


# **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 Marketing For Today</b>  Brian Searl is the CEO of Insider Perks	<b>Business Lessons Learned in Wisconsin</b> Former Lt Gov. Rebecca Kleefisch	<b>Top 5 Things Campground Owners Need to know about their Website</b> Stephanie Meir Blackhawk Bank
9:45am - 10:45am	<b>Planning for Emergencies, Disasters &amp; The Unexpected</b>  Rich Durkee <i>Secura Insurance Sponsor</i>	<b>Utilizing 5 Technologies to Enhance Your Business</b> David Mayfield <i>ResNexus</i>	<b>Landscaping</b> Mary Parish	<b>Birds of a Feather Discussion groups</b>  Jim Button Moderator  This session is designed for campground owners to do brainstorming by campground size	<b>Campground Security How to handle the really wild wild west!</b> 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 Knilans	<b>Current Electrical Code Update</b> Heidi Doyle Utility Supply Group Sponsor	Prep for Lunch	<b>Campground Valuation</b> John Jaszewski <i>What's it worth? How to get more money from the bank? Margins, P&amp;L, Money – Exit Strategy!</i> 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 Campground Owners Need To Know About Their Website

8:00 – 9:30am

Stephanie Meir

Trillium Room

Your website should be like a proactive salesperson that generates leads for you 24/7/365. Learn tips and tricks to make your website work proactively and how social media channels play into the search engine rankings game. We'll also discuss the Americans with Disabilities Act (ADA) as it applies to websites and how it could affect your business.

### Birds Of A Feather Discussion Groups

9:45 – 10:45am

Jim Button

Harvest Room

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

### Utilizing 5 Technologies to Enhance Your Business

9:45 – 10:45am

David Mayfield

Woodland Room

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

### Landscaping: Paving Your Way Westward

9:45 – 10:45am

Mary Parish

Stonefield Room

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

# SEMINAR DETAIL INFO

## SEMINARS – FRIDAY MARCH 13

## Morning Seminar Descriptions

### Planning for Emergencies, Disasters & The Unexpected

9:45 – 10:45am

Rich Durkee

Banquet Room

Topics discussed will include evacuation plans, active shooter situations, handling PR, accident reporting, and other tips.

### How To Handle The Really Wild Wild West

9:45 – 10:45am

Scott Kollock

Trillium Room

Campground security.

### The Strategy of Recreational Swim Pond Management

11:00am - Noon

Zach Haas

Harvest Room

Managing a recreational swimming pond is in a world all on its own. The ecosystem of a swimming pond is delicate, and swim pond owners need to the right tools and strategies to overcome any changes to maintain a healthy and aesthetically pleasing pond. Zach will present strategies and tools he has used that will help you overcome some of the nuances that exist with any aquatic environment but specifically with swimming ponds.

### 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  
Jim's Golf Carts  
Royalle RV

Coverra Insurance  
Harris Golf Carts  
Severson & Associates - S & H Ad Specialties

Campspot  
Resnexus



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**

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!**

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

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

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Royalle RV

Severson & Associates - S & H Ad Specialties

Little Bar Open from 9:45pm -1am

**Coolest Auction ITEMS ending tonight!**