

# 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 <b>ONLY</b> 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> Kara Paul Q&A		<b>On the RANCH Working with Family</b> Eileen Vaughn ARVC Director PA Campground Owner	<b>Breaking Busy Jodi Blank</b> How do find the time to do it all and have a life!
12:00pm - 1:45pm	<p><b>Lunch served in the Banquet Room – Color Guard Presentation</b>  <b>National Anthem by David Kingston</b></p> <p>Lunch with BUDWISER - Lessons from the old days Still true today! Mr. Bud Interviewed by Andre' Jacque State  Senator Rep. Dave Considine</p> <p>Deputy Administrator Amy Millard from Division of Food and Recreational Safety will be a guest!</p> <p>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</p>				
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 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
- Share a great idea with a new member
- Welcome a new campground owner or someone new to convention and tell them one thing you love about WACO!
- Gossip about something you love that WACO does for you!
- Catch one staff member doing something right!

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>



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><b>PRIZES:</b><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> <div><b>DOLLAR AUCTION!</b> <b>Auction &amp; RAFFLES for PAC</b></div>

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