

56<sup>th</sup> ANNUAL  
**WACO**  
**Convention**  
**AND TRADE SHOW**  
**MARCH 11<sup>TH</sup>-15<sup>TH</sup>, 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!

Shoot for the stars  
and win \$5000 to  
use at the trade  
show!

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



2/28/2020  
Subject to change

# WACO BOARD OF DIRECTORS



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**Jim Button-Second Vice President**  
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**Julie Michaels- Treasurer**  
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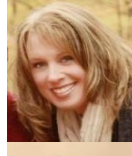
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**Laurie Adams**  
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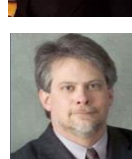
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**Lori Severson – Executive Director**  
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Phone: 608-525-2327  
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**Mark Hazelbaker- Attorney**  
Address: 559 D'Onofrio Drive suite 222,  
Madison 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.**

*Our members are GOLD ...Tell us how to make your experience amazing!*

## 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



Mary Zeigler

### 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



Amber Forester



Laurie Smith

## 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.



Patty Hoem



Tina Severson

**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! **Presented by: Danielle Todd/Tina Severson**

### 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!**
- **Win \$500 if you are shopping on Friday at 5:30 in the Stage area.**
- **Win \$500 on Saturday for shopping in the Stage area at 10:30!**
- **ALL money is to be spent at trade show**

## 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**

## Feelin' Social? Tag Us!

#CampWithWACO



/wicampgrounds



@wicampgrounds



@wicampgrounds



/wicampgrounds



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](http://www.campersapp.com/app)  
LOGIN WITH **WACO**

**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 week.

# SCHEDULE

WEDNESDAY, MARCH 11<sup>TH</sup>

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 – Neuman Pools - Stonefield Room



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



# 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 Othmer & Cody Butcher

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

<b>Chuck Wagon Class: Kitchen Set Up</b>	<b>9:45 - 10:45am</b>	<b>Don Wallace</b>	<b>Woodland Room</b>
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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.

<b>The Man Cave: Best Idea</b>	<b>9:45 - 10:45am</b>	<b>Adam Malsack</b>	<b>Trillium Room</b>
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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!

<b>Chuck Wagon Class: Profitability</b>	<b>11:00am - Noon</b>	<b>Don Wallace</b>	<b>Woodland Room</b>
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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!

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



## SEMINARS - WEDNESDAY

## Afternoon Seminar Descriptions

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

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

<b>The Man Cave: Surviving The Journey</b>	<b>2:00 - 3:00 pm</b>	<b>Bud Styer</b>	<b>Trillium Room</b>
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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 11<sup>TH</sup>

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

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
3:15pm - 4:15pm	<b>ServSafe</b> (8:30am–4:15pm) Kama Teske	<b>Gathering the Wagons Panel</b> Ashley Wegner, Tia Anderson, Laurie Adams, Eileen Vaughn Managing Seasonals Day Pass visitors Golf Carts	<b>CPO – Pool School</b> 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>	<b>Hillbilly Bar Business</b> <b>Mike Price –Hillbilly</b> <b>Lori Severson</b> <b>John Jaszewski</b> <b>Pete Hagen</b> 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!	<b>Man CAVE</b> <b>Building a Cabin</b> 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**  
Coelee Region Bookkeeping and Tax



**5:00pm**

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**

Hormel Pork Tenderloin marinated in Molasses, Stone Ground Mustard on a carving station, Baker Boy Buns for sandwiches, Chicken Breast Kabobs from Brakebush, Cheeseburgers on a stick from Armour Ettrick, Mrs. Gerry's Pepper Slaw & Deli Fresh Potato Salad, Stuffed Bread Cones (new item) stuffed with chicken salad etc.

We will also have a large cascade of cubed cheese (Cheddar, Swiss and Pepperjack) with assorted gourmet crackers – Vegetables and Dip divide with Kale – (Healthy and Keto Choices)For Dessert we have David's Rocky Road Bars, David's Crumb Cake and Sara Lee Chocolate Brownies! Fruit Punch, Crystal Light and Coffee - Thank you Martin Brothers!

6:00pm- 8:00pm Hoe Down Games & fun for everyone!

See actual activities and fundraisers you can do at your park!

**Food Sampled By Martin Brothers Suppliers!**

**Dress in your Western Wear!**

**Best Dressed Campground Contest**

**Sponsored By**

**MARTIN'S**

 **Holiday Inn**

**8:00pm -12**

**Little Bar Opens – Networking Basket Raffle**

- ★ Horse races
- ★ Shooting range games
- ★ Hanky Races



# 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 12<sup>TH</sup>

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

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:00am - 9:30am	<b>Employment From Hire to Retire</b> Mark Hazelbaker	<b>DSPS</b> <i>Learn about backflow prevention. Determine what is and is not acceptable</i>	<b>CPO – Pool School</b> Neuman Pool (8:00am-4:15pm)  Mary Ellen Bruesch <i>CPO Recreational Water Technical Specialist</i> , is doing a very special presentation from <b>8:00am-9:30am</b> You can attend this piece ONLY without being signed up for CPO - she will talk about common violations and where to find important information!	<b>Roping In Your Focus</b> Keep your eye on the ball and don't sweat the small stuff! Kristen Valk <i>Campground Activities</i>	<b>QuickBooks Basics</b> Christine Metcalf CSAW Accounting
9:45am - 10:45am	<b>Wild West Mapping Industry Data</b> Paula Horwitz Senior Director of Education and Events, National Association of RV Parks and Campgrounds (ARVC)	<b>Overview Of All Campground Codes &amp; Questions</b> James Kaplanek <i>Section Chief for Retail Food and Recreational Technical Staff and Field Services/Reed McRoberts &amp; Mary Ellen</i>		<b>Rolling out the Social media responses</b> Kristen Valk Let them doggies roll! Learn what to say to those reviews!	<b>Spreading Sheets throughout the west!</b>  Gathering & understanding statistics – site nights-cap rate-occupancy – industry standards John Jaszewski
11:00am - 12:00pm	<b>Employee Handbooks</b> <i>Learn how to put together an employee handbook</i>  Mark Hazelbaker	<b>Worst Food violations and how to correct them</b> <i>Kara Paul Q&amp;A</i>		<b>On the RANCH Working with Family</b> Eileen Vaughn ARVC Director PA Campground Owner	<b>Breaking Busy</b> <b>Jodi Blank</b> How do find the time to do it all and have a life!
12:00pm - 1:45pm	<b>Lunch served in the Banquet Room – Color Guard Presentation</b> Lunch with BUDWISER - Lessons from the old days Still true today! Interviewed by Andre' Jacque State Senator An in depth lunch and learn with Bud being interviewed 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	<b>Avoiding Stagecoach Robbery</b>  Holly Hoffman	<b>Shoot out at Campground Corral</b> <i>Campground The State Inspection team will take you on a fun journey of campground code &amp; worst mistakes</i>	<b>CPO – Pool School</b> Neuman Pool (8:00am-4:15pm)	<b>Guest Services</b> Kristen Valk	<b>Rental Units....</b> Really ...you only have 2 or 3..... Let's talk about 10-20 units and how to pay for them Mr. Bud
3:15pm - 4:15pm	<b>Sales Tax Questions on an Audit</b>  Holly Hoffman	<b>Shoot out with Ted, Reed, Sam &amp; Mary Ellen</b> <i>Test your ability to know the code and common mistakes!</i>		<b>Brainstorming &amp; Beer</b> Jim's Golf Carts <i>Everything you wanted to know about golf cart rentals</i> Sponsor	<b>Your New Guest</b> <b>Larry BrownField</b>



# SEMINAR DETAIL INFO

## SEMINARS - THURSDAY MARCH 12

## Morning Seminar Descriptions

<b>Employment From Hire to Retire</b>	<b>8:00 - 9:30am</b>	<b>Mark Hazelbaker</b>	<b>Harvest Room</b>
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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!

<b>DSPS - Backflow &amp; Water Issues</b>	<b>8:00 - 9:30am</b>	<b>Thomas Braun</b>	<b>Woodland Room</b>
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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!

<b>CPO - Pool School</b>	<b>8:00am - 4:15 pm</b>	<b>Mary Ellen Bruesch</b>	<b>Stonefield Room</b>
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As a part of the CPO Pool School Presentation, Mary Ellen will talk about common violations, and where to find important information. You can attend without being registered for Pool School for this piece.

<b>Roping In Your Focus</b>	<b>8:00 - 9:30am</b>	<b>Kristine Valk</b>	<b>Banquet Room</b>
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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.

<b>Quickbooks Basics</b>	<b>8:00 - 9:30am</b>	<b>Chris Metcalf</b>	<b>Trillium Room</b>
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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.

<b>Wild West Mapping Industry Data</b>	<b>9:45 - 10:45 am</b>	<b>Paula Horwitz</b>	<b>Harvest Room</b>
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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

Mark Hazelbaker

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

### Avoiding Stagecoach Robbery

2:00 - 3:00pm

Bud Styer - Deneen Pederson  
Holly Hoffman

Harvest Room

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 One

2:00 - 3:00pm

Mary Ellen Bruesch

Woodland Room

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

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.

### Rental Units...

2:00 - 3:00pm

Bud Styer

Trillium Room

Really? You only have 2 or 3...let's talk about 10-20 units and how to pay for them.

### Sales Tax Questions On An Audit

3:15 - 4:15pm

Holly Hoffman

Harvest Room

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 Two

3:15 - 4:15pm

Mary Ellen Bruesch

Woodland Room

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

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**

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.



### **WI - ServSafe CFPM Course & Proctored Exam**

This is an 8-hour classroom course that meets or exceeds state requirements - includes the ServSafe CFPM Coursebook, 8-hour class, and Proctored ServSafe CFPM Exam. 8am-4pm

### **WI - ServSafe CFPM Proctored Exam**

Individuals interested in the ServSafe CFPM Exam for re-certification. - includes only Proctored ServSafe CFPM Exam. Also, for those who have taken the ServSafe CFPM Exam and failed so need to re-take the exam. 3pm-4pm

### **EARN Your tickets!**

- Tell a WACO Representative how you use your WACO benefits!
- 10 tickets for a written statement
- 20 tickets for a video

Buy your drinks at the Cash BAR set up inside the rooms when possible we have a minimum to reach in order to provide this service at no charge.


Your support is appreciated!



# SCHEDULE

THURSDAY, MARCH 12<sup>TH</sup>



Cookie Sale  
By  
Kids Kamp

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

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

# SCHEDULE

FRIDAY, MARCH 13<sup>th</sup>

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:00am - 9:30am	<b>99 Problems But Your Bottom Line Ain't One</b> Griffin Engel Campspot	<b>Roping Employee issues</b> Panel – Mark Hazelbaker, Bill Dee, Mitch Gault with Combined Insurance Chris Metcalf Adam Malsack Moderator	<b>Insider Perks</b> Marketing For Today  Brian Searl is the CEO of Insider Perks	<b>Business Lessons</b> Learned in Wisconsin Former Lt Gov. Rebecca Kleefisch	<b>Top 5 Things Campgrounds Need to know about their On-line Brand</b> Stephanie Meir Blackhawk Bank
9:45am - 10:45am	<b>Claims Process &amp; Responsibilities of all parties</b> Ryan Laber Coverra Insurance Sponsor	<b>Utilizing 5 Technologies to Enhance Your Business</b> David Mayfield ResNexus	<b>Landscaping</b> Mary Parish	<b>Birds of a Feather</b> Discussion groups  <b>Jim Button</b> Moderator  This session is designed for campground owners to do brainstorming by campground size	<b>Campground Security</b> How to handle the really wild wild west! Sheriff Mike Lucas Portage County Sheriff's Office & Security Team <ul style="list-style-type: none"> <li>• Drugs</li> <li>• Drunks</li> <li>• Kids on Karts</li> </ul>
11:00am - 12:00pm	<b>The Strategy of Recreational Swim Pond Management</b> Zach Haas	<b>Bill Smith</b> NFIB/Wisconsin State Director Joe Knilians	<b>Current Electrical Code Update</b> Heidi Doyle Utility Supply Group Sponsor	Prep for Lunch	<b>Campground Valuation</b> John Jaszewski What's it worth? How to get more money from the bank? Margins, P&L, Money – Exit Strategy! Campgrounds4sale.com Sponsor
12:00pm - 1:00pm	<b>Teamwork Makes The Dream Work - Rob Bell</b> 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!				
					<b>State Representative Jon Plumer will act as the Honorary Badger Band Leader and lead us through the trade show area!</b>

# SEMINAR DETAIL INFO

## SEMINARS – FRIDAY MARCH 13

## Morning Seminar Descriptions

### Campspot

8:00 – 9:30am

Griffin Engel

Harvest Room

Learn branding and booking tricks of the trade that add up to increased revenue and happier campers.

### 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.

### Insider Perks

8:00 – 9:30am

Brian Searl

Stonefield Room

Learn where to focus your marketing efforts to get the most attention for your investment and discover easy ways to prove what's working and what's not.

### 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.

### Top 5 Things Campgrounds Need To Know About Their On-line Brand

8:00 – 9:30am

Stephanie Meir

Trillium Room

Insert description here.

### 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

# SEMINAR DETAIL INFO

## SEMINARS – FRIDAY MARCH 13

## Morning Seminar Descriptions

**Claims Processes & Responsibilities Of All Parties**

**9:45 – 10:45am**

**Rich Durkee**

**Banquet Room**

INSERT DESCRIPTION.

**How To Handle The Really Wild Wild West**

**9:45 – 10:45am**

**Scott Kollock**

**Trillium Room**

Campground security.

**Astra/Aspire/Mission Management**

**11:00am - Noon**

**(Insert Name)**

**Harvest Room**

INSERT DESCRIPTION HERE.

**NFIB Wisconsin**

**11:00am - Noon**

**Bill Smith**

**Woodland Room**

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

**Current Electrical Code Update**

**11:00am - Noon**

**Heidi Doyle**

**Stonefield Room**

Heidi, along with Paul Croteau, will speak to NEC (National Electric Code) updates, electrical trends in the campground industry and maintenance tips and tricks.

**Campground Valuation**

**11:00am - Noon**

**John Jaszewski**

**Trillium Room**

What's it worth? How to get more money from the bank? Margins, P&L, Money – Exit Strategy!

**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!



**Want the Whole Family Educated?  
Pets are allowed at the  
Holiday Inn Express for just \$25 per night!**



# SEMINAR DETAIL INFO

SEMINARS – FRIDAY MARCH 13

Morning Seminar Descriptions

## 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.

	Bayba Boardroom
8:00am - 9:30am	<b>Young Professionals Round Table Advanced Social Media Marketing</b> 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	<b>Young Professionals Round Table Raising Kids While Running A Campground</b> An open discussion about raising children in the campground environment.
11:00am - Noon	<b>Young Professionals Annual Meeting</b> Open to all WACO Young Professional members and prospective Young Professional members.



Appearance by the:

# WISCONSIN BADGERS MARCHING BAND

to kick off the Trade Show at 1 pm!



# TRADE SHOW

FRIDAY, MARCH 13<sup>th</sup> 1:00PM – 7:00PM



**Live entertainment by  
Gabbie June Music!**

## **Dance Party!** **5:00-6:00pm**

Join us in the front lobby by the stage area for a dance party with Gabbie June music and you could

**Win \$500 to spend at the Trade Show!**

***You must be present in this area by 5:15pm for the drawing at 5:30pm! Free Lemonade & Lemonade Plus Sponsored by CSAW! This area only***

**WIN  
\$500!**

**Keep your registration costs low by shopping with these vendors!**

**Beer starts at 5:00pm Enjoy a beverage at these beer sponsors**



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

**Your Electrical Solutions YES  
Alaskan Ice  
Cutting Etch Studios**

**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

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

Campgrounds4sale.com

Coverra Insurance

Campspot

Jim's Golf Carts

Harris Golf Carts

Resnexus

Royalle RV

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!  
Top Campground Fundraiser Award  
Tickets are \$10 each or a wingspan for \$50!

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

- **Packer Tickets**
- **Golf Cart**
- **Bart Starr Framed Picture**
- **Ray Nitschke Autographed Print**
- **3 night employee retreat at Champions**
- **2 bedroom unit on the beach in Pensacola**

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

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 – sign up with Greeter at the door.

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!**

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

Campgrounds4sale.com

Coverra Insurance

Campspot

Jim's Golf Carts

Harris Golf Carts

Resnexus

Royalle RV

Severson & Associates - S & H Ad Specialties

Little Bar Open from 9:45pm -1am

**Coolest Auction ITEMS ending tonight!**

# **SCHEDULE**

SATURDAY, MARCH 16<sup>th</sup>

## **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!**

## **Saturday Trade Show** **9:30am – 4:30pm** *Greatest Show on Earth!*

**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!

## **Dance Party!**



Another chance to win! Join us in the front lobby by the stage area for a dance party with Gabbie June music and you could win \$500 to spend at the Trade Show!

*You must be present in this area by  
10:15am for the drawing at 10:30am!*

**WIN  
\$500!**

**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!**



## Board of Director Nominees

### Running for first term



**Peter Hagen**

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.

I have been the manager of Rivers Edge Campground for going on 4 years now. Before taking on the responsibilities of running a campground I had owned a bar in Stetsonville, WI called the Roost bar and Crazy Cow Grill. Prior to that adventure I had spent my whole life in customers service. I am the longest running employee of a bar in Weston, 29 years this year (I do still moonlight there to keep my title) have owned a clothing boutique, managed 2 motels, and sold insurance. I love hospitality and customer service, I thrive on making people smile. I also currently am on the board for our local Bowl for kids sake. I enjoy running fundraisers and large events. I enjoy WACO and all it has to offer and would love to be a part of helping it continue to grow and help others grow.



**Sarah Krause**



**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.

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

# **SCHEDULE**

SATURDAY, MARCH 16<sup>th</sup>

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 Certificate \$3500 towards print and digital Advertising.
- A day with Daredevil Consulting

Gilbert Brown  
Santana Dotson  
Assisted by Gerard Chuilli

## **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

## **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

**2020 Hall of Fame  
Inductee**

**Milton KOA/Hidden  
Valley Resort**

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 17<sup>th</sup> 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
- Gaming Machines – Pete Hagen
- Vending Machines – Pete Hagen
- Arcade Rooms – Benny Anderson
- Game Rooms - Pete Hagen
- 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**

# Kids Kamp 2020

## Schedule Highlights

This year's program is all about developing a sense of community in your WACO circle of friends that is developed in the WACO family. Have a great time and learn things you can use running your own campground!

This year you can look forward to:

- Having a sing-a-long with Gabbie June Music!
- Learn to make fun crafts, frost cookies and cupcakes!
- Stuff your animal with courage, compassion, respect, responsibility, accountability, and teaching life lessons!
- Make your very own Kids Kamp T-shirt!

Many of the performers this year have great life lessons to teach kids. Be sure your kids take advantage of this amazing new program. This ACTION PACKED weekend will be one they will remember for a long time to come and help them develop relationships that never end!





# KIDS KAMP 2020

**Bus Drop off/Pick-up Times & Contact Information for YMCA, Skate City, McDonald's, Hotel/Convention Center and Kids Kamp Staff Coordinators.**

## **THURSDAY, MARCH 12**

**LEAVE:** *From Holiday Inn to YMCA*

Load Time: 8:50 am at front lobby of hotel

Departure Time: 9:00 am from Holiday Inn

Drop off Time: 9:15 am at YMCA

**TRANSPORT TO:** *From YMCA to Mc Donalds*

Load Time: 11:40 am in front of YMCA

Departure Time: 11:45 am from YMCA

Drop off Time: 12:00 pm at McDonalds

\*Back to hotel at approx. 1:00pm\*

## **FRIDAY, MARCH 13**

**LEAVE:** *From Holiday Inn to Skate City*

Load Time: 8:50 am at front lobby of hotel

Departure Time: 9:00 am from Holiday Inn

Drop off Time: 9:00 am at Skate City

**Return:** *From Skate City to Hotel*

Load Time: 11:40 am in front of Skate City

Departure Time: 11:45 am from Skate City

Drop off Time: 12:15 pm at Hotel

## **SATURDAY, MARCH 14**

**TRANSPORT TO:** *From Holiday Inn to Mini Golf*

Load Time: 8:50am in front lobby of hotel

Departure Time: 9:00am from Holiday Inn

Drop off Time: 9:30am at Mini Golf

**RETURN:** *From Mini Golf to Holiday Inn*

Load Time: 12:30 front of Mini Golf

Departure Time: 12:35 pm from Mini Golf

Drop off Time: 12:45 pm at Holiday Inn

### **Staff Contacts**

Becky Black  
(608) 317-9237

### **Holiday Inn Convention Center/Hotel**

1001 Amber Avenue  
Stevens Point, WI 54481  
(866) 785-9142

### **YMCA**

1000 Division Street  
Stevens Point, WI 54481  
(715) 342-2999

### **Skate City**

2211 36th Street North  
Wisconsin Rapids, WI 54494  
(715) 423-4040

### **McDonald's**

5625 US-10  
Stevens Point, WI 54481  
Phone:(715) 345-9578

### **Mini Golf**

(Info coming soon)

# Kids Kamp Daily Schedule

## Wednesday - March 11, 2020

*Registration forms must be completed by parents of child on their first morning with us!  
Kids will be provided with a Kamp t-shirt to be easily spotted when traveling outside the hotel. Please be sure they wear these shirts each day they come to Kamp!*

**Needed today:** Swim suit and towel

<b>7:30 am – 8:00 am</b>	<b><u>Registration and Check-In (Wisconsin Room)</u></b> Light breakfast available.
<b>8:00 am – 8:30 am</b>	<b><u>Welcome to Kids Kamp 2020!</u></b> Kids will get their 2020 Kids Kamp t-shirt and bag to carry around all their goodies from the weekend! We will have color books, games, crafts available at this time for them to settle in!
<b>8:30 am – 10:00 am</b>	<b><u>Games, Icebreakers and Projects</u></b> We've got some fun games, themed crafts and icebreakers for you to get to know your weekend Kids Kamp friends and staff!
<b>10:00 am – 11:15 am</b>	<b><u>Scavenger Hunt</u></b> Get into teams, work together and figure out the clues. Win Prizes!
<b>11:15 am – 11:45 am</b>	<b><u>Lunch</u></b> We will be having pizza, chips and drinks
<b>11:45 am -12:30 pm</b>	<b><u>Always Squeaky Clean</u></b> Quiet time for smaller kids Movie
<b>12:00 pm – 1:30 pm</b>	<b><u>Cookie Decorating with Haley</u></b> Come ready to frost and decorate your own cookies
<b>1:30 pm – 3:00 pm</b>	<b><u>Pool Time at the Hotel</u></b>
<b>3:00 pm – 4:30 pm</b>	<b><u>Minute To Win It Games for prizes!</u></b> There are no losers at Kids Kamp!! New games this year!
<b>4:30 pm – 5:00 pm</b>	<b><u>Parent pick-up time</u></b> Crafts and games available while you wait to be picked up and signed out by your parents!

**\*\*ALL SCHEDULES ARE TENTATIVE AND SUBJECT TO CHANGE\*\***

# Kids Kamp Daily Schedule

## Thursday - March 12, 2020

**Registration forms must be completed by parents of child on their first morning with us!**  
***Kids will be provided with a Kamp t-shirt to be easily spotted when traveling outside the hotel. Please be sure they wear these shirts each day they come to Kamp!***

**Needed today:** Jacket, tennis shoes, swim suit and towel

<b>7:30 am – 8:30 am</b>	<b><u>Registration and Check-In (Wisconsin Room)</u></b> Light breakfast available.
<b>8:30 am – 9:00 am</b>	<b><u>Western Themed Bingo</u></b>
<b>9:00 am</b>	<b><u>Leave for YMCA</u></b>
<b>9:15 am – 11:45 am</b>	<b><u>Fun at YMCA</u></b> YMCA has tons of options. Basketball, gymnastics, Wii, craft room, pool table, and a toy room for the little ones!
<b>11:45 am – 1:00 pm</b>	<b><u>Travel Back To McDonalds</u></b> Have Lunch
<b>1:00 pm – 2:30 pm</b>	<b><u>Western Craft Time</u></b> Create your own Western Theme Outfit to wear On Saturday.....
<b>2:30 pm – 4:00 pm</b>	<b><u>Pool Time</u></b> Bring your suits and lets have some fun!!
<b>4:00 pm- 5:00 pm</b>	<b><u>Parent Pick-Up Time</u></b> Crafts and games available while you wait to be picked up and signed out by your parents!

**\*\*ALL SCHEDULES ARE TENTATIVE AND SUBJECT TO CHANGE\*\***

# Kids Kamp Daily Schedule

## Friday - March 13, 2020

*Registration forms must be completed by parents of child on their first morning with us!*  
*Kids will be provided with a Kamp t-shirt to be easily spotted when traveling outside the hotel. Please be sure they wear these shirts each day they come to Kamp!*

**Needed today:** Jacket, money if desired, and tennis shoes/dance shoes

7:30 am – 8:00 am	<b><u>Registration and Check-In (Wisconsin Room)</u></b> Light breakfast available.
8:00 am – 9:00 am	<b><u>Welcome to Friday!</u></b> Get to know everyone with fun game time!
9:00 am	<b><u>Travel to Skate City in Wisconsin Rapids</u></b>
9:30 am – 11:45 am	<b><u>Skate City</u></b> Skate around the rink and play some fun games with the DJ! Roller blades will be available for older kids. Lunch is here today: all-you-can-eat pizza and soda! Limited amount of game tokens for kids who wish to play games.
11:45 am	<b><u>Travel to Hotel</u></b>
12:00 pm – 1:00 pm	<b><u>Craft Time</u></b> Finish up your Western Theme Outfit.
1:00 pm – 1:15 pm	<b><u>Perform With The Band in your costumes</u></b> Walk through the convention with the WI Badgers Band . Wear your western gear!
1:15 pm – 2:30 pm	<b><u>Spin T's</u></b> Spin shirts demonstration! All the kids can make their own shirts. Adults too!
2:30 pm – 3:30 pm	<b><u>Movie Time/ Trade Show</u></b>
3:30 pm – 4:00 pm	<b><u>KB Magical Productions</u></b>
4:00 pm – 4:45 pm	<b><u>Walk through the show</u></b> Make a list help your parents buy all the fun stuff.
4:45 pm – 5:00 pm	<b><u>Parent pick-up time</u></b> Crafts & games as we wait!

**\*\*ALL SCHEDULES ARE TENTATIVE AND SUBJECT TO CHANGE\*\***



# Kids Kamp Daily Schedule

## Saturday - March 14, 2020

*Registration forms must be completed by parents of child on their first morning with us!  
Kids will be provided with a Kamp t-shirt to be easily spotted when traveling outside the hotel. Please be sure they wear these shirts each day they come to Kamp!*

Needed today: Jacket, swim suit and towel

7:30 am – 8:00 am	<u>Registration and Check-In (Wisconsin Room)</u> Light breakfast available.
8:00 am – 9:00 am	<u>Games/Movies</u>
9:00 am	<u>Board Bus</u>
9:30am – 12:30 pm	<u>Mini Golf</u> Play Mini Golf and Have Lunch
12:30 pm – 12:45 pm	<u>Drive Back to Hotel</u>
1:00 pm – 2:00 pm	<u>Battle Riffle Pros</u> We will be trying out the Lazer Tag!!
2:00 pm – 2:45 pm	<u>Gabbie June Music</u> Gabbie will be here to perform some sing alongs!
2:45 – 3:30 pm	<u>Cutting Edge Demonstration</u>
3:30 pm – 4:30 pm	<u>Trade Show Walk Through</u> Leaders will take groups into the trade show area to walk around and try out some of their products/toys!
3:00 pm – 4:00 pm	<u>Magic of Jim Mitchell</u> Lets join the laughter, fun, and the WOW factor of Jim Mitchell's magic!!
4:30 – 5:00 pm	<u>Games, Crafts and Playtime!</u> Find a craft, game or toys to play with until pick up time!
5:00 pm	<u>Parent pick-up time</u>

**\*\*ALL SCHEDULES ARE TENTATIVE AND SUBJECT TO CHANGE\*\***

# Kids Kamp Daily Schedule

## Sunday - March 15, 2020

**Registration forms must be completed by parents of child on their first morning with us!**  
***Kids will be provided with a Kamp t-shirt to be easily spotted when traveling outside the hotel. Please be sure they wear these shirts each day they come to Kamp!***

**8:00 am – 8:30 am**      **Registration and Check-In (Wisconsin Room)**  
Light breakfast available.

**8:30 am – 9:30 am**      **Finalize Craft Projects**

**9:30 am – 10:15 am**      **Group Games and Photo Time**  
We've got some fun games to play as a group today!  
Group photos in your Western gear.

**10:15 am – 10:40 am**      **Kids Kamp Round Table Discussion**  
We'll talk about what your favorite parts about Kids Kamp this year, what you want to do again next year, and what you'd like to see added or go away next year! We will also talk about anything you learned over the weekend that you can take back to your campground and apply during this year's camping season!

**10:40 am – 10:50 am**      **Clean up, collect belongings and walk to Graduation!**

**11:00 am**      **Graduation Celebration!**  
Your parents can come watch as you graduate from Kids Kamp 2019! We'll have a few special awards to give out as well as drawing names for the big giveaways!



***The Kids Kamp staff would like to thank all of our friends who joined us for Kids Kamp 2020! We appreciate you coming and hope that you all had a blast! Don't forget to like our Kids/Teen Kamp on Facebook and keep in touch with us while we all wait for Kamp in 2020! We hope you have a great year!***

**\*\*ALL SCHEDULES ARE TENTATIVE AND SUBJECT TO CHANGE\*\***

# **CHECK IT OUT**

## **TEENS & TWEENS – Redemption Program!**

### **Earn big and redeem your coupons for prizes**

- Be a superhero on Thursday or Friday, and be available to help any vendor with set up
- Get caught being helpful during Kids Kamp, or at anytime
- Help the staff of Kids Kamp with younger participants
- Snap photos during Kids Kamp and send them to a staff member
- Create your own activity for the group to do and share it with a staff member

### **Redemption Center located in Banquet Hall prizes:**

Headphones

Gaming Equipment

Tickets for various events

Walmart Gift Cards

Retail Store Gift Cards

Gas Gift Cards

Fast Food Gift Cards

Apple Gift Cards

Plus Much More!

Don't miss this opportunity to win big during Kids Kamp 2019

Super Cookie Sales

\$5 each or 6 for \$20

Tickets for each Cookie you sell!

**Need Lori? Text 608-792-5915**

# PRESENTER INFORMATION



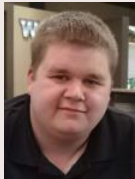
## **Adam Malsack - Lake Arrowhead Campground**

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.



## **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 KimberlyClark 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.



## **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 - State Director of the NFIB (National Federation of Independent Business) in Wisconsin**

For more than 40 years, Bill G. Smith has been the State Director for NFIB in Wisconsin. The Janesville Press Gazette reported that Smith is "one of the most respected lobbyists in the Capitol." His former positions include a Congressional Assistant to a United States Congressman in Washington, D.C.; Vice President, Executive Services, Inc., Madison, WI; and Director of Government Relations in North Dakota, South Dakota and Minnesota for the National Federation of Independent Business. He serves on numerous boards and commissions. Mr. Smith received his Bachelor of Arts in Political Science at the University of Wisconsin-Madison.



## **Brian Searl - CEO of Insider Perks**

Brian Searl is the CEO of Insider Perks, a full-service digital agency providing best-in-class marketing and advertising for the outdoor hospitality industry. Searl has worked with over 200 campgrounds, numerous investment groups, and parks that range in size from 18 sites to more than 1,000 sites. He believes that true success comes through a combination of kindness, hard work, and excellent customer service.



## **Bud Styer - Bud Styer & Associates**

In addition to over 40 years experience in the industry, Bud Styer is an owner and operations consultant for 14 campgrounds in Wisconsin and a National Consultant in the industry. He is the President of the Wisconsin Association of Campground Owners (WACO) and member of 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.

# PRESENTER INFORMATION



## **Carla Brown - Vice President of Severson & Associates**

Born and raised in Detroit, MI to Leroy and Ann Brown. Carla is the fourth of five siblings. Leroy, Gilbert, Carlos and Joann. Studied at West Virginia University, She majored in Sports Management, and minored in Recreation. She also ran her own business called C Mac Productions, emphasizing on photography and video editing out of Michigan.



## **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.



## **Cody Butcher**

In-house Waterpark Specialist Cody Butcher works closely with clients to understand how waterparks and commercial aquatics facilities will be used on a day to day basis. As an aquatics professional Cody has successfully operated and maintained numerous large indoor Aquatics facilities for private and public organizations since 2000. Cody retired from over 21 years of service in the United States Army and Army National Guard where he served in the maintenance field. He is a Certified Pool Operator Instructor and Certified Parks and Recreation Professional.



## **David Mayfield - ResNexus**

David Mayfield has been working with unique properties for over 12 years. He is the Senior Executive of Sales and Marketing for ResNexus a family run and operated company based in Utah. He is one of the owners of ResNexus and is involved in new projects and onboarding new customers. He is passionate about helping campground owners achieve their full potential through innovation and cutting-edge technologies. David enjoys sharing ideas that he has gathered from working with some of the best campgrounds around the country. If David isn't working, he is traveling with his wife of 19 years and their two children.



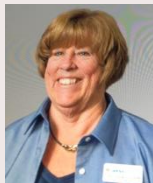
## **Deneen Pederson – Stoney Creek RV Resort**

Deneen and her family own Stoney Creek RV Resort in Osseo, WI. Deneen started working in the campground industry at the age of 18. She has worked across all departments from front desk up to management and now owning her own campground since 2014. She now has over 30 years of experience in the campground industry and continues to pursue her passion everyday at Stoney Creek.



## **Don Wallace – Culinary & Retail Consultant, Martin Bros.**

Don Wallace started as a Dairy Farmer, went on to work for Pick N Save – Grocery Manager, Assistant Manager, Store Manager for several years. He then worked for Kwik Trip and managed the #2 store in the company, supervised 17 stores for 5 years and made the Million Dollar club in District Profit. Now in his 13<sup>th</sup> year at Martin Brothers as a Culinary and Retail Consultant – creating proprietary Food Service Programs for new businesses from Equipment and kitchen design to recipe creation, profit analysis, training on portion control and covers the state of Wisconsin. Don is on the Culinary Team at Martin Brothers and helps develop recipes and ideas that are trending up in the industry and helps his customers to be more profitable.



## **Eileen Vaughn - Mountain Vista Campground Owner**

Eileen owns and operates Mountain Vista Campground, a 200-site campground located in Northeast Pennsylvania since 1981, with her partners Jason and Joan Vaughn. Currently serving as ARVC region 2 representative since 2017. She serves as Chairperson of the Pocono Mountains Vacation Bureau Committee representing 4 counties. Previously served on the ARVC COD board for 10 years and as the COD Secretary for 3 years. Presently serving on ARVC's Public Affairs Committee. Represented ARVC in Washington DC for RVIA's Advocacy Day. MBA in Healthcare Administration and BS in Accounting.



# PRESENTER INFORMATION



## **Griffin Engel - Campspot Sales Manager**

Griffin Engel has worked with over 300 campgrounds and RV Resorts to implement their reservation and park management software with the overall goal of revenue growth. By educating and encouraging parks to utilize proprietary features like lock-site and grid optimization, in tandem with dynamic pricing, ancillary sales, and intelligent reservation design, Griffin has helped guide parks to increase their gross revenue by up to 40% in their first year using the software. Prior to Campspot, he comes from a long background of designing customer experience platforms that drive the bottom line in the advertising, digital marketing, and talent development fields, partnering with companies like The Nature Conservancy and the US Agency for International Development. Griffin holds a Bachelor's Degree in Advertising, with a specialization in Natural Resource Recreation.



## **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.



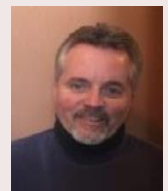
## **Holly Hoffman - Sales Tax Specialist for The Wisconsin Department Of Revenue Office Of Technical Services**

Holly Hoffman is the founding partner and CEO of the Sales & Income Tax Advisory Network. She has a passion for helping businesses comply with complex sales and use tax laws by providing advisory services, audit defense, and training. Prior to founding the Sales and Income Tax Advisory Network, Holly spent 8 years working as an auditor, speaker, and technical tax law specialist for the Wisconsin Department of Revenue. Holly has a Bachelors and a Masters degree in Accounting. She is also a member of the Institute for Professionals in Taxation and the RSM Alliance.



## **James Kaplanek - 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 - Jim's Golf Cars**

Jim Brandt owns and operates Jim's Golf Cars in Reedsville WI. The business was established in 1995 and is an authorized Club Car dealer. The business does leasing of golf cars, utility vehicles and passenger transportation. They also sell and service golf cars. Over the past 25 years, the company has gone from 50 golf cars in the rental fleet to today's numbers of 2,500 plus cars including utility vehicles and passenger transportation cars.

# PRESENTER INFORMATION



## **Jodi Blank**

Jodi Blank brings 15 years of team building, team management, and productivity to her long list of credentials. She realized while working for a non-profit for 13 years that there had to be a better way to manage, hire and train a remote team, work with a long list of clients, and also a large group of international workers, plus travel the globe, all within a 24-hour time limit per day. Her journey was one of being time-spent, overworked, and overwhelmed to not only remaining in her field of work but adding a speaking and coaching business to help entrepreneurs and team managers to be more productive, do more with less time, and still have time to enjoy their lives outside of their businesses and careers. She is known for transforming clients' confidence, and time management skills and helping them to make a positive impact within their team and their businesses. Her genuine passion for creating positive life changes in others shines through in her professional work and within her own team that she built, hired and trained.



## **Joe Walter - O'Neil Creek Campground Owner**

As a park owner, I'd like to live in a world where every employee is a rock star (showing up for every shift, and staying through Labor Day), and every camper spends as much as they can afford and goes to bed at 10:00pm every night. Sunny and 80° every weekend too! :) I've been a small business owner for close to 30 years, in several different industries. My wife, Geri, and I fell in love with O'Neil Creek Campground (Chippewa Falls), and purchased it in early 2012. To say this industry has been good to us, is a real understatement. OCC, and this entire industry, has exceeded every expectation we ever could've imagined. If you're new to the industry, or to WACO, I encourage you to spread your wings at this convention. Don't hesitate to introduce yourself to any WACO member, I promise, you won't be disappointed. WACO and ARVC are both filled with high quality individuals that will be there for you EVERY step of the way. I'm excited to meet you, and hear your story!



## **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**

Kara Paul, 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 over 20 years ago in the Environmental Health Program at UW Madison. She has worked for 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. Currently Kara works as a Retail Technical Specialist training and standardizing retail inspection staff, as well as auditing agent programs. Kara's variety of experience offers insight on what inspectors are trained to review 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.

# PRESENTER INFORMATION



## **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.



## **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 - Champions Riverside Resort**

Lisa was a previous Design Manager for Knitcraft in Winona, MN for 19 years. From there, she pursued a business venture with her brother. She currently is the Campground Manager for Champions Riverside Resort in Galesville, WI. She enjoys working with the seasonal campers, facilitating parties & events, and using her creative skills to design the camp store each season. Lisa has two children and three grandchildren that she loves spending time with in her free time.



## **Lori Severson - Severson & Associates**

Lori has owned Severson & Associates for 20+ 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.



# PRESENTER INFORMATION



## **Mark Othmer**

Mark works with the smaller commercial accounts as a technical sales and support specialist. He started with NPI as a service technician and progressed thru the ranks as the Service Manager, warranty supervisor and technician, Service sales and support technician and now does rehabs of pools and equipment rooms. He is a Certified Pool Operator Instructor and will do private classes at your own facilities. With over twenty years in the pool business and over twenty years in electrical and maintenance of manufacturing facilities, coupled with his love of the aquatic industry, he can make your pool "pains" disappear. See Mark to help you with the strategic planning of your repair/ rehabilitation/resurfacing of your facility.



## **Marley Behnke - Director of Franchisee Education**

Marley Behnke joined Leisure Systems, Inc. (LSI) in May of 2018 as the company's Director of Franchisee Education. Marley's responsibilities include onboarding new Jellystone Park(tm) locations and assisting all parks with recreational planning as well as completing on site Franchise Assessments. In addition to overseeing our annual CARE Conference, Marley assists the Vice President of Operations events such as Symposium, Spring Meeting and CAMP. Marley has over fifteen years of experience in the campground industry as a park operator. Marley is a graduate of the National School of RV and Campground Management and is currently seeking her Title III ADA Coordinator Certificate. Marley earned her BA from the University of Wisconsin-Stout in hospitality, restaurant, and tourism management with a focus on resort development and property management.

## **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 "Hillbilly" Price – Hillbilly's Saloon**

**30+ years in the bar industry, Mike brings a vast knowledge of how to successfully run a bar through events, specials and more to keep customers coming back for more.**



## **Mitch Gault - Senior Account Executive at Combined Insurance**

Mitch lives in Holmen, WI with his wife and three very active kids (9, 12 & 14). He has been with Combined Insurance since August of 2004 and has led in sales three of the last ten years. Helping people get the right coverage and establishing long-term relationships is what he enjoys most about his job. Mitch's hobbies include coaching his kids, musky fishing, golf and traveling.



## **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 - Executive Director, Education and Events National Association of RV Parks and Campgrounds (ARVC) Executive Director ARVC Foundation**

Instrumental in developing Colorado State University's Global Campus online education program, Paula brought her expertise to ARVC in July 2018. A lifelong learner, she is a graduate of Penn State and has two masters degrees—one in arts and literature and one in curriculum and instructional design. A native of Pennsylvania, she now calls Colorado home and loves the outdoors. You'll often find her on weekends riding one of her twelve motorcycles, snowboarding with her family, or tossing weights around in the gym.

# PRESENTER INFORMATION



## **Rebecca Kleefisch - Jobs Ambassador for Associated Builders and Contractors of Wisconsin**

Rebecca travels the state to encourage more Wisconsin workers to choose well-paying jobs in construction trades. The former Executive Director of the Women's Suffrage Centennial Commission, Kleefisch spent much of 2019 in Washington DC, leading the country's efforts to commemorate and educate America about the 100th anniversary of women earning the right to vote. Previously, Rebecca served as Lieutenant Governor of Wisconsin where she championed workforce and economic development for 8 years. She is well known for her efforts in fighting poverty, focusing on prison reentry reform, where she pushed for the placement of job centers at corrections facilities. She helped create and chaired the Interagency Council on Homelessness which produced Wisconsin's first action plan to end homelessness as we know it. Rebecca also co-chaired the Governor's Task Force on Opioids Abuse and the Task Force on Minority Unemployment. Rebecca started the Governor's Small Business Summit, a symposium for small business owners to gain exclusive all-day access to state leaders and Small Business Academy, a free half day seminar designed for minority and female potential entrepreneurs. She is the former Chairman of the Aerospace States Association, which articulates and advocates for aerospace and aviation policy across the country. She is the former Chairman of the Republican Lieutenant Governors' Association. Rebecca is a member of the Town Bank and the Joseph Project Boards of Directors, former owner of a small media and marketing firm and a "recovering journalist". She lives in Concord, WI with her husband Joel and daughters Ella and Violet.



## **Rich Durkee - Risk Management Consultant**

Rich Durkee grew up on a small dairy farm in Wisconsin where he learned the importance of safety at an early age. In college, he worked as a heavy equipment operator where he performed golf course construction in Kohler, Wis. After college, Rich managed the safety and health compliance for a Fortune 500 company with locations in Wisconsin, Kentucky, Missouri, and Mexico. He has worked in the risk management field for more than 24 years, consulting with clients on their safety and risk management programs. He holds certifications in Workers' Compensation, Behavioral Aspects of Safety, Machine Guarding, and Ergonomics. He also has expertise in safety leadership and supervisor training. Rich graduated from the University of Wisconsin-Whitewater, one of the highest-ranking risk management schools in the nation. He holds a Bachelor of Science Degree in occupational safety and health. In his free time, Rich enjoys spending time with family and friends, cooking, being outdoors, hiking, kayaking, and golfing. He resides in Baraboo, Wisconsin.



## **Rob Bell - Certified Speaking Professional**

Rob Bell is the perfect combination of educational know-how, professional experience and humor. His presentations are high-energy and feature real-life anecdotes, which are as fun as they are meaningful. Drawing on more than 25 years of experience in leadership roles, customer service, and training, Rob makes it simple, clear and FUN to improve customer service and gain leadership skills.



## **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.



## **Thomas Braun - Section Chief for the Department of Safety and Professional Services Plumbing and Public Swimming Pool Programs**

Tom has over 42 years' experience in the installation, design and inspection of plumbing systems and related fields. Tom is credentialed in the State of Wisconsin as a Master Plumber, Certified Soil Tester, Cross-Connection Control Tester, Commercial Plumbing Inspector, and Designer of Engineering Systems. Tom works out of the DSPS Hayward Regional Office.



## **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.



## **Tiffany Pargman - Indian Trails Campground**

Tiffany is a campground manager at Indian Trails Campground in Pardeeville, WI. She was born and raised in the campground industry, with her grandparents starting Indian Trails in 1965. She attended 2 years of the National School of Campground Management in Wheeling, WV and is passionate about our industry and enjoys all things store and gift shop related. Of all the buyer and gift shows across the nation, the Smoky Mountain Gift Show is her favorite one to attend. Tiffany has been married for 22 years and has two teenage boys who grew up participating in WACO Kids Kamp. Outside of the business, Tiffany enjoys... who are we kidding, do we really have a life outside of the campground?! When she does have the chance to get away, she enjoys hiking and spending time with family and friends.





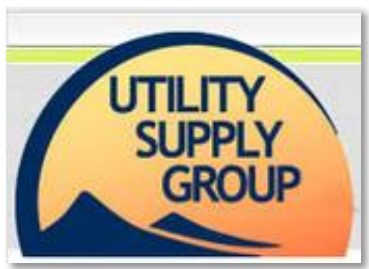
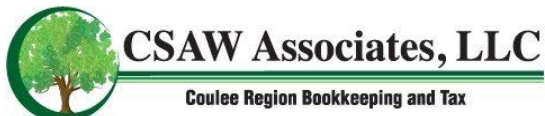
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