

# 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>Boosting Your Search Engine Optimization Through Brand</b> Bryan Hickman			<b>The Man Cave</b> Scott Kollock WPS Electrical Options, Ideas and savings
12:00pm - 1:45pm	<div><div><b>Lunch &amp; Learn - Banquet Room-</b></div><div><b>Gather the wagons to support communities Goal of 200K in 2020!</b></div><div>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.</div><div><div><div><b>Grab some free lunch and learn some great tips for gathering community support and rallying the WACO wagons to support our charity!</b></div><div>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</b> – Pizza <b>Hot Dish &amp; More Great GRUB</b> Presentation by: <b>Lori Severson</b></div><div><div></div><div><b>Press Conference</b></div></div></div></div></div>				
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>Boosting Your Search Engine Optimization Through Brand</b>	<b>11:00am - Noon</b>	<b>Bryan Hickman</b>	<b>Woodland Room</b>
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This is a very current topic that will help educate campground owners on the new ways that Google and other search engines are rewarding businesses whose online presence is geared towards offering a total experience for users rather than just presenting information.

<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!

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	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 	<p style="text-align: center;"><b>Cash Bar Opens</b></p> <p style="text-align: center;"><b>Lasso your Loaded or unloaded Lemonade ONLY \$3.00</b></p> <p style="text-align: center;"><b><u>Special \$3 Pricing tonight compliments of CSAW!</u></b></p> <p style="text-align: center;"><b>Thanks CSAW Accounting!</b></p> <p style="text-align: center;"><b>Get your extra Shooter From Chris!</b></p> <div style="text-align: right;">  <b>CSAW Associates, LLC</b>  <small>Coulee Region Bookkeeping and Tax</small> </div>				
5:00pm 	<p>Stay at the hotel this year for a fun Hoedown you can do at your campground!</p> <p><b>Music ★ Fun ★ Entertainment</b></p> <p>Music by: Wicked Wild Wanda Brown</p> <p><b><u>Schedule:</u></b></p> <p><b>5:00pm Wine Tasting and Beer Tasting</b></p> <p><b>5:30pm – Food stations open</b></p> <p>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 &amp; Deli Fresh Potato Salad, Stuffed Bread Cones (new item) stuffed with chicken salad etc.</p> <p>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!</p> <p>6:00pm- 8:00pm Hoe Down Games &amp; fun for everyone!</p> <p>See actual activities and fundraisers you can do at your park!</p> <div style="text-align: right;"> <p><b>Dress in your Western Wear!</b></p> <p><b>Best Dressed Campground Contest</b></p> <p><b>Sponsored By</b></p> <p><b>MARTIN'S</b></p> <p> <b>Holiday Inn</b></p> </div>				
8:00pm -12	<p>Little Bar Opens – Networking Basket Raffle</p>				

- ★ 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!