Martin Brothers I scream you scream we all scream for ICE CREAM! Basics of running a profitable ice cream venue	CPO – Pool School Neuman Pools (8:30am-4:15pm) **Please note that lunch will be from 12:00pm – 12:30pm if you registered for this course.	Store Ideas Panel Tiffany Pargman Marley Behnke Eileen Vaughn Lisa Black Julie Michaels Check out ideas and ask questions of the panel	The Man CAVE How to survive the journey westward! Brainstorming & Q&A about what works and doesn't work! Winterizing Storage - Maintenance Bud Styer

SEMINAR DETAIL INFO

SEMINARS - WEDNESDAY MARCH 11

Morning Seminar Descriptions

ServSafe

8:30am - 4:15pm

Kama Teske

Harvest Room

The state of Wisconsin requires licensed foodservice operations to meet certain food safety and sanitation regulations, including having at least one manager or operator certified in food protection practices. Take this course at a reduced fee and be sure you can meet the State of Wisconsin Requirements.

Chuck Wagon Class: Menu Selection

8:30 - 9:30am

Don Wallace

Woodland Room

Learn how to properly calculate and price your food items along with the latest industry trends, from a food industry consultant and camper!

CPO - Pool School

8:30am - 4:15 pm

Mark Brzenzinski

Stonefield Room

The CPO seal of approval is assurance to commercially owned pool and spas that their facility and their swimmers are under the supervision of trained professionals. CPO certification courses are designed to provide individuals with the knowledge, techniques, and skills of pool and spa operations. Including pool and spa chemistry, testing, treatment, filtration, maintenance, automatic feeding equipment, government requirements and more. The CPO certification program requires participation in either a two-day class taught by a certified instructor or the blended format that combines an online Pool Operator Primer Course and a one day Pool Operator Fusion Course. The CPO certification program requires participation in either a two-day class taught by a certified instructor or the blended format that combines an online Pool Operator Primer Course and a one day Pool Operator Fusion Course. The CPO certification program requires an open book exam and is valid for five years. Successful completion of the certification program provides eligibility for CEU credits and is good for 5 years.

Leadership Like The Mouse!

8:30am - Noon

Lori Severson & Carla Brown

Banquet Room

Learn how to build a campground team through excellence in leadership. You will learn how to build your team, determine how to build loyalty, trust and create sales people within your organization. These principles apply whether you are dealing with seasonals or employees. Geared specifically to the campground industry.

The Man Cave: Tools

8:30 - 9:30am

Mark & Ben Stefan - Jim Button

Trillium Room

Learn about Equipment, Maintenance, Chain Saw Safety, and other tools and issues you need to deal with in a Campground.

SEMINAR DETAIL INFO

SEMINARS - WEDNESDAY MARCH 11

Morning Seminar Descriptions

Chuck Wagon Class: Kitchen Set Up	9:45 - 10:45am	Don Wallace	Woodland Room
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Learn how to set up your kitchen, what equipment and supplies you should use, and how to make efficient use of your space.

The Man Cave: Best Idea	9:45 - 10:45am	Adam Malsack	Trillium Room
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Attend this session to listen and learn great ideas from the man cave. You will learn what has worked and what has not worked from operators just like yourself. There is a ticket prize for the best idea, voted on by the participants!

Chuck Wagon Class: Profitability	11:00am - Noon	Don Wallace	Woodland Room
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Food costs is key in any food operation. Learn how to calculate your food costs, control spoilage, use what you have and create a food program that is right for you!

The Man Cave: Electricity	11:00am - Noon	Scott Kollock	Trillium Room
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WPS will guide you through electrical savings, ideas and options!



SEMINARS - WEDNESDAY

Afternoon Seminar Descriptions

Chuck Wagon Class: I Scream For Ice Cream	2:00 - 3:00 pm	Don Wallace	Woodland Room
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Learn the basics of running a profitable ice cream venue. Understand what products make you the most money!

Store Ideas Panel	2:00 - 3:00 pm	Tiffany Pargman - Marley Behnke - Eileen Vaughn - Lisa Black - Julie Michaels	Banquet Room
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Learn best sellers, how to do displays, gift markets, ideas on repurposing and have time to ask questions.

The Man Cave: Surviving The Journey	2:00 - 3:00 pm	Bud Styer	Trillium Room
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Brainstorming and Q&A about what works and doesn't work. Explore the world of winterizing, storage and maintenance!

SCHEDULE

WEDNESDAY, MARCH 11TH

Please note that there will be three different daylong classes available. *Must preregister**

- 8:30am – 4:15pm ServSafe – Harvest Room
- 8:30am – 4:15pm CPO Pool School – Cyndi Robertson – Stonefield Room

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
3:15pm - 4:15pm	ServSafe (8:30am–4:15pm) Kama Teske	Gathering the Wagons Panel Ashley Wegner, Tia Anderson, Laurie Adams, Eileen Vaughn Managing Seasonals Day Pass visitors Golf Carts	CPO – Pool School Neuman Pools (8:30am-4:15pm) <i>**Please note that lunch will be from 12:00pm – 12:30pm if you registered for this course.</i>	Hillbilly Bar Business Mike Price –Hillbilly Lori Severson John Jaszewski Skit Learning Session to walk you through Bar lessons, recipes , go to jail and get out of jail when you dry out! Real life lessons you can't make up!	Man CAVE Building a Cabin Jerry Anderson <i>Building Inspector for State of WI.</i> <i>What do you need to build your cabins?</i>

4:00pm

Cash Bar Opens

Lasso your Loaded or unloaded Lemonade ONLY \$3.00

Special \$3 Pricing tonight compliments of CSAW!

Thanks CSAW Accounting!

Get your extra Shooter From Chris!



CSAW Associates, LLC
Coulee Region Bookkeeping and Tax

5:00pm



ATTEND THE NEW HOEDOWN!

Stay at the hotel this year for a fun Hoedown you can do at your campground!

Music ★ Fun ★ Entertainment

Music by: Wicked Wild Wanda Brown

Schedule:
5:00pm Wine Tasting and Beer Tasting
5:30pm – Food stations open
6:00pm- 8:00pm Hoe Down Games & fun for everyone!
See actual activities and fundraisers you can do at your park!

Dress in your Western Wear! Best Dressed Campground Contest

Food Sampled By Martin Brothers Suppliers!



Sponsored By
MARTIN'S


★ Horse races

★ Shooting range games

★ Hanky Races

8:00pm -12	Little Bar Opens – Networking Basket Raffle				
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SEMINAR DETAIL INFO

SEMINARS - WEDNESDAY MARCH 11

Afternoon Seminar Descriptions

Gathering The Wagons Panel

3:15 - 4:15 pm

Ashley Wegner - Tia Anderson
Laurie Adams - Eileen Vaughn

Woodland
Room

Learn about daily operations and how other campgrounds do things. We will discuss managing seasonals, payments, day passes, visitors, wristbands, golf carts, and any other operations piece you have questions about. Learn from our panel of experts who have many years of experience in these areas.

Hillbilly Bar Business

3:15 - 4:15 pm

Mike Price (Hillbilly) - Lori Severson
John Jaszewski

Banquet Room

Join us for this fun, informative and interactive presentation on how a true bar works behind the scenes. Learn how to increase sales, and manage promotions that increase your ancillary income. Learn what legal traps you can fall into and determine how to avoid them. This session comes with real life experiences - alcohol and nonalcoholic beverages served with recipes.

The Man Cave: Building a Cabin

3:15 - 4:15 pm

Jerry Anderson

Trillium Room

Learn everything you need to know about building cabins in Wisconsin from the man who knows and inspects them. You will have an opportunity to ask questions and interact!



Join The Facebook Party!



Ever wonder how campground owners get information quickly from tons of resources?

Join us in our Facebook group...

WACO Campground Members

It's a private group where you can ask anyone a question and they will give you their opinion! You can buy and sell, ask questions, do a survey or show off something new in your park!

There is also an Activities Group specifically for WACO members as well. Gather up some great ideas any time of the year!

We currently have 162 members.
Come and join the party!

SCHEDULE

THURSDAY, MARCH 12TH

- 8:00am – 4:00pm CPO Pool School – Cyndi Robertson - Stonefield Room *Daylong Class, Must pre-register

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:00am - 9:30am	Employment From Hire to Retire Mark Hazelbaker	DSPS <i>Learn about backflow prevention. Determine what is and is not acceptable</i>	CPO – Pool School Neuman Pool (8:00am-4:15pm) Mary Ellen Bruesch <i>CPO Recreational Water Technical Specialist</i> ,is doing a very special presentation from 8:00am-9:30am You can attend this piece ONLY without being signed up for CPO - she will talk about common violations and where to find important information!	Roping In Your Focus Keep your eye on the ball and don't sweat the small stuff! Kristen Valk <i>Campground Activities</i>	QuickBooks Basics Christine Metcalf CSAW Accounting
9:45am - 10:45am	Wild West Mapping Industry Data Paula Horwitz Senior Director of Education and Events, National Association of RV Parks and Campgrounds (ARVC)	Overview Of All Campground Codes & Questions James Kaplanek <i>Section Chief for Retail Food and Recreational Technical Staff and Field Services/Reed McRoberts & Mary Ellen</i>		Rolling out the Social media responses Kristen Valk Let them doggies roll! Learn what to say to those reviews!	Spreading Sheets throughout the west! Gathering & understanding statistics – site nights-cap rate-occupancy – industry standards John Jaszewski
11:00am - 12:00pm	Employee Handbooks <i>Learn how to put together an employee handbook</i> Joe Walter	Worst Food violations and how to correct them <i>Kara Paul Q&A</i>		On the RANCH Working with Family Eileen Vaughn ARVC Director PA Campground Owner	Breaking Busy Jodi Blank How do find the time to do it all and have a life!
12:00pm - 1:45pm	Lunch served in the Banquet Room – Color Guard Presentation Lunch with BUDWISER - Lessons from the old days Still true today! An in depth lunch and learn with Bud being interviewed by Stephanie Klett AWARDS to: James Kaplanek, Reed McRoberts, Mary Ellen Bruesch, Wisconsin Towns Association, Holiday Inn Staff, Sarah Brish, Tom Cole , Presented by Bud Styer Andrew Nussbaum - Dave Schneider to present				
2:00pm - 3:00pm	Avoiding Stagecoach Robbery <i>Sales Tax Specialist WI Department of Revenue</i>	Shoot out at Campground Corral <i>Campground The State Inspection team will take you on a fun journey of campground code & worst mistakes</i>	CPO – Pool School Neuman Pool (8:00am-4:15pm)	Guest Services Kristen Valk	Bud Session
3:15pm - 4:15pm	Sales Tax Questions on an Audit <i>Sales Tax Specialist WI Department of Revenue</i>	Shoot out with Ted, Reed, Sam & Mary Ellen <i>Test your ability to know the code and common mistakes!</i>		Brainstorming & Beer Jim's Golf Carts <i>Everything you wanted to know about golf cart rentals</i> Sponsor	Your New Guest Larry BrownField

SEMINAR DETAIL INFO

SEMINARS - THURSDAY MARCH 12

Morning Seminar Descriptions

Employment From Hire to Retire

8:00 - 9:30am

Mark Hazelbaker

Harvest Room

Discover what questions you can ask during the interview process to all the possible risks you take when employing people. Ask questions about hiring, firing, and retiring!

DSPS - Backflow & Water Issues

8:00 - 9:30am

Thomas Braun

Woodland Room

Are you confused about the use of hoses above ground, backflow preventers, flexible hoses, to bury or not bury? Learn about devices that you can and can not use. Ask questions that are important to operators!

CPO - Pool School

8:00am - 4:15 pm

Samantha Fiscus

Stonefield Room

As a part of the CPO Pool School Presentation, Samantha will talk about common violations, and where to find important information. You can attend without being registered for Pool School for this piece.

Roping In Your Focus

8:00 - 9:30am

Kristine Valk

Banquet Room

Keep your eye on the ball. Learn to remember what your seasonal and long term goals are and keep your cool during stressful times. Truly focus and let go of the small stuff so you can concentrate on the big issues that impact your business.

Quickbooks Basics

8:00 - 9:30am

Chris Metcalf

Trillium Room

This is a Q&A session on the Quickbooks accounting software. Chris will cover accounts you should have, best practices, and using various systems. She will cover how to save money using the software and what shortcuts and reports you can gather. Bring your questions! She will review questions she receives from the survey she sent out.

Wild West Mapping Industry Data

9:45 - 10:45 am

Paula Horwitz

Harvest Room

Discover information that helps you navigate through the industry waters. Learn the latest data gathered from professionals in our industry that can help your business grow. Learn the latest trends and determine how this affects your business. Knowledge is power, knowing your numbers and what is going on around you is key to growing your business.

SEMINAR DETAIL INFO

SEMINARS - THURSDAY MARCH 12

Morning Seminar Descriptions

Overview Of All Campground Codes and Questions

9:45 - 10:45am

James Kaplanek

Woodland Room

Get all your questions about the campground code explained in this session. Jim will give an overview of the code and review some of the violations he has seen in past years. This session gives you time to ask specific code questions

Rolling Out The Social Media Responses

9:45 - 10:45am

Kristine Valk

Banquet Room

Learn how to manage reviews on your social media. Determine how to answer those really tough ones. Take out the emotion and look at the business of making the right choice in your responses.

Spreading Sheets Throughout The West!

9:45 - 10:45am

John Jaszewski

Trillium Room

Learn how to use excel spread sheets to gather & understanding statistics. We will cover site nights, cap rate, occupancy and other industry standards. All lending institutions know what numbers they want to see. Do you know yours? This is critical information you use to make decisions that affect your business.

Employee Handbooks

11:00am - Noon

Joe Walter

Harvest Room

Putting together an employee handbook can be a daunting process. Joe will guide you through what to put in the employee handbook, how to put it together, and how to present it. There will be time to ask questions and discuss what works and doesn't work.

Worst Food Violations & How To Correct Them

11:00am - Noon

Kara Paul

Woodland Room

Learn all the worst food violations. You will be walked through all types of violations that have actually occurred and learn how they can be corrected.

On The Ranch: Working With Family

11:00am - Noon

Eileen Vaughn

Banquet Room

Working with family certainly can be a rodeo! Learn the ups and downs and how to manage working together better from a seasoned expert.

Breaking Busy

11:00am - Noon

Jodi Blank

Trillium Room

Are you feeling exhausted and burnt out? Are you struggling balancing family and the business and separating the two? Do you have some systems buy need more? If you question yourself daily about this, join us in this session and learn how to Break Busy in 30 Days!

SEMINAR DETAIL INFO

SEMINARS - THURSDAY MARCH 12

Afternoon Seminar Descriptions

To Tax? Or Not To Tax?	2:00 - 3:00pm	Holly Hoffman	Harvest Room
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Join us for a seminar filled with the most difficult sales and use tax questions. Get answers from a former Wisconsin Department of Revenue Sales Tax Specialist. Bring your questions and add to this lively discussion.

Shootout At The Campground Corral: Part One	2:00 - 3:00pm	Mary Ellen Bruesch	Woodland Room
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Presentations on campgrounds, lodging and pools! Information about commonly misunderstood pieces of the campground code, common violations, pool issues and more! This session will get you primed for the fun shoot out next session. Take one or both sessions!

Guest Services	2:00 - 3:00pm	Kristine Valk	Banquet Room
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We all know those guests that can be difficult! We struggle with how to say it and the best way to explain policies, rules and regulations. Learn ways to keep your sanity and keep those guests happy campers.

Western BudWISER	2:00 - 3:00pm	Bud Styer	Trillium Room
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STILL NEEDS TOPIC AND DESCRIPTION

Avoiding Stagecoach Robbery	3:15 - 4:15pm	Bud Styer	Harvest Room
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The dreaded sales and use tax audit. Learn what to be sure you have in order before you need it. Learn about the penalties, questions, what to ask before you need them from people who have been there done that!

Shootout At The Campground Corral: Part Two	3:15 - 4:15pm	Mary Ellen Bruesch	Woodland Room
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This interactive shoot out with the State Inspectors continues with questions about codes, infractions, and solutions. Missed the first one? No worries bring your questions to fire right back! They will be firing code questions at you on common code mistakes and mishaps!

Brainstorming & Beer	3:15 - 4:15pm	Jim Brandt	Banquet Room
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Grab a beverage and brainstorm with Jim from Jim's Golf Cars. Have a casual conversation on what works and doesn't work in campgrounds when it comes to golf carts. Learn about renting and buying options.

SEMINAR DETAIL INFO

SEMINARS - THURSDAY MARCH 12

Afternoon Seminar Descriptions

Howdy Partner: Your New Guest	3:15 - 4:15pm	Larry Brownfield	Trillium Room
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Learn more about the demographics of your new guest. What are they looking for in the future? What does our industry look like in the future and how should we look at the way we do business.

SCHEDULE

THURSDAY, MARCH 12TH


Cookie Sale
By
Kids Kamp

4:15pm	Cash Bar Opens – Beer Tasting & Root Beer Tasting by Point Brewery
4:45pm	<p align="center">STEAK FRY & SHRIMP!</p> <p align="center">Sponsored by Vista Royale Sponsored by Bud Styer</p> <p align="center">BROUGHT TO YOU BY OUR OWN Western Warriors – YOUR BOARD OF DIRECTORS! Sponsored by Reinhart Foods Brakebush Badger Popcorn (INCLUDED WITH YOUR REGISTRATION) SERVED TO YOU BY THE WACO BOARD OF DIRECTORS! <i>Steak, Shrimp, Beer, Brats, Hamburgers, Hotdogs, Baked Beans, Salads, Chips, Pickles, Dessert</i></p> <p align="center">Root Beer Floats by Taylor & Point Brewery</p>
5:30pm - 6:30pm	<p align="center">Square Dance Networking! Bow to your left & your right and meet your neighbors! NO actual dancing happens.</p> <p align="center">President Awards Lori Severson & Bud Styer, <i>WACO President</i></p>
6:30pm - 7:00pm	<p align="center">ARVC News & Benefits</p> <p align="center">Paul Bambei ARVC CEO/ Bert Davis ARVC /Jim Button/Joe Walter</p> <p align="center">ARVC Session Group 20's</p> <p align="center">Learn what these groups can do for you. Quiz this panel!</p> <p align="center">Joe Walter from O'Neil Creek & Jim Button from Evergreen Campsites</p> <p align="center">Benefits of ARVC & Group 20's – Taking your business to the next Level</p> <p align="center">State of the Industry ARVC</p>
7:00pm - 8:30pm	<p>PAC Auction with the Weiss Family</p> <p align="center">All the money goes to the PAC Fund for WACO! Buy as many paddles as you like \$20 per paddle – bid for each item for only a dollar!</p> <p>The WACO PAC is a non-partisan fund supported by voluntary personal contributions by WACO members. For information pick up a PAC brochure.</p> <p>PRIZES:</p> <ul style="list-style-type: none"> • \$500.00 VISA Card to be used at the WACO Show! • Champions Club Packer Tickets • Wellness weekend tickets for 4 people – 2 rooms • Bart Starr Autographed Print • Tavern Tour Tickets • Booze Basket • Helmet Autographed by Multiple Players <p align="right">DOLLAR AUCTION!</p>

For information on speakers, please look in the back of the program.

SCHEDULE

FRIDAY, MARCH 13th

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:00am - 9:30am	Campspot	Roping Employee issues Panel – Mark Hazelbaker, Bill Dee, Mitch Gault with Combined Insurance Chris Metcalf Adam Malsack Moderator		Business Lessons Learned in Wisconsin Former Lt Gov. Rebecca Kleefisch	Bill Smith NFIB/Wisconsin State Director
9:45am - 10:45am	Birds of a Feather Discussion groups Jim Button Moderator This session is designed for campground owners to do brainstorming by campground size	Utilizing 5 Technologies to Enhance Your Business David Mayfield <i>ResNexus</i>	Landscaping Mary Parish	Claims Process & Responsibilities of all parties Ryan Laber Coverra Insurance Sponsor	Campground Security How to handle the really wild wild west! Sheriff Mike Lucas <i>Portage County Sheriff's Office & Security Team</i> <ul style="list-style-type: none"> • Drugs • Drunks • Kids on Karts
11:00am - 12:00pm	Managing Ponds		Current Electrical Code Update Heidi Doyle Utility Supply Group Sponsor	Prep for Lunch	What's Your Campground Worth? John Jaszewski <i>Developing your 3 year plan, Preparing your margins, books & money!</i> Campgrounds4sale.com Sponsor
12:00pm - 1:00pm	Teamwork Makes The Dream Work - Rob Bell Great teams are made up of professionals who know that they are successful only by helping each other succeed. When we all do a little, we all get a lot. Light a fire under your team members, don't burn 'em round the campfire!				

SEMINAR DETAIL INFO

SEMINARS – FRIDAY MARCH 13

Morning Seminar Descriptions

Campspot

8:00 – 9:30am

Griffin Engel

Harvest Room

Learn how to maximize your revenue with this software system.

Roping Employee Issues

8:00 – 9:30am

Mark Hazelbaker – Bill Dee – Mitch Gault
Chris Metcalf – Adam Malsack

Woodland Room

Pay plans & options – salary or no salary, hiring, firing, compensation plans, employee benefits, bonuses, incentive programs.

Business Lessons Learned In Wisconsin

8:00 – 9:30am

Rebecca Kleefisch

Banquet Room

Pay plans & options – salary or no salary, hiring, firing, compensation plans, employee benefits, bonuses, incentive programs.

NFIB Wisconsin

8:00 – 9:30am

Bill Smith

Trillium Room

Learn about topics of interest in all small business areas including important legislation. Be informed of how this affects your business.

Birds Of A Feather Discussion Groups

9:45 – 10:45am

Jim Button

Harvest Room

This session is designed for campground owners to brainstorm by campground size and their perception of what group they want to brainstorm with. Size matters....Kinda

Utilizing 5 Technologies to Enhance Your Business

9:45 – 10:45am

David Mayfield

Woodland Room

Sometimes improving your business can seem overwhelming. ResNexus will share 5 things to help make your life easier and help capture more revenue. Revenue Management, Campground Presentation, Automated Upselling, Third Party Sales & Text Messaging.

Landscaping: Paving Your Way Westward

9:45 – 10:45am

Mary Parish

Stonefield Room

Learn what types of plants work in your campground. Determine how to make a plan, what works and doesn't work. Q&A

Claims Processes & Responsibilities Of All Parties

9:45 – 10:45am

Ryan Laber

Banquet Room

INSERT DESCRIPTION.

How To Handle The Really Wild Wild West

9:45 – 10:45am

Scott Kollock

Trillium Room

Campground security.

SEMINAR DETAIL INFO

SEMINARS – FRIDAY MARCH 13

Morning Seminar Descriptions

Current Electrical Code Update

11:00am - Noon

Heidi Doyle

Stonefield Room

INSERT DESCRIPTION.

What's Your Campground Worth?

11:00am - Noon

John Jaszewski

Trillium Room

Developing your 3 year plan and preparing your margins, books and money.

Teamwork Makes The Dream Work

Noon – 1:00pm

Rob Bell

Banquet Room

Great teams are made of professionals who know that they are successful only by helping each other succeed. When we all do a little, we all get a lot. Light a fire under your team members, don't burn 'em round the campfire!



WACO Young Professionals

WACO Young Professionals is a group open to all WACO members between the ages of 18-40 who are associated with a Wisconsin Campground. This group aims to encourage young professionals in the Wisconsin campground industry to network, share common interests and ideas, learn more about our industry together and engage in the future of our organization, Wisconsin Association of Campground Owners.

Bayba Boardroom

8:00am - 9:30am

Young Professionals Round Table

Advanced Social Media Marketing

Bring your best social media strategy ideas with you as we discuss and share our social media tips and tricks for campgrounds.

9:45am - 10:45am

Young Professionals Round Table

Raising Kids While Running A Campground

An open discussion about raising children in the campground environment.

11:00am - Noon

Young Professionals Annual Meeting

Open to all WACO Young Professional members and prospective Young Professional members.

TRADE SHOW

FRIDAY, MARCH 13th 1:00PM – 7:00PM

Keep your registration costs low by shopping with these vendors!

Appearance by the:

WISCONSIN BADGERS MARCHING BAND



to kick off the Trade Show at 1 pm!



Beer starts at 5:00pm *Located at stations in the EXPO AREA*

Shop & enjoy your favorite beverage at



**MOUSE MIX
GAMA SONIC SOLAR LIGHTING
POLLY PRODUCTS**



Get \$1000 to spend at the trade show on Saturday just for shopping Friday!

Show
Dollars

BUY.... BUY... BUY....WHY...WHY...WHY?

Our suppliers need to take orders back to their offices to make the business piece work!

They are the reason we have a great show with amazing opportunities. Please help our show be the best we can be by asking any supplier you work with to show you their WACO

TRADE MEMBER Card – Please thank our suppliers by purchasing at the show!

**TONIGHT: Campground Drawing to spend
\$500 at any of these Show Sponsors:**

Show
Dollars

Harris Golf Carts
Royalle RV
Coverra Insurance
Campgrounds4sale.com
Jim's Golf Carts
Severson & Associates
S & H Ad Specialties

**Gilbert Brown &
Caden Dahl Host**



SCHEDULE

Friday March 13th

Evening Entertainment!



6:45pm Welcome from Kids Kamp

7:00pm **Buffet Dinner – Suppliers please join us!**
Gilbert Brown Foundation Supporters Recognition

7:30pm Gilbert Brown & Caden Dahl host Wild Wild West!
Tickets are \$10 each or a wingspan for \$50!
Wild West Axe Throwing!

8:30pm **Live auction – Paid Basket Bragging!**

- **Packer Tickets**
- **Golf Cart**

9:15 pm Trade Show Shopper winner announced \$500
\$1000 Vendor/Campground winner campground
Supplier Free Booth Drawing for 2021
Must be present to win

9:30pm **Silent Auction Closes**
Campground Basket Winner announced at 10pm at the Little Bar
See which campground wins \$500 to spend at the Trade Show Tomorrow!

Prizes like...
Packer Tickets,
\$1000 in WACO
Bucks,
Autographed
Merchandise
valued over
\$1000 – other
prizes not so
much 😊

Campground Drawing to spend \$500 at any of these Show Sponsors:

Campgrounds4sale.com

Coverra Insurance

Jim's Golf Carts

Harris Golf Carts

Royalle RV

Severson & Associates - S & H Ad Specialties

Little Bar Open from 9:45pm -1am

Coolest Auction ITEMS ending tonight!

SCHEDULE

SATURDAY, MARCH 16th

8:00am - 9:30am	ANNUAL MEETING Bud Styer – Call to order Secretary's Report - Approvals Treasurer's Approvals Nominations from the floor Nominations Elections PAC Report ARVC update Any other new business Adjourn Celebration & WACO Updates Board Member Recognition Learn where the organization has been & where we are going!
9:30am – 4:30pm	Saturday Trade Show 9:30am – 4:30pm <i>Greatest Show on Earth!</i> Bloody Mary Bar at Coverra Insurance Booth starts at 9:30am Tips go to the Gilbert Brown Foundation Remember placing orders at this show keeps your convention costs down! Please support our suppliers who support you! Please thank your sponsors!
11:00pm - 1:30pm	Grab-and-Go Lunch served in the Banquet Room Vendors Welcome!

3:00PM DRAWING

\$1000 VENDOR Drawing

**If you bought from the vendor called you win \$1000
to be spent at the Trade show.**

Must be in the trade show area to win!

\$500 winner announced at 3pm!

**Win up to \$1500
at 3pm!**

**Show
Dollars**

Board of Director Nominees

Running for a second term

Running for first term

Free wine & cheese
while it lasts
starting at 5:15pm

SCHEDULE

SATURDAY, MARCH 16th

Be in the room for the auction by
5:30 and get 20 Super tickets!

*Buy your bottle of wine for \$10 – you
could be a big winner!*

WACO AUCTION 5:30PM–7PM

- Golf Cart from Jim's Golf Cars
- Golf Cart from Harris Golf Cars
- Good Sam's Ad bundle

DINNER BEGINS AT 7PM

- Memory Slide show
- Hall of Fame Inductee –
- Hall of Fame Volunteer Inductee
- Campground Celebrations
Board Member Introduction
- Drawings – Silent Auction closes at 7:30PM

Hall of Fame Inductee

PROGRAM AT 7:45PM

Entertainment sponsored in part by Bud Styer Associates



Maggie Mae
8 PM

Music Entertainment by
Maggie Mae and the
Heartland Country Band

Your accounting team will be ready for you to check out until 9pm tonight.
Please settle up prior to 9am Sunday.

SUNDAY ROUND TABLES

SUNDAY, MARCH 17th 9:00AM – 11:00AM

NEW! 9:00am -10:45am Structured Cracker Barrel With Adam Malsack

Topics include: (Listed presenters will bring 3 ideas to get us started!)

- Alternative Energy Ideas with Jim Button
- Experiences with Roof Solar panels.
- How to make your park “green” with Jim Button
- Using Drones
- Osha Workplace Standards with Mark Hazelbaker
- Preparing for Weather
- Membership Value
- Managing Seasonals
- Adding Sites – best worst ideas
- Developing your outside support team: IT, finance & accounting

We will have materials on all these subjects and more to hand out while your peers help give you information on what their personal history taught them! Learn from those who have gone before you!

10:45am Golf Cart Drawing

Get the Campground Owner Bible at NO Charge at this session! Everything you need to run your campground in one binder. Add tabs as new information becomes available!

11:00 KIDS KAMP GRADUATION

Pick up hand outs that are still available - Drop off your badges
Say our good lucks & farewells

End of Conference Drawings

PRESENTER INFORMATION



Adam Malsack - *Lake Arrowhead Campground*

Adam has been in the camping industry all his life, starting with weekend garbage collection at the age of 9 and advancing to full time Manager at 17. In 2009 he became co-owner of the Lake Arrowhead and Lakeside Campgrounds in Montello, marking the third generation of family ownership. Adam has undergraduate degrees from Ripon College in Computer Science and Mathematics, and received a Master of Science in Electrical engineering from the University of Wisconsin in Madison. In his free time Adam enjoys being involved in theatre, photography and most of all, he loves to camp.

Ann Brice



Ashley Wegner - *Wilderness Campground*

I am a proud third generation, future campground owner, of Wilderness Campground in Montello. We have around 390 sites and are in the Central Wisconsin River Country Region. I have been involved in day to day operations of the campground ever since I can remember. My very first memories involve the campground, and the WACO convention as a child. I graduated from U.W. Whitewater with my B.B.A. in Marketing in 2008. In 2010 I moved to Appleton, Wisconsin with my husband and took a position at Kimberly-Clark in the Consumer Services Department. We moved back to Montello in 2013 and I accepted a position in the Marketing Department for Brakebush Bros. In 2014, I decided I had enough experience outside the family business and went back to work at the campground full-time. I feel that my time away from the campground has helped me to realize that my passion and my skillset alike are really for the campground industry. It is a highly demanding, yet extremely rewarding career in which one must wear multiple hats. I truly am looking forward to helping continue the growth of our family campground.



Ben Stefan - *Grand Valley Campground*

Ben Stefan has over 14 years' of experience in his family's campground, Grand Valley Campground in Kingston, WI. He is also a full time Systems Engineer at Moraine Park Technical College and an entrepreneur at his business Stefan Technologies. Growing up at Grand Valley Campground Ben has always taken care of everything technology related for the campground. His passion for technology led him to Moraine Park Technical College where he earned two information technology associate degrees in 2012. For the past 7 years Ben has been a full time IT Systems Engineer at Moraine Park Technical College in Fond du Lac, WI. Bens business Stefan Technologies specializes in small business technology solutions. Ben is always busy keeping his eye out for technology that can help in the campground industry.



Bert Davis - *Badgerland Campground*

Bert Davis is the Owner/Manager of Badgerland Campground in Stoughton, WI, formally Kamp Kegonsa. He was elected to National Association of RV Parks and Campgrounds (ARVC) Board. Please do not hesitate to contact him with any ARVC related questions or concerns. He completed Oglebay Campground Management School in 2013. He has been in the camping industry for 12 years, 10 with Pride of America and two at Badgerland Campground. He is also a Certified Pool Operator.



Bill Dee - *President and Co-Owner of La Crosse Insurance Agency Inc*

20 years of experience assisting businesses and individuals with understanding and determining which benefit plans and structure best meet their needs. Today's benefit choices have become more complex and no cookie cutter answers exist.

Bill Smith

PRESENTER INFORMATION



Bud Styer - *Bud Styer & Associates*

In addition to over 30 years experience in the industry, Bud Styer is an owner and operations consultant for nine campgrounds in Wisconsin and a National Consultant in the industry. He is a board member for the Wisconsin Association of Campground Owners (WACO) and Association of RV Parks and Campgrounds (ARVC). Bud, a member of both State and National professional associations, not only attends national and state conventions, but has spoken numerous times for the National Association of RV Parks and Campgrounds (ARVC), Wisconsin Association of Campground Owners (WACO), University of Illinois, Lewis University, IL, St. Mary's College, MN, and numerous state wide training courses. Bud is a committee member for the State of Wisconsin DNR, Governor's Small Business Committee, NFIB's Small Business Committee and Wisconsin's Business Voice Small Business Committee. At the local level, he actively participates in the Chamber of Commerce in five different communities in towns/cities near the Madison area.



Chris Metcalf – *CSAW Associates, LLC*

Chris Metcalf is a native of Viroqua, WI who graduated from Viterbo University and Western Technical College in La Crosse. She has over thirty-five years of experience working in the accounting field. Prior to starting CSAW Associates, LLC – Coulee Bookkeeping and Tax she was employed in various positions such as Bank Controller, Office and Accounting Manager, and Staff Accountant. CSAW Associates works with a variety of businesses including restaurants, campgrounds, marinas, construction companies, rental properties, hair and nail salons, online businesses, exercise facilities and more. She has been married to Bill Metcalf since 1981. They have four children and nine grandchildren.

David Mayfield - *ResNexus*

Deneen Pederson

Don Wallace

Eileen Vaughn

Griffin Engel

PRESENTER INFORMATION

Heidi Doyle - Utility Supply Group

Utility Supply Group headquartered in the Seattle suburb of Kingston, WA. Utility Supply Group was founded in 2001 as a nationwide distributor of electrical, gas and water utility supplies to RV and Manufactured Housing communities. Wade Elliott and the staff of Utility Supply Group collectively have over 50 years of experience designing electrical layouts in RV parks to meet the needs of the park and follow National Electric Code.



Holly Hoffman - Sales Tax Specialist for The Wisconsin Department Of Revenue Office Of Technical Services

Holly Hoffman is a sales tax specialist for the Wisconsin Department of Revenue Office of Technical Services. Holly has worked for the department since June 2012. She spent four years as a revenue field auditor prior to her current position.

She has been a sales tax speaker since 2013 for the Department of Revenue's Speaker's Bureau and is now the Coordinator for the Speaker's Bureau. Holly holds a Bachelor of Technical Management degree in Accounting and a Master of Science in Accounting.



James Kaplaneck - Chief of Food Safety and Recreational Licensing Section with the State of Wisconsin-- Department of Health and Family Services

Currently the Chief of Food Safety and Recreational Licensing Section with the State of Wisconsin--Department of Health and Family Services. In the process of a merger with the Department of Agriculture, Trade and Consumer Protection - Will be the Chief of Technical Services for Retail Food and Recreational Businesses - Has been with the State for 15 years. •Before State employment spent 6 years with the Public Health Madison/Dane county - BS Environmental Public Health—University Wisconsin-Eau-Claire - Wisconsin Delegate to the National Conference for Food Protection - Registered Sanitarian



Jerry Anderson - Building Inspector for State of WI

I've been a life long resident in southeast WI. I am a Building Inspector fully credentialed for the past 12 years and have been employed by a local community for the past 8 years. I've been in construction for over 36 years. I served for 6 years in the U.S. Air Force and 2 years as Alderman in my hometown. Construction and home improvements have been my passion for most of my life. I've built conventional stick framed homes, log homes and some commercial building. I'm married with two awesome daughters.



Jim Button - Evergreen Campsites & Resort Owner

Jim Button has fulfilled his childhood dream of operating and owning Evergreen Campsites & Resort. Jim has been in the industry for 40+ years and has owned Evergreen Campsites & Resort for 22 years. Jim is very passionate about the industry and is an advocate for his state association (WACO) where he currently serves on the BOD. He attends and teaches at conferences, and participates in fall tours and workshops. Jim is also an advocate for his national association (ARVC) where he has participated in advocacy day on the hill, attends and teaches at national conferences, graduate from the OHEP program, OHE certifications, 2017-2018 Arvc Large/Mega Park of the Year, and 2017-2018 Arvc Campground Partner Award. He is also active on the National Group 20 #4 for the past 10 years. This group is devised of campgrounds throughout the USA striving to be the best they can be. Jim does not do this alone he is married to Dawn Button and has four children: Emily, Joey, Ricky, and Rebecca who have started to join the family business. Jim also is an active volunteer firefighter for Saxeville.

Jim Brandt

Jodi Blank

PRESENTER INFORMATION

Joe Walter



John Jaszewski - Realtor/Broker/Owner Properties Plus

20 years in corporate management focused on Information Technology and Manufacturing automation. For the past 8 years opened a real estate company and sold over \$64 million dollars in real estate. Focused on real estate investments for customers and built a portfolio program for all investors. Currently has just under 250 tenants and owns or manages over \$10 millions of rental property.



Julie Michaels - Scenic Ridge Campground

Julie is the owner of Scenic Ridge Campground in Whitewater, WI. She, along with her family, has owned and operated the campground for 22 plus years. Growing up in a large family and running a business with her siblings, as she would put it, has been quite an adventure but extremely rewarding. Family is very important to her so being able to pass along the rewards of providing other families a safe and enjoyable place to create those memorable family moments is what she believes makes her job and this industry so special. When not tending her responsibilities at the campground, she enjoys spending her time crafting, painting and decorating. In turn, she uses these talents to create a visual atmosphere throughout the campground.



Kama Teske - ServSafe Instructor

Kama has been teaching Serv Safe for initial and re-certification for 4 years. She also teaches Family & Consumer Science and Health Science at Arcadia High School in Arcadia, WI.



Kara Paul - Department of Agriculture

MPA, RS is a Retail Technical Specialist with the Department of Agriculture, Trade and Consumer Protection. In this position one of her tasks is to train inspectors to complete a standardized risk-based retail food inspection. Kara began her career 21 years ago in the Environmental Health Program at UW Madison, then she moved to the Wisconsin Department of Health Services as a field inspector, completing licensing and inspections at facilities such as restaurants, campgrounds, swimming pools, lodging and body art establishments in Western Wisconsin. Kara's variety of experience offers insight on what inspectors are trained to look at during inspections as well as some of the common operator concerns, code interpretation and the public health reasons behind code requirements. Kara may be contacted at kara.paul@wisconsin.gov or 715-491-4405.



Kristine Valk - Merchants Finical Group

Kristine has spent the past 25 years in education. She has mainly worked in the financial area, but loves coming to WACO. She is a graduate from St. Mary's University of Winona, MN with a Bachelor of Science degree in Secondary Social Science Education, and is finishing up her Master in Human Development. She is nationally certified for Real Colors Training, Inside Out Coaching, and Business Sales and Development Training. She has facilitated classes for the following businesses/groups: Goodson Manufacturing, The Ribble Group, SHRM (Society of Human Resource Managers), Center for Financial Education Upper Midwest, Southeast Minn. Banking Association, La Crosse County Child Support Agency, The following Community Chamber Organizations: Cottage Grove, Cannon Falls, Winona, Houston County, Caledonia, Spring Grove, Red Wing, and Rochester MN, The Gilbert Brown Foundation, Cotter School District, PACO, Saint Mary's University and for the Wisconsin Association of Campground Owners (W.A.C.O). Kristine and her husband Barry live in Onalaska, Wisconsin and have 5 children.



Larry Brownfield - CPO, OHE Director of Franchise Development Kampground of America, Inc. (KOA)

Larry Brownfield is the Director of Franchise Development for KOA Inc., responsible for property acquisition, working with independent campgrounds in the KOA conversion process, and franchise sales. Larry has been a recurring presenter at ARVC's Outdoor Hospitality Conference & Expo and is invited regularly to speak at State and Regional Owners Associations around the country. He is also an instructor at the National School for RV Park and Campground Management. Larry and Carla have recently gone back out on road living fulltime in a Class B motorhome. They have two grown children. Their son Matt, his wife Lauren and three granddaughters, Flannery, Molly and Matelda live in Austin, TX, where Matt is a partner in a political consulting company. Their daughter Erin lives in Davenport, FL and also works for KOA Inc. in their RV rental and sales division based out of the Orlando/SW KOA.

PRESENTER INFORMATION



Laurie Adams - Baraboo Hills Campground

In 2014 my husband Greg and I purchased Baraboo Hills Campground near Wisconsin Dells. I left my job with Baraboo School District and my husband ended his 27-year career with Sysco Foods to take this life-changing leap. Our introduction to campground management started back in 2004 when we both worked summers for the campground's owner, Jim Tracy. Me as camp manager and my husband was part-time Mr. Fix It/landscaper. Then in 2009, the campground changed hands and was purchased by Bud Styer. Over the next five years our roles transitioned into more permanent positions. We are grateful to our mentors, Jim and Bud, and for the opportunity to be a part of the campground industry. It has been the best decision we ever made! I hold a nursing degree (LPN) from Madison College. In addition, I've earned certifications as an EMT, CNA & CBRF (Assisted Living Facility). Previously licensed as a child care provider.

Lisa Black



Lori Severson - Severson & Associates

Lori has owned Severson & Associates for 20 plus years, a training, consulting and marketing company. Her energetic presentations are filled with forward thinking ideas you can immediately put to use in your business. Her interactive training style allows you to gather ideas from your peers as well. Her passion for success and management excellence will inspire, challenge and encourage you to take action toward continuous improvement in yourself and your organization. Lori has presented to companies like Walt Disney World, Camp Snoopy, Six Flags, IBM, Global Access, TRW, WinCraft, Behrens, Crenlo, GKN, Artsway, Wells Fargo, Merchants Bank, Farmers Bank, Ho-Chunk Nation, ARVC, Jellystone Parks, McDonalds, St. Mary's University, TACO, CONY, KOA, PCOA, Iowa Campground Association, along with a wide variety of other companies that help her bring a strong knowledge of today's business to you. She owns Champions Riverside Resort along with her husband Rick. She is the Executive Director for WACO, the Wisconsin Association of Campground Owners, and volunteers for the Gilbert Brown Foundation.



Mark Hazelbaker - Kasieta Legal Group

Mark Hazelbaker focuses on delivering high-quality legal services equal to the standards that big law firms follow without the costs of a flashy law office, making us the more affordable attorneys without sacrificing what is important.



Mark Stefan - Grand Valley Campground

I have owned and operated Grand Valley Campground for the past 13 years with my family. Grand Valley Campground has 221 sites and is located in Dalton.

Mark Brzenzinski

Marley Behnke

PRESENTER INFORMATION

Mary Parish

Mary Ellen Bruesch - *WI Department of Agriculture, Trade and Consumer Protection*

Mary Ellen Bruesch has a bachelor's degree in biology and a master's in microbiology and is a Registered Environmental Health Specialist. She also is a WI-DNR Certified Water Operator. Her background includes managing beach and watershed monitoring projects at the City of Milwaukee Health Department for over 12 years, and also 8 years with the State's food safety and recreational licensing activities (at DHS and DATCP). In 2016 she accepted the position of Recreational Technical Specialist-Recreational and Educational Camps and Campgrounds. She enjoys hiking, cross-country skiing and bicycling and just spending time outdoors.

Mike Price

Mitch Gault

Paul Bambei - *National Association of RV Parks & Campgrounds (ARVC)*

Paul Bambei is a marketing and business development expert and entrepreneur with a track record of success at some of the nation's best-known companies, including Time Inc., and Comcast Corp. He is now the president and CEO of the National Association of RV Parks & Campgrounds



Paula Horwitz

Rebecca Kleefisch

PRESENTER INFORMATION

Rob Bell

Ryan Laber - Coverra Insurance

Experienced Sales Manager with a demonstrated history of working in the P&C Insurance industry. Skilled in Professional Liability, Property & Casualty Insurance, Customer Service, Employment Practices Liability. Strong sales professional with a Bachelor of Business Administration (BBA) focused in Finance and Financial Management Services from University of Wisconsin - Eau Claire. 16+ years of experience with SECURA Insurance based in Eau Claire, WI. 9 of the 16 years of experience were in property claims with SECURA and the past 7 years have been within the Sales Department at SECURA Insurance as a Sales Manager in the field in Western WI.

Samantha Fiscus - REHS, AFO, CPO Recreational Waters Technical Specialist Bureau of Food and Recreational Businesses/ Division of Food and Recreational Safety Wisconsin Department of Agriculture, Trade and Consumer Protection



Samantha Fiscus has worked with the state pool program for 9 years and started out as the primary inspector for the Wisconsin Dells area where she gained most of her pool experience. In 2014, she became the pool program manager for the entire state but also fulfills a role as Wisconsin's representative on the Council of the Model Aquatic Health Code for the national pool code that is implemented by the Centers for Disease Control and Prevention (CDC). Samantha is an active member and speaker at the World Aquatic Health Conference where she is able to share her passion for the pool industry with others. Her primary goal is to save lives and reduce injuries in the aquatic industry by educating others about the importance of prevention instead of reaction.



Scott Kollock - President of WACO / Owner of Vista Royale Campground

Scott is a second generation owner of Vista Royale Campground in Bancroft, WI. The park was built by his family 45 years ago and has been ran by them since day one. Scott has valuable long term experience with all aspects of the camping business. Scott loves camping and looks forward to promoting it and WACO into the future. Scott is now serving as President of the WACO Board of Directors.

Stephanie Klett

Thomas Braun

Tia Anderson – Stoney Creek RV Resort



Tia Anderson is the Operations Manager at Stoney Creek RV Resort in Osseo, WI. Tia was raised in the campground industry and has over 10 years experience working in campgrounds. At Stoney Creek, she manages the front desk/reservations and recreation; she also handles all of the online marketing, social media, web design/maintenance and promotional material..

PRESENTER INFORMATION

	Tiffany Pargman
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