



# WACO

Wisconsin Association of Campground Owners

MARCH 2020

## Staying Positive in Uncertain Times

As we return back from the WACO Convention, primed with new ideas and products to make our season as successful as possible, we find ourselves in some uncertain times. The unprecedented, global situation of the world is now impacting our State, as well our campgrounds. As of March 24th, WI State Governor Tony Evers has put all non-essential businesses on hold to conduct a Shelter in Place until April 24th, 2020. As we urge everyone to follow the guidelines dictated by the CDC, we also urge you to get creative! Let's pull together, using our strength in numbers and pool resources and information to ensure we all have successful seasons even with a start as crazy as this. Together, we'll get through this!

## COVID-19 Updates and Information

### Inside this Issue

Letter from Executive Director P. 1-2  
COVID-19 Updates & Info P. 4, 6-7  
Restaurant/Bar Notes to Follow P. 3  
Supplier Offers P. 5  
Board Elections P. 8  
Voting Information P. 9  
Small Business Tips in a Crisis P. 10-13  
Industry Updates P. 14-15  
WACO Out & About P. 16  
Convention Memories P. 17

### A Letter from WACO's Executive Director Lori Severson

Wow what a month! We have gone from final prep of our WACO 2020 Convention and Tradeshow, to hosting the show, to this current global crisis we're all dealing with. We have literally done nothing but watch webinars, get on conference calls, and field communication for many days straight. Last night at 4:30 pm Campgrounds were declared essential. I realize this still involves each of you to make a very difficult business and personal decision. We know you don't take this lightly, but at least now you have a choice. We are doing our best to keep you informed during this difficult time!

Our convention was amazing and we were so very blessed to hold it! Unlike so many of our counterparts who are looking for loans, assistance,

and ways to continue to stay open, we made it through convention with few issues. Our attendance for the entire convention, Wednesday through Sunday was solid. We noticed more attendees in classes than ever before. In total, 97 campgrounds registered and over 301 people attended in 2020. Our trade members did an amazing job of helping each other, spreading information for those who couldn't get in, and just being part of the WACO family. Please look to your 147 trade members first when you make your buying decisions. They are such an important part of keeping our registration costs low and helping make our convention successful! You recently received an email, listing all the suppliers who are trade members. If you are currently utilizing a supplier, and they are not on that list, please give them a call! Ask them to become a trade member for your association.

Kids Kamp was amazing this year. We are sure making lots of babies in our WACO organization! We were fortunate to have adequate coverage as the babies took over Kids Kamp this year and ages ranged from less than a

# COVID UPDATES & INFO

year to 14 years old. Next year we plan to work harder to get our teens more involved both with the Young Professionals and creating their own program.

Your WACO office has been hard at work from almost the moment we left convention working through this COVID-19 pandemic (Corona Virus).

**So far we have been in contact with these groups almost daily to follow and disseminate information to our members:**

- Daily Contact with DATCP
- Contact with County Health Departments who are also working with DATCP
- ARVC's video conferences twice a week
- Wisconsin Lodging
- SBA – 2 Videos and a conference call seeing what might be available for member assistance.
- Wisconsin RV Dealers Alliance
- Wisconsin Housing Alliance
- Video Conferencing with Mayo Clinic
- Video conferences through WMC daily
- Conference call with Senator Ron Johnson
- Conference call with Senate Majority Leader Scott Fitzgerald & Assembly Speaker Robin Vos
- Conference call with Presentation with Governor Evers, WEDC Secretary Hughes, Treasurer Godlewski, and SBA District Director Ness
- Conference call with Department of Tourism and Sara Meaney
- Daily contact with Mark Hazelbaker to share information
- Gathering information from the Wisconsin Tavern League, for those of you who have restaurants/bars onsite

**Please know that information with COVID is changing DAILY.** As we get information, it will be posted to Members only sections of the website, our Facebook, and via email when applicable.  
**ANY QUESTIONS? Just call!**

These conference calls many times are scheduled at the same time so Carla, Danielle and I are splitting them up to ensure we gather all the information. Danielle has done a great job getting them on the website for you! The hardest part is the information changes daily, and we are working very hard to get accurate information to our members as quickly as possible. Our open rate on our emails has skyrocketed from an average of 21% to over 57%. Please keep this in mind IF you hear a member saying they are not getting information from us, ask them to call us! Likely we are ending up in their spam, or they have accidentally unsubscribed. We can easily look them up and get it fixed! Our phones are wide open, and the office is open. We have the ability to call forward phones, so we are getting all calls answered. My personal cell is 608-792-5915 and I always return calls so don't hesitate to contact us if you need us! Our Facebook members only page is full of information and we try to be sure that Mark or myself answer anything we can in a timely manner. It's time's like this when I am reminded what a wonderful WACO family we have! Here's to focusing on making this the best summer ever, by being prepared to make hay while the sun shines, and give those guests the best camping experience ever!

Respectfully Yours,

Lori Severson, Executive Director of WACO



# IN THE KNOW

## HOW TO PROTECT YOURSELF DURING COVID-19 BY TAKING EVERY-DAY PRECAUTIONS

**From Melanie Baehr MSN, BSN, RN, PH Supervisor at  
Portage County Health and Human Services | Division of Public Health**

- Avoid close contact with people who are sick
- Take everyday preventive actions
- Clean your hands often
- Wash your hands often with soap and water for at least 20 seconds, especially after blowing your nose, coughing, or sneezing, or having been in a public place.
- If soap and water are not available, use a hand sanitizer that contains at least 60% alcohol.
- To the extent possible, avoid touching high-touch surfaces in public places – elevator buttons, door handles, handrails, handshaking with people, etc. Use a tissue or your sleeve to cover your hand or finger if you must touch something.
- Wash your hands after touching surfaces in public places.
- Avoid touching your face, nose, eyes, etc.
- Clean and disinfect your home to remove germs: practice routine cleaning of frequently touched surfaces (for example: tables, doorknobs, light switches, handles, desks, toilets, faucets, sinks & cell phones)
- Avoid crowds, especially in poorly ventilated spaces. Your risk of exposure to respiratory viruses like COVID-19 may increase in crowded, closed-in settings with little air circulation if there are people in the crowd who are sick.

If COVID-19 is spreading in your community, take extra measures to put distance between yourself and other people to further reduce your risk of being exposed to this new virus. Stay home as much as possible, per the “Safer at Home” order from Governor Evers.

## **DID YOU KNOW?** **Employer and Small Business Resources** **[dwd.wisconsin.gov](http://dwd.wisconsin.gov)**



As an employer, you may be dealing with unemployment compensation questions that you need assistance answering for your employees.

For additional information:

- The DWD Handbook for employers can be found [here](#).
- Employers, click [here](#) for a list of phone numbers for specific employer assistance.



# TRADE MEMBER OFFERS

**The following letters/emails were received by Lori Severson to be passed on from Trade Members to WACO Members:**

Hello Lori,

I want to thank you for another great show.

With the current health situation, we have reached out to many of our valuable customers and members to offer any assistance they may require. By assistance I mean, many folks are obviously concerned that this virus will affect their business and in the short term. I believe that the Covid-19 virus will pass and life will get back to normal sooner than later.

I am happy to offer Waco members, that are looking at purchasing items that we supply, terms for payment on our products. Until things pick up again and they have their income restored we are happy to have product on the ground and ready to go at their camp ground for when things pick up again.

This I believe may help some of your members a little more comfortable with the current situation.

Regards,

Con Elfes, Owner/President of The Original Jumping Pillow



Hello Lori,

Great feedback from some of our customers about the WACO Show. Thank you for getting the form to me so I can offer a post-show special to your members.

We extended the special offer to one of your members as follows: post WACO Show special of \$50 OFF through 4/14/2020 with the code: WACO50OFF.



Kind Regards,

Carol Weideman  
Peak Energy Technology, LLC



**Milton KOA**  
**Certified Electricity Recycler**

With Peak Energy Savers

Goal: Save Money	Savings
<p style="text-align: center; color: #008000;">-Solution-</p> <p><b>Install Peak Energy Savers:</b></p> <ul style="list-style-type: none"> <li>8000 sf Clubhouse</li> <li>3 (2 hp) Pool Pumps</li> <li>All Electric Snack Kitchen</li> <li>5 Freezers / 3 Fridges</li> <li>Ice Cream &amp; Slush Machine</li> <li>5 Air Conditioners</li> <li>1 (5 hp) Well Pump</li> <li>3 Washers &amp; Gas Dryers</li> <li>Gameroom &amp; Lighting</li> </ul> <p style="font-size: small;">(2) Peak Energy Savers installed as shown above. Purchased (8) additional Peak Energy Savers after savings of 21% was realized.</p>	<p style="text-align: center;">21% kWh Savings</p> <p style="text-align: center;">64% ROI First Month; Payback in 2 Months</p>

**Jim Kersten Says:**

"We saved 21% on our electric bill during peak season that that saved \$600 with a ROI (Return on Investment) of 67% in the first month! I would highly recommend Peak Energy Savers to R.V. park owners. In fact, I was very please with my initial savings and ordered (8) more Peak Energy Savers."  
  
 - Jim Kersten, Owner  
 Milton KOA

**ARVC WANTS TO HEAR FROM YOU!**

**Click the [survey link here](#) to tell them what YOU want to see more of on their resources pages!**

# IN THE KNOW

## Mental Health Care During COVID-19

Mental health is a part of being human. While everyone may not be in tune to their mental health on a daily basis, its times like this in which everyone should do a “check in.” Situations like the current COVID-19 pandemic affect literally all aspect of our lives – economic, financial, relationships, home, career, schedules, routines. Most decisions and thoughts surround best practices and potential orders from our schools, governors, etc. Some days you may feel well and others days you may not feel well. During times of uncertainty, and high stress it becomes incredibly important to care for yourself and manage your mental health. Please know that if you struggle with chronic depression or anxiety, medication may be necessary, especially right now, and that is okay. Talk to your doctor if you feel your anxiety and/or depression is keeping you from doing things that you enjoy or your ability to cope. Taking care of your mental health right now is just as important as your physical health!

### 7 WAYS TO IMPROVE MENTAL HEALTH:

1. **Talk to family and friends.** We are all confronting coronavirus disease 2019 (COVID-19) together. If you are struggling, don't feel like you have to hold the burden yourself because you are NOT alone! Talk to someone you trust and share your thoughts, worries, and fears. Leaning on your support system can ease the stress and anxiety surrounding any uncertain situation and again, more than likely your friends and family will be having the same concerns/fears. You'll be able to relate and help each other out.
2. **Limit news consumption.** Seeing constant news coverage of COVID-19 on your TV, phone and social media can be upsetting and overwhelming. While knowing the current orders in place for your place of employment, township, and schools is important, be cautious to not overload on such information. Examples of this might include seeking hourly updates on statistics in your county or joining several groups on Facebook that you wouldn't normally follow – both producing an over indulgence of information. Designate a limited amount of time each day to read updates and watch the news, avoiding consuming any news at least an hour before bed. Getting updates right before you go to bed can make it harder to fall asleep, and as a general reminder - the light that TVs, phones and other devices with screens emit can keep you up.
3. **Stay informed with facts.** When you do consume news, be sure the information is from credible, factual sources. Knowing the facts can help you feel more in control and less anxious. [You can get updates from Gundersen here.](#) The [CDC](#) also is a trusted source. If your main method of getting news is social media, be wary of rumors and misleading information. There are several new groups/forums popping up on all social media platforms right now and unfortunately some seek to take advantage of the crisis in our nation.



4. **Self-care.** It's more important now than ever to take care of yourself. Try to make time every day for you to do something that you love, even if it's just for 10 or 15 minutes. Read, take a hot shower, play with your kids, walk your dog, meditate—do anything that brings you joy. Here [is an article](#) that gives 45 other ideas if you need a new list to choose from. There are also [several apps available](#) for download on your mobile phone to help with anxiety.

### Need Member Specific Information?

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

# IN THE KNOW



5. **Be kind to your body.** Try to eat healthy, exercise regularly and prioritize sleep. Nourishing your body can help you feel good physically and mentally. It's also helpful to avoid alcohol and caffeine, which can alter your mood and cause you to feel more anxious. Now is an amazing time/opportunity to get into healthier patterns – take advantage and focus on the positives!

6. **Feel your emotions.** Had a challenging day and feel especially stressed or anxious? You're not alone. Take time to process how you're feeling and express yourself. Cry, yell or write down your worries—whatever you need to do to safely release the energy that is building up inside of you. The key is to not let your negative emotions linger too long. Let them out, then let them go.
7. **Get help if you need it.** These are trying times. If you find that fear, stress or anxiety is interfering with your life and preventing you from doing your daily tasks, contact a professional for help. Your primary care provider is a good place to start. If you have thoughts of suicide, contact the [National Suicide Prevention Lifeline](#), reach out to someone you trust or call 911. As we are all attempting to keep our circles small and limit in-person interactions, there are also several [virtual counseling](#) options available.

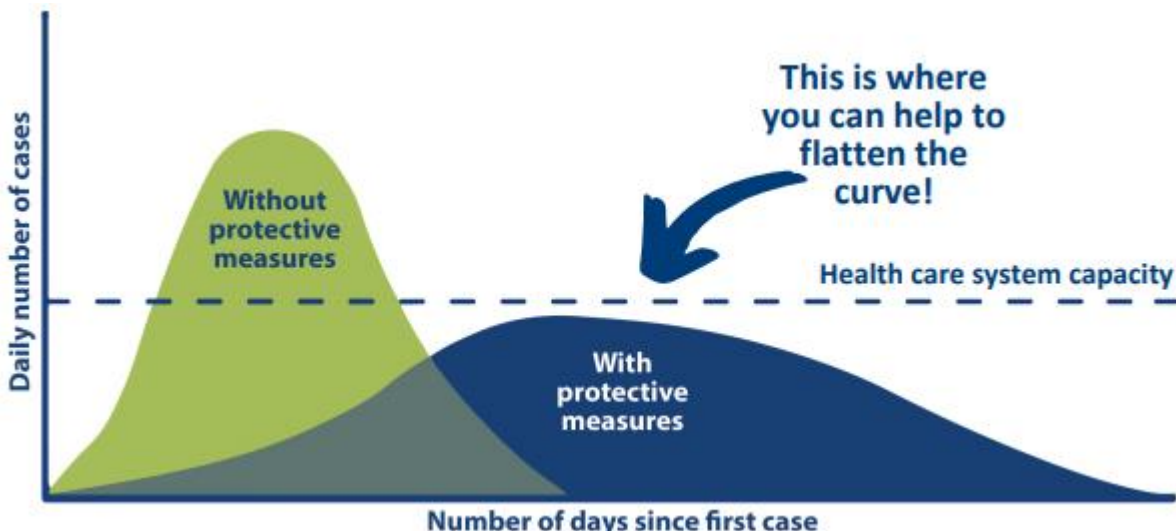
## DID YOU KNOW?

**Social Distancing information is available on the DHS website.**

**[DHS.wisconsin.gov](https://dhs.wisconsin.gov)**

## WHAT IS THE PRUPOSE OF SOCIAL DISTANCING?

One protective measure the CDC, along with DHS and several other government and healthcare officials to prevent the spread of COVI-19, is Social Distancing. Social distancing has proven to "flatten the curve," in other words decrease the daily number of cases of a contagious disease. Mass gatherings of 10 people or more during an outbreak can result in a large number of ill people. These large numbers can quickly overwhelm local hospitals and clinics. By following the recommendations from the Department of Health Services and the Centers for Disease Control and Prevention, we can slow transmission and prevent more cases. State Govenors in our state, and several of those around us have taken this precaution to the next level by stating interactions should be limited to a circle of 5 or less



and to only leave home when you have an ESSENTIAL need—work, groceries, gas, and healthcare. Below is a chart available on a great [infographic listed on the DHS website](#), used to explain more details on Social Distancing.



## ELECTED MEMBERS WACO BOARD OF DIRECTORS



**ROB BRINKMEIER**

My wife and I are entering our 4th season owning Merry Mac's. We were avid "weekend" campers for numerous years and were then seasonals at Merry Mac's for 5 years before purchasing the campground. For the prior 10 years, I was a propane manager for a local cooperative in northern Illinois and oversaw all aspects of the LP side of the business for their 7 locations. While in that position I was also on the Illinois Propane Gas Association board. During my 7 years on the IPGA board, 5 of them I served in all positions on the Executive Board. Over the past 3 years, I've found that WACO is a fantastic association to a part of and I would love to help them achieve their mission.

Even though I am still newer to the campground industry, I feel that my time served on the IPGA board would make me a good candidate for this position bringing in new ideas from one association to this association.

Our family has owned Pride of America Camping resort since 1974. As a second generation owner I have the unique experience of 46 years of growing up with the RV industry. At age 8 I started my career as a "Trash Picker Upper" and moved on to grounds and maintenance to help finance my way through the University of Wisconsin where I earned a BS in Mechanical Engineering. After 8 years of designing custom machinery, I changed careers and began working for the UW-Madison in Information Technology. In 2001, after we bought out our final partners, I started managing the IT department at the campground as my second full time job. I brought my knowledge of Information Technology to the business just as the industry was moving towards an embrace of technology. I am retiring from the UW in the near future and looking to become much more involved in growing and improving our industry. I feel my variety of skills and experience can be of great benefit to our organization as we all need to adapt to the ever changing world of technology and the move towards digital marketing.



**PETER HAGEN**

Brian's experience includes prior Town Board of Goodman Supervisor, Certified Restaurant Manager, Certified Pool and Spa Operator, and 10 years Food and Beverage Director. Camping in the Clouds/Mine Shaft Bar and Grill is 73 acres in size, 50 sites and 2 cabins currently, 8000 Sq. ft. Bar, Restaurant and Heated indoor pool. Northeast region of Wisconsin. Married to wife Tracy and 4 daughters, Nicole, Maison, Alexis and Mieka. Previous owner of Lake Hilbert Campground in Marinette County. Member of WACO for a total of 7 years. Looking for the opportunity to help and assist new owners of campgrounds to get started and the continued networking with existing campground owners to expand and learn as much as possible about the industry.



**BRIAN HUTH**



# IN OTHER NEWS

## YOUR VOTE COUNTS

With everything going on, sometimes we forget about normalcy and our day to day. Its still important to make to-do lists and get through the day. **It is also more important now than ever to vote.** You may have never voted with an Absentee Ballot, but this is absolutely a great year to give it a shot. Here is some information:

### IMPORTANT DEADLINES:

- **Thursday, April 2nd:** Last day for registered voters to request an absentee ballot be mailed to you. The Wisconsin Elections Commission (WEC) urges voters not to wait, due to possible delays in mail delivery. If you get an absentee ballot mailed to you, you can still decide to vote at the polls on Election Day if you haven't returned it!
- **8 p.m. on Election Day, Tuesday, April 7th.** Your absentee ballot must be received in your clerk's office or at your polling place by this date to be valid. Be sure to factor in timing for the mail delivery!



## KUDOS TO MILTON KOA

**Congratulations to Milton KOA for being this year's Hall of Fame! Recipient!**



**CORNERSTONE**  
PROCESSING SOLUTIONS INC.

**WI CAMPGROUND'S LOCAL & TRUSTED  
CARD PROCESSING PARTNER!**



FREE EMV Processing Terminal



\$29 Exclusive POS Offer - WACO Members



FREE Cash Register



Keep 100% of Surcharge Profits!

**SALES@CORNERSTONEPS.NET**

**1-888-878-2615**

**WWW.CORNERSTONEPS.NET**

1600 S Main St. Oshkosh, WI 54902

# SMALL BUSINESS, BIG HEART

## SURVIVING A CRISIS AS A SMALL BUSINESS OWNER

The COVID-19 (coronavirus) pandemic is changing the way we all do business, and having a particularly strong [impact on small businesses](#). This is new for EVERYONE. Try to remember that you aren't alone in all this and take some comfort in knowing we're all navigating together.

Now is the time to learn how to be flexible, imaginative, and resilient — the best traits a small business owner can have, besides tenacity. And let's face it, if there is a collective group of members more tenacious than WACO Members, I haven't met them. So try not to get too bogged down in information, but rather focus on taking care of yourself so you can take care of your business. And remember — you've got this. Now's the time to lean into that resourcefulness, pull up your bootstraps, and get to work.

In this article, let's walk through some ways that you can take stock of the situation, generate solutions, and take action to protect your business. If you remain flexible enough to make changes on the fly, you can get through this... and will likely be stronger and better for it.

### TAKE STOCK OF THE SITUATION



Good news: Emergency response and observing and taking stock of our surroundings is what we, as humans, tend to do naturally. This is the time when we stop and make sure that everyone is safe. And that should be your first priority. **Make sure that your family, staff and especially yourself, are safe and safeguarded, to the best of your ability.** Next, make sure that you're doing everything you can to safeguard your customers as well. Remember, if

you're struggling with excessive stress, look into resources for [managing your stress and anxiety in the midst of a crisis](#). Once you've done what you can for everyone's health and safety, it's time to figure out how this situation may affect your business.

### GENERATE SOLUTIONS

Honestly, there are always a lot of unknowns here, but it's important to think about various possibilities and what you can do to adapt to them. The problems you face will vary depending on the nature of your business, and so your solutions will vary too. Below are some examples of how you might approach problem-solving.

### **START WITH THE LESS SCARY QUESTIONS FIRST:**

- What if you end up having to lay people off?
  - ♦ Is there another function of your business employees can assist with until your park opens up?
  - ♦ Lots of resources available at the DWD, as well as Federal sites like [EEOC.gov](#)
- What if you have a problem getting specific supplies you need to operate—either now or when you open?
  - ♦ Check your supply channels to find out how long it will take to get new stock
  - ♦ Can you utilize a substitute product, even if temporarily?

# SMALL BUSINESS, BIG HEART

- What if you get sick?
  - ♦ Designate someone to be in charge of the daily operations, just in case

## THEN DIVE DEEPER.

Ok. These are the bigger, scarier questions, but it's important to look at them directly and make a plan based on what you're able to do.

- What can you do to help your staff?
  - ♦ Can you continue to pay them if they can't come in?
  - ♦ Do you have something you can give them to help them out?
  - ♦ One local restaurant gave all of their perishable food items to their staff to help feed their families
- What can you do to help your customers?
  - ♦ Can you offer discounts or special activities for when they are able to come camp?
  - ♦ Can you create special "comfort" kits of things they might not need, but might want?
- What can you do to help your community?
  - ♦ Do you have supplies that you can donate to the local shelter?

In an emergency, or crisis, whether large or small, we'll often waver between the 'taking stock' stage and the 'figuring things out' stage because things are always changing. So don't worry if you start off with the easy questions, escalate to the difficult/bigger questions and pull yourself back to the basics.

## AT SOME POINT WE MAY HAVE TO ASK OURSELVES THE BIGGER QUESTIONS:

- If you choose to stay closed:
  - ♦ Is there anything you can sell or offer online?
  - ♦ Are there virtual tours you can offer to keep sales/registrations going for later months in the year?
  - ♦ Think about how this would affect your family, as well as your staff and their families — can you help them in some way?
- What if this lasts several more weeks, or even months?
  - ♦ Is the "temporary" plan you put into place sustainable? If so, for how long?
  - ♦ Are there things you can do to adjust your plan so it will be sustainable?



## TAKE ACTION

More than likely, you started asking yourself those "what if" questions, and immediately started thinking through the answers. Those answers are a plan you're starting to formulate whether you realize it or not. Write these ideas/answers down! What you do now can be a roadmap for a future 'disaster plan' for your business, which could potentially make things a lot easier, should you ever have the need again.

# SMALL BUSINESS, BIG HEART

## WHAT YOU CAN DO TO ADAPT AND OVERCOME

1. **Work from home**—If you can, set up [work from home](#) options for yourself and your employees. See if you can designate employees to help you keep up with online functions - create social media posts, and fulfill other essential business needs. Most of us already work from home. Be sure to set up a work station that can stay in place for as long as you need it. ***Don't try to work from your kitchen island or bed.*** Create a space where everyone in the family knows that if you're in it, you're working. This can help you to stay focused when you're working, as well as set up boundaries between working and hanging out at home. Especially knowing our school are closed right now – it's difficult for kiddos to recognize you're working if you're lying on the bed using your laptop.
2. **Continue to Push Online Sales/Activities**—As I mentioned before, this is a great opportunity to push sales, future activities, packages, events, etc for the future. If you haven't been selling online, now's your chance to start. There are a couple [Trade Members](#) who specialize in campground reservation platforms. You can always sell gift cards online – you may want to think about selling them at a discounted price to both help your customers save money, and have something to look forward to. Have a restaurant? Can you provide a to-go option, delivery, or even make-at-home meal kits that are a variation of your usual fare? As of now, we're still ok in WI to pick up carry-out, so you may want to see if that makes sense for your business.
3. **Stay in contact**—When you're constantly having to make changes to adapt to an ever-changing situation, it's imperative that you let your customers know what you're doing and when. [Constant Contact](#) advises keep your hours updated on:
  - Your website
  - Reviews and listings sites
  - Your social media platforms



**Reach out via email**—Now is a great time to clean up your customer list! Make sure you don't have duplicates and that your information is "clean," which can also save you money if you utilize a program like Constant Contact, as they charge various amounts based on the number of contacts you have. Keep your guests updated on how your business is adapting, how you and your staff are doing, and provide any information that you think might be helpful. Try to keep things positive!

## ADDITIONAL THOUGHTS/STEPS TO KEEP IN MIND:

1. **Use your Resources:** That's an important thing to remember and it's also important to let your guests know they aren't alone either! Let them know you're connecting with other small businesses in your area, your WA-CO members, and brainstorming about how you can help and support each other.
2. **Do good** - If you're able, do what you can to help your community. Patronize other small businesses in your ar-



# SMALL BUSINESS, BIG HEART

ea or donate money, goods or services to nonprofits whose resources may be strained right now.

3. **Be positive** - When communicating with your staff, customers, and community, remember it's important to be positive. Adversity can easily be overcome with the right attitude and focus! Its time to think silly and smiles:



- Don't just post the "have to"s on your social media platforms.
- Post pictures of your kiddos homeschooling while you're working
- Share stories of people helping each other.
- Send tips on how your customers can stay healthy, stay connected, and maybe even stave off cabin fever.

4. **To Remember You When Things Get Normal** - I know we're not there yet, but it's really important to plan ahead. My optimistic outlooks tells me once things are cleared/lifted, our industry is going to BOOM – everyone will want to get out and mingle and take advantage of camping! Take a few minutes to review the changes you've made and what you've learned. ahead!

5. **What Stays?** - Were the "kits" a big hit? Did the online activity packages get more traction than you thought it would? Did cross-training employees for other areas of your business make them more valuable, and cause you to have less staff in busy season? Then think about keeping them or finding a happy medium between what you had before and what you have now. Maybe you became more efficient. Maybe you're doing more online and will see better gains from it. Whatever it is, use that information to charge

6. **Plan for the future**– Finally, its important to make plans for what comes after the emergency.

- Reach out to your suppliers to find out how long it will take to get what you need to re-supply.
- Develop a system for how you'll recall your staff. Will it be in stages or all at once?
- Make a plan for getting your hours back up to what they used to be. If you've been closed, will you just throw your doors open, or make it a big event?

Whatever you decide...you can do it. You've got this. WE'VE GOT THIS.

## FINAL THOUGHTS:

We're all hoping this will be over sooner, rather than later! When the dusts settle and the orders all lift, be sure to take time to connect with your team. Discuss what you and your team accomplished during this time and congratulate everyone on being resilient and making it through! Rest assured, you learned and grew during this time. Your employees, their families, your business, and our communities will all be stronger for having lived through this. Again, WE GOT THIS!



# INDUSTRY NEWS

## USING CHLORINE SOLUTION AS A DISINFECTANT

As the stores may not have a ton of product on their shelves right now, and knowing you may have a big space to disinfect, along with a supply of chlorine, Pete Hagen from Pride of America came up with this great suggestion!

Normal bleach is about 6% sodium hypochlorite. Our pool bleach looks to be 12% (read the label). CDC recommends (<https://www.cdc.gov/coronavirus/2019-ncov/prepare/disinfecting-your-home.html>)

Normal Bleach (6%): 1/3 cup per gallon | Pool Bleach (12%): 1/6 cup per gallon (1.3 oz).  
We will probably go with an even ¼ cup (2 oz) per gallon.

Other considerations:

- **Chlorine solutions should be prepared fresh daily**, as they are light sensitive.
- Most chlorine products require the removal of organic soil prior to their use (removing bulk spill matter, cleaning prior to disinfecting).
- Disinfection requires a wet contact time (amount of time the disinfectant is required to be left on the surface to be effective).
- Chlorine odor does not necessarily indicate appropriate solution strength, since chlorine odor can be detected even at extremely low concentrations.
- Chlorine solutions are corrosive and can pit metal and damage skin.

## SEASONAL WORKERS UPDATE:

If you utilize the InterExchange program to bring in students for seasonal employees, please be sure to keep up on their status. They are closely “monitoring expert guidance related to the coronavirus (COVID-19)”. Right now, “InterExchange is adhering to the [guidance from the Bureau of Educational and Cultural Affairs](#)” and suspending the arrival of exchange visitors over the next 60 days.

**“At this time, InterExchange is pausing all new Job Placements for Summer 2020. We have turned off the Online Matching System, and we are not sending out new job offers.”**

We know this may impact your seasonal hiring strategy for the summer, once our campground get up and running. Something to think about when you’re making your opening plans!

## WISCONSIN SPORT SHOW CANCELLED...OPTIONS FOR FALL EVENT

As most of you have been informed, due to acts beyond their control, the Wisconsin Sport Show scheduled at the Chippewa Valley Expo Center on March 20-22, 2020 was cancelled.

**The promoters would like to offer exhibit space or other promotions at their upcoming Wisconsin Sport Show – Fall Edition at the Northern Wisconsin State Fairgrounds. The fall event is scheduled for September 11-13, 2020 and will be held at the Northern Wisconsin State Fairgrounds in Chippewa Falls.**

If you would like to take us up on this goodwill offer for the fall show, please contact them NO LATER than May 1, 2020 and we will get you all of the details. (715)579-7127 or [lisa@wisportsshow.com](mailto:lisa@wisportsshow.com).

# INDUSTRY NEWS

## DNR UPDATES FOR YOU

Earlier in the month, Adam DeWeese, Chief, Public Water Supply Section of the Wisconsin Department of Natural Resources had a conference call with members of the WACO Board, including Scott Pollack and Bud Styer, along with Executive Director, Lori Severson. Below are some bulleted notes from the call and what you expect in terms of water testing in 2020.

- There are 4 types of public water systems that are regulated by the DNR.
- Transient non-community public water systems are things like smaller restaurants and bars with their own well that do not have more than 25 employees and generally do not serve the same people every day.
- Transient non-community public water systems are the type that have been allowed to continue to serve drinking water to some members of the public with nitrate levels over the standard of 10 mg/L.
- This allowance requires that a public notice is posted at all water taps in the business indicating the water is not safe for children under 6 months in age and women who are or may become pregnant.
- DHS has informed us that it is no longer considered safe for **anyone** to drink water with Nitrate levels over 10 mg/L even adult men.
- We discussed the negative health effects of nitrate
- EPA has also asked that we change this policy.
- Another point we didn't get to is that most other states in our region either do not allow this or only allow it for a limited time until a solution can be found.
- Approximately 20 private Wisconsin campgrounds will be affected by this change in policy.
- To come back under 10 mg/L will usually require a new well, a change in nearby land use, or a treatment system.
- We anticipate giving systems at least 3 years to plan for this before they would need to come back into compliance.
- We discussed how expensive this can be for small business owners and how scary it can be if there aren't any good solutions.
- We are going to ask for public comment on this process and will let you all know when that occurs so that you can alert your membership.

More to come on this in the future as we learn more, you'll learn more!



**TOTALLY  
UNIQUE  
CABINS**  
715-854-7509

Bring something new and exciting to your  
campground!

We want to be *your* tent-cabin outfitter!

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



*Where Comfort Meets Canvas*



### 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 OUT AND ABOUT



## FROM THE MADISON RV SHOW:

**What a great time to re-  
member what a difference  
our membership can make.  
The funds you raise all  
year help families like the  
Bausch's!**



...One smile at a time!

Dear Gilbert,

It was such a pleasure meeting you at the Madison RV show a few weekends ago! You really made our day, if not our entire year! Thank you so much for autographing our son, Zach's helmet and for holding him, and chatting with us! It meant so much to us! Both my husband, Jeremy, and I grew up watching you and the Pack, so it was such an honor to have Zach meet you, and get your autograph, too! Thank you for all of your charity work with so many people, too. You make a really big impact →

Thank you so much again for taking the time and energy to meet with us at the RV show - it was a truly unforgettable day! We live near Milwaukee, but we want to get up to Champions RV Resort this summer and maybe we would see you again. You are such a blessing!

Take care,

Jeremy

+ Ann

Bausch





# CONVENTION MEMORIES



## KUDOS TO DUCK CREEK!

Duck Creek Owners, Denny Endres & Kristi Endres, posed here with Gilbert Brown and Santana Dotson, Congrats on being awarded for the most monies raised by a WA-CO Member in WI for the Gilbert Brown Foundation!



## IN YOUR WORDS

"We had a lot of uncertainty in terms of attending this year, just not knowing the outcome of a corporate purchase with our campground. We still registered and came because the information and networking cannot be compared to any other convention, so we felt like we needed to be here. And we are both so glad we did."

- Tiffany, Westward Hoe

## IN YOUR WORDS

My husband attended classes at WACO for the first time this week. I asked him for his review, he said, "I loved the energy. How people came to classes with problems and left with solutions."

- Emily Truell, Lake Arrowhead Campground

# CONVENTION MEMORIES

## KIDS KAMP 2020



**Thanks to Becky and staff for making this years Kids Kamp a great success! We loved spending time with your kiddos!**

“My daughter loved Gabbie June!” Emily

~ Truell, Lake Arrowhead Campground

“Hey look you guys! Its Calvin! Let’s see if he will play basketball,”

~ Kipton, a Kids Kamp Attendee when Calvin came into the pool area after hours.



# CONVENTION MEMORIES



Reed McRoberts  
receiving award from  
Bud Styer

Young  
Professional  
Meeting



Mary Ellen  
Bruesch  
receiving an  
award from Bud  
Styer



Jim Kaplanek  
thanking Bud Styer  
for his award at this  
year's convention.

# 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

Ettrick, WI 54627

WACO Phone (608) 525-2327

Severson & Associates  
Phone (608) 525-2323  
Fax (608) 525-2328  
lori@seversonandassociates.com

## BOARD OF DIRECTORS

### Bud Styer- President

Smokey Hollow Campground

Email

608-592-2128

### Scott Kollock – Past President

Vista Royale Campground

Email

715-335-6860

### Adam Malsack– 1st Vice President

Lake Arrowhead Campground

Email

Phone: 920-295-3000

### Jim Button-2nd Vice President

Evergreen Campsites and Resort

Email

Phone: 920-622-3498

### Mike Dricken –3rd Vice President

Lake Lenwood Beach and  
Campground

Email

262-334-1335

### Joyce Stenklyft- Secretary

Stoney Creek RV Resort

Email

715-597-2102

### Bert Davis – ARVC Representative

Dells Camping Resort

Email

608 -305-8404

### Julie Michaels- Treasurer

Scenic Ridge Campground

Email

608-883-2920

### Pat Rehwinkel - Director

Merry Mac's Campground

Email

608-493-2367

### Ashley Weiss - Director

Wilderness Campground

Email

608-297-2002

### Mark Stefan - Director

Grand Valley Campground

Email

920-394-3643

### Laurie Adams - Director

Baraboo Hills Campground

Email

608-356-8505

### Jim Tracy - Director

Fox Hill RV Park & Campground

Email

608-356-5890

### Patricia Lombardo - Director

Equity Lifestyle

Email

312-533-7255

### Scott Grenon - Director

Tunnel Trail Campground

Email | 608-435-6829

## TEXT CLUB

Are you a part of the WACO Member Text Club? If you are not, consider joining! The WACO office uses the text club as a way to communicate urgent messages, deadlines, important information and more. To join the text club, text the word "WACO" to 25827 and your number will automatically be added. After adding, you are able to stop the messages at any time by texting "STOP" in reply to a text.