

57 Years Strong!

WACO

**Annual Meeting
Report
2019-2020**



WACO BOARD OF DIRECTORS

SCOTT D. KOLLOCK



President - Finance Committee

Vista Royale Campground || 715-498-8204

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. Scott is now serving as President of the WACO Board of Directors.

BUD STYER



Planning & Development Committee

Smokey Hollow Campground || 608-635-4806

Bud Styer, Smokey Hollow Campground, is 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.

BERT DAVIS



Planning & Development Committee

Badgerland Campground || 608-873-5800

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.

JIM BUTTON, CPO, OHE



Planning & Development Committee

Evergreen Campsites & Resort || 920-622-3498

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 ArvcLarge/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..

JOYCE STENKYFT



Membership Committee

Stoney Creek RV Resort || 715-597-2102

Joyce worked at Jellystone Park in Warrens from 1990 to 2007, serving as General Manager from 2001-2007. She was elected to the WACO Board in 2002 and served as President from 2006-2008.

Joyce retired in 2008 and spent 6 years catching up with family and friends. In 2014 she partnered with her daughter Deneen and Son-In-Law Brian Pedersen to purchase Stoney Creek RV Resort in Osseo, WI. Joyce is excited to be serving on the WACO Board and being back in the camping business. To her, it feels like she's back home fulfilling her dream and reaching her destination.

WACO BOARD OF DIRECTORS

JULIE MICHAELS



Treasurer – Finance Committee

Scenic Ridge Campground || 608-883-2920

Julie Michaels currently owns and operates Scenic Ridge Campground in Whitewater, WI with her siblings, husband and two children. In addition to the campground, she oversees the overall operations of their three other family businesses, one small fishing resort and two manufactured housing communities. 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 many memorable moments is what she believes makes her job and this industry so special. When Julie isn't glued to her computer or running around tending to her camping guests, she enjoys crafting, painting and interior decorating. In her free time, she uses these talents to create a visual atmosphere throughout the campground. Julie is no stranger to the campground industry as she has been operating Scenic Ridge for over 21 years. She has been a member of the Wisconsin Association of Campground Owners since the purchase of her campground in 1996 and was elected to the board in March of 2014. Julie is a firm believer in this organization. She feels that the knowledge and support she has received from WACO has most certainly aided her in the growth of her own business and is honored to be able to pay forward what she has learned over the years.

ADAM MALSACK



Member Services Committee

Lake Arrowhead Campground || 920-295-3000

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. Adam has become a key player in the science of expressing our legislative ideas to people who matter.

MIKE DRICKEN



Planning & Development Committee

Lake Lenwood Beach and Campground || 262-334-1335

Mike and his wife Mary own and operate Lake Lenwood Beach and Campground with 130 sites in West Bend. Mike's parents Len and Rhea started the campground in the early 60's and were charter members of WACO. Mike, Mary and their three children started operating in 1983 and are purchasing it from the family. Mike believes strongly in WACO and is willing to share what he has learned from operating a small campground with limited staff to other members.

PAT REHWINKEL



Advertising Committee

608-493-2367

Patrick Rehwinkel has been in the campground business for over 18 years. Pat is currently a consultant for Merry Mac's Campground, where he and his wife, Dawn, previously owned and operated the campground from 2008-2017. Prior to ownership, he managed Crystal Lake Campground for 10 years.

Pat went to the University of West Florida on a baseball scholarship and signed and played with the Milwaukee Brewers until a shoulder surgery ended his baseball career in 1989. He worked in the corporate world with TECO Power and Gas in Sarasota, Florida before moving in 1998 to Wisconsin to work in the family campground business.

WACO BOARD OF DIRECTORS

LAURIE ADAMS

Membership Committee

Baraboo Hills Campground || 608-356-8505



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 to this I have earned certifications as an EMT, CNA and CBRF (Assisted Living Facility). Previously licensed as a child care provider.

I have spent over 30 years in a variety of customer facing roles. Growing up in Juneau County, my family ran supper clubs, restaurants and taverns. In the 1990's I was banquet/meeting coordinator for a 300+ seat banquet hall in Baraboo. Then in the 2000's, I worked as administrative assistant to an elementary principal transitioning into school nurse.

Baraboo Hills has 50 seasonal sites, 40 rental units and 70 overnight sites for a total of 160 sites. We have two sons, Trent (20) at UW Platteville and Trevor (17) a senior at Baraboo High School. Our campground has been a WACO member for over 20 years and I have attended WACO conventions since 2009.

ASHLEY A. WEISS-WEGNER

Advertising Committee

Wilderness Campground || 608-297-2002



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 Kimberly-Clark 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. I truly am looking forward to helping continue the growth of our family campground.

JIM TRACY

Advertising Committee

Al's Fox Hill RV Park & Campground || 888-236-9445



EVP, Worldwide Account Director, Leo Burnett Advertising Agency 1982 – 2005

Experiences included Management positions on CPG clients Keebler, Kraft, and Kellogg from 1982–1995 before spending 10 years managing and growing the Walt Disney account

Responsible for team that produced award winning marketing and advertising campaigns that help drive seven years of record attendance at Walt Disney World. Signature campaigns included WDW's 25th Anniversary and Millennium celebrations, the launch of Disney's Animal Kingdom, and WDW's first Post-Family, Hispanic and direct marketing campaigns.

MARK STEFAN

Membership Committee

Grand Valley Campground || 920-394-3646



Mark owns and operates Grand Valley Campground with his family Joan, Brad, Ben and Jackie. Grand Valley Campground has 221 sites and is located in Kingston WI. Mark grew up in a family business with his parents owning Stefan Auto Body. He worked at Stefan Auto Body until he was 18. He then went into manufacturing for 24 years. In 2005 Mark and Joan purchased Grand Valley Campground. Mark enjoys hunting, fishing, cars, and working at the campground. Mark grew up camping with his family and enjoys camping with his family to this day.

EXECUTIVE DIRECTOR MESSAGE

Dear Members,

Thank you for an exciting 2019! Our industry has had a few challenges and I am so very grateful to your board of directors for their help in making our team great. It's so much fun to be on the cutting edge of so many things, like the Amunity law. We are still the only State to have this law passed. This is a good example of moving quickly during the right time legislatively to make things happen. We continue to work through many legislative issues like the flood zone issues and other county specific issues that could change our world. Keeping up on the latest issues truly makes a difference. Thank you to everyone who pays dues to help support our efforts and increase our numbers.

We continue to develop new and stronger relationships with our RV show partners too get our directories distributed to our customers. The RV shows continue to grow and have a strong customer count. We are continuously looking for better ways to grow our partnership in this area. Our distribution program has helped a lot of campgroundss get in front of campers! It's a great way to get 30,000 of your brochures in the hands of the customer.

This year has been particularly challenging with our welcome centers and chambers reluctant to store directories. We will have to be sure and stay on our toes making certain we contact them regularly so they are not out. If you notice our directories are not in a place they could be please let us know. Thank goodness we have a large warehouse to store them in!

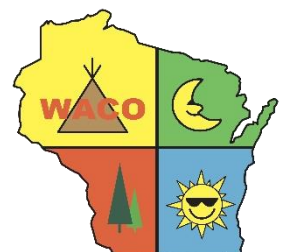
Our WACO staff is growing and we are gathering new talent. I hope you will consider getting to know them a bit at convention.

On a personal note, we lost an industry icon this year, my Mother Ruth Jaszewski passed just this February. My Aunt Karen and her devoted so much time to WACO. Aunt Karen till does. She often referred to her WACO family and that is very true. We all work together for the good of the industry and you don't always see that. I appreciate all of you for making ur organization strong in that way!

We are looking forward to an exciting 2020 filled with lots of new ideas and ways to make new friends and new revenue streams!

We can not do what we do without your support. Your board of directors and the WACO support team work hard to make our industry better. As always don't hesitate to call or email us with concerns – that is how we get better!

Lori Severson
lori@seversonandassociates.com
W: 608-525-2327
C: 608-792-5915



Board of Director Nominees

Running for first term



Sarah Krause

River's Edge Campground || 715-344-8058

Special skills: Large volume marketing, organization, large event planning. Staff training, Bar and restaurant management.

I am a mother of 2 wonderful children, Alexandra, 21, and Xander, 12, and a grandmother of one beautiful granddaughter who will be 2 in July. I have worked in the service industry my entire life and been involved in managing bar and grills, motels, and now for the 3 years I have been the manager of Rivers Edge Campground, which is a 290 site campground in Stevens Point. We have recently earned the Portage County Business Councils Small Business of the Year Award.

I would love to be more involved with our campground community.

Board of Director Nominees

Brian Huth



Campground Name:

Camping in the Clouds/Mine Shaft Bar and Grill

Prior Town Board of Goodman Supervisor, Certified Restaurant Manager, Certified Pool and Spa Operator, 10 years Food and Beverage Director

Campground is 73 acres in size, 50 sites and 2 cabins currently, 8000 Sq. ft. Bar, Restaurant and Heated indoor pool. Northeast region of Wisconsin. Married to wife Tracy and 4 daughters, Nicole, Maison, Alexis and Mieka. Previous owner of Lake Hilbert Campground in Marinette County. Member of WACO for a total of 7 years. Looking for the opportunity to help and assist new owners of campgrounds to get started and the continued networking with existing campground owners to expand and learn as much as possible about the industry.

Check in
Get your ballot

SCHEDULE

One ballot per campground

Saturday March 14th , 2020

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

SECRETARIES REPORT

ANNUAL BOARD OF DIRECTORS MEETING
MARCH 16TH 2019
HOLIDAY INN & CONVENTION CENTER
1001 AMBER AVE.
STEVENS POINT, WI 54482
(715) 344 0200

ATTENDANCE: Scott Kollock, Bud Styer, Julie Michaels, Joyce Stenklyft, Laurie Adams, Jim Tracy, Adam Malsack, Mark Stefan, Jim Button, Bert Davis, Mike Dricken

Adam, motion to accept the agenda, Mike seconded, motion carried (#011029)

Jim B., motion to accept secretary's report, Julie seconded, motion carried (#011030)

PRESIDENTS REPORT:

FINANCIAL:

Discussion was had on last year's budget, a \$22,000 dollar lost.

Explanation; We did have a member that contributed \$10.000 of good will, and planned on doing that for several years but it just didn't get in the budget. Jim Kersten is good for it, simply called him and he said he forgot about it. You will see that under member good will. That's \$10.000 of the \$22.000 that is shown in the budget. The other two items were the books that we gave everyone, the 1194 books that we purchased from ARVC. The board voted and thought that would be a good thing for our members to have. The books will show up under the printed materials column. You can see that we had a \$19,000 expenses, and we only budgeted for \$12.000 and the books were just over \$6.000 so that put that one over and above. And the 3rd problem we had was our bags, our distribution program, it's a good problem to have. We buy them in large quantities , but we distributed a lot more books than we anticipated. Of course you have to buy in large quantities to get a decent price. So this year we were going to run out of bags so we brought a bunch more that we didn't plan on and so that was another \$5.000 and that was put in the office expense. Those three things, the \$10.000, the \$5.000 and the \$6.000 would have gave us a nice balanced budget, which is always nice to see considering our budget is slightly balanced for one and two let's be honest, some of it is wishful thinking and hopeful we would make it.



SECRETARIES REPORT

On the 2019 Budget

Discussion was had on the directory advertising being down.

Discussion was had about the directory budgeting for a \$5,000 loss.

Discussion was had on Severson and Associates raise.

*Mike Motioned to approve the 2019 budget Jim T. seconded, motion carried
(# 011031)*

ELECTION PORTION:

Joyce:

Introduction of the nominees:

SECOND TERM:

Adam Malsack

Mike Dricken

FIRST TERM:

Patricia Lombardo

Kristen Swisher

Scott Grenon

Brian Huth

Sarah Krause

Joyce Opens the floor for any nominations not on the ballot!

*Mike Makes motion to close nomination and accept the Ballot, Adam
seconded, motion carried (#011032)*

Joyce declares ballot open , one vote per campground. (37 Campgrounds in
Attendance)

PAC REPORT:

BOB W;

2018 starting balance of \$5,403.74 last year at convention we raised \$3,868
between the PAC paddle auctions and individual contributions. Last year
was election year, we made out checks to 11 different candidates totaling
\$9,050.00.

Discussion on bank fees for credit card processing.

ARVC:

BERT:

No report:

RESULTS OF THE ELECTION:

Adam Malsack will remain on the board

Mike Dricken will remain on the board

NEW BOARD MEMBER:

Patricia Lombardo

Scott Grenon

Mike motion to adjourn, Pat seconded, motion carried (#011033)



FINANCIALS 2019 to Budget



	Jan - Dec 19	Budget
Ordinary Income/Expense		
Income		
4-1020 · Convention Income		
4-1021 · Auction/Raffles/WACO Bucks Etc	54,077.00	45,000.00
4-1023 · Booth Fees	72,020.00	80,000.00
4-1024 · Classes	3,200.00	3,000.00
4-1025 · Kids Kamp	4,275.00	3,000.00
4-1027 · Optional Events	1,599.12	2,000.00
4-1028 · Registrations	41,625.00	40,000.00
4-1029 · Sponsorships	36,800.00	35,000.00
4-1030 · Convention Income - inserts-opt	600.00	2,000.00
Total 4-1020 · Convention Income	214,196.12	210,000.00
4-1210 · Fall Workshop Income	1,780.00	2,500.00
4-1220 · Interest Income	783.75	0.00
4-1230 · Internet Income	12,300.00	10,500.00
4-1240 · RV Literature Dist.	39,400.00	40,000.00
4-1241 · Madison Show Booth Inc-Member	7,770.00	9,000.00
4-1300 · Directory Advertising		
4-1301 · Directory Advertising Member	125,875.25	130,000.00
4-1304 · Additional Directory Listing	200.00	1,000.00
Total 4-1300 · Directory Advertising	126,075.25	131,000.00
4-1330 · Membership Dues		
4-1331 · Membership Dues - WACO	128,979.35	125,000.00
4-1332 · Membership Dues - ARVC	46,375.52	45,000.00
Total 4-1330 · Membership Dues	175,354.87	170,000.00
4-1339 · Misc. Income - Other	10,001.01	10,000.00
4-1410 · Newsletter Income	200.00	
4-1450 · Trade Member Dues	27,200.00	27,000.00
4-1470 · WACO Gift Certificate Sales	3,795.00	3,000.00
4-1480 · The Piggy Back Promo Program	400.00	2,500.00
4-1610 · Video Advertising	0.00	1,500.00
4-1700 · Waco Member Printing Program	21,176.00	20,000.00
Total Income	640,432.00	637,000.00
Gross Profit	640,432.00	637,000.00
Expense		
5-1000 · Advertising & Promotion		
5-1010 · Adv and Promotion Indianhead	1,825.00	1,825.00
5-1020 · Advertising Contract Fee	15,000.00	15,000.00
5-1030 · Camping Coupons	21,565.00	22,000.00
5-1040 · Directory Distribution	15,685.69	15,000.00
5-1050 · Directory Printing	64,999.43	65,000.00
5-1060 · Internet Expense	15,622.88	14,000.00
5-1070 · Printed Materials	15,000.59	15,000.00
5-1091 · Member Show Booth Rental Exp.	9,781.47	9,000.00

FINANCIALS 2019 to Budget



Wisconsin Association of Campground Owners, Inc. Statements of Revenue & Expenses - Income Tax Basis

	Jan - Dec 19	Budget
5-1095 · Show Expense	39,863.70	38,000.00
5-1096 · Advertising/Promo. - Other	25,010.98	25,000.00
Total 5-1000 · Advertising & Promotion	224,354.74	219,825.00
5-1097 · Waco Mmb Printing Prog Expen	20,043.91	25,000.00
5-1200 · Bank Charges	5.25	500.00
5-1300 · Board of Directors	1,300.92	1,500.00
5-1400 · Commissions	24,703.97	28,500.00
5-1500 · Contract Fee	105,000.00	105,000.00
5-1510 · Prior Year Director Bonus	10,000.00	
5-1600 · Convention Expense		
5-1610 · General	115,485.46	100,000.00
5-1620 · Kids Kamp	2,363.22	3,000.00
5-1630 · Speakers	5,300.00	5,000.00
5-1631 · Convention Expense - Other	4,965.77	5,000.00
5-1632 · Classes	1,828.47	1,000.00
Total 5-1600 · Convention Expense	129,942.92	114,000.00
5-1999 · ARVC Dues Expense	47,827.09	45,000.00
5-2000 · Credit Card Fees Expense	8,661.43	10,000.00
5-2010 · Dues, Subscriptions, Reg.	3,405.00	2,000.00
5-2020 · Fall Workshop Expense	0.00	1,000.00
5-2030 · Insurance	1,358.00	2,000.00
5-2050 · Legal & Professional	11,254.18	10,000.00
5-2055 · Accounting Fees Expense	4,959.75	5,000.00
5-2060 · Legislative Expense	4,981.10	5,000.00
5-2070 · Member Goodwill	653.82	500.00
5-3100 · Newsletter Expense	6,000.00	6,000.00
5-3200 · Office Expense	16,321.13	20,000.00
5-3400 · Postage	7,925.38	8,000.00
5-5000 · Telephone	3,339.02	4,000.00
5-6000 · Travel Expenses		
5-6010 · Air Fare	3,683.07	4,000.00
5-6020 · Lodging	5,000.00	5,000.00
5-6030 · Meals	735.07	1,500.00
5-6040 · Mileage	11,054.29	11,000.00
5-6050 · Other Travel Expense	1,970.82	2,000.00
Total 5-6000 · Travel Expenses	22,443.25	23,500.00
Total Expense	654,480.86	636,325.00
Net Ordinary Income	-14,048.86	675.00
Net Income	-14,048.86	675.00

FINANCIALS



Balance Sheet 2019

3:36 PM

03/03/20

Accrual Basis

WACO

Balance Sheet

As of December 31, 2019

	Dec 31, 19
ASSETS	
Current Assets	
Checking/Savings	
1-1180 · Wells Fargo Checking	-10.00
1-1185 · US Bank Checking	-5.00
1-1190 · United Bank - CD Act.	52,838.92
1-1191 · CCF Bank Checking 7592	285,765.35
1-1200 · United Bank-Script Acct	50.00
Total Checking/Savings	338,639.27
Accounts Receivable	
1200 · Accounts Receivable	46,593.20
Total Accounts Receivable	46,593.20
Other Current Assets	
1-1400 · Undeposited Funds	-1,300.00
1-1450 · Inventory-Script Cards	2,750.00
Total Other Current Assets	1,450.00
Total Current Assets	386,682.47
Fixed Assets	
1-2110 · Equipment	-1,694.31
1-2115 · Equipment Cost	8,760.24
1-2120 · Accum Depr - Equipment	-7,065.93
1-2215 · Software Cost	634.35
1-2220 · Accum. Depreciation - Software	-634.35
Total Fixed Assets	0.00
Other Assets	
1-2320 · Suspense	-28.77
Total Other Assets	-28.77
TOTAL ASSETS	386,653.70
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
US Bank #4545	-5.00
Total Credit Cards	-5.00

FINANCIALS

Balance Sheet 2019



3:36 PM

03/03/20

Accrual Basis

WACO

Balance Sheet

As of December 31, 2019

	Dec 31, 19
Other Current Liabilities	
2-1130 · Deferred Convention Income	
2-1131 · Deferred Booth Fees	24,650.00
2-1132 · Deferred Classes	350.00
2-1133 · Deferred Kids Kamp	190.00
2-1136 · Deferred Registration	5,675.00
2-1137 · Deferred Sponsorships	22,400.00
Total 2-1130 · Deferred Convention Income	53,265.00
2-1200 · Deferred Memb. Adv.	
2-1201 · Def Directory Adv - Trademember	11,858.00
2-1203 · Def Directory Adv - Member	124,287.30
2-1204 · Deferred Addl. Dir. Listing	200.00
Total 2-1200 · Deferred Memb. Adv.	136,345.30
2-1210 · Deferred Internet Income	8,250.00
2-1215 · Deferred Member Printing Progra	24,030.00
2-1230 · Deferred Member Dues	
2-1120 · Deferred Mem. Dues - ARVC	49,219.43
2-1231 · Deferred Mem. Dues - WACO	130,240.66
Total 2-1230 · Deferred Member Dues	179,460.09
2-1260 · Deferred Trade Member Dues	6,925.00
2-1265 · Deferred RV Show Booth	3,575.00
2-1266 · Def RV Literature Distrubution	25,400.00
Total Other Current Liabilities	437,250.39
Total Current Liabilities	437,245.39
Total Liabilities	437,245.39
Equity	
3-1020 · Net Assets	-36,542.83
Net Income	-14,048.86
Total Equity	-50,591.69
TOTAL LIABILITIES & EQUITY	386,653.70

FINANCIALS Budget 2020

	Jan - Dec 19	Budget	2020 Budget
Ordinary Income/Expense			
Income			
4-1020 · Convention Income			
4-1021 · Auction/Raffles/WACO Bucks Etc	54,077.00	45,000.00	50,000.00
4-1023 · Booth Fees	72,020.00	80,000.00	80,000.00
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4-1210 · Fall Workshop Income	1,780.00	2,500.00	2,000.00
4-1220 · Interest Income	783.75	0.00	1,000.00
4-1230 · Internet Income	12,300.00	10,500.00	12,000.00
4-1240 · RV Literature Dist.	39,400.00	40,000.00	40,000.00
4-1241 · Madison Show Booth Inc-Member	7,770.00	9,000.00	9,000.00
4-1300 · Directory Advertising			
4-1301 · Directory Advertising Member	125,875.25	130,000.00	130,000.00
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Total 4-1300 · Directory Advertising	126,075.25	131,000.00	131,000.00
4-1330 · Membership Dues			
4-1331 · Membership Dues - WACO	128,979.35	125,000.00	132,000.00
4-1332 · Membership Dues - ARVC	46,375.52	45,000.00	50,000.00
Total 4-1330 · Membership Dues	175,354.87	170,000.00	182,000.00
4-1339 · Misc. Income - Other	10,001.01	10,000.00	0.00
4-1410 · Newsletter Income	200.00		0.00
4-1450 · Trade Member Dues	27,200.00	27,000.00	27,000.00
4-1470 · WACO Gift Certificate Sales	3,795.00	3,000.00	4,000.00
4-1480 · The Piggy Back Promo Program	400.00	2,500.00	1,000.00
4-1610 · Video Advertising	0.00	1,500.00	1,500.00
4-1700 · Waco Member Printing Program	21,176.00	20,000.00	21,000.00
Total Income	640,432.00	637,000.00	656,500.00
Gross Profit	640,432.00	637,000.00	656,500.00
Expense			
5-1000 · Advertising & Promotion			
5-1010 · Adv and Promotion Indianhead	1,825.00	1,825.00	1,825.00
5-1020 · Advertising Contract Fee	15,000.00	15,000.00	15,000.00
5-1030 · Camping Coupons	21,565.00	22,000.00	22,000.00
5-1040 · Directory Distribution	15,685.69	15,000.00	15,000.00
5-1050 · Directory Printing	64,999.43	65,000.00	63,000.00
5-1060 · Internet Expense	15,622.88	14,000.00	15,000.00
5-1070 · Printed Materials	15,000.59	15,000.00	15,000.00
5-1091 · Member Show Booth Rental Exp.	9,781.47	9,000.00	10,000.00

FINANCIALS Budget 2020

WACO

Statements of Revenue & Expenses - Income Tax Basis-Monthly

	Jan - Dec 19	Budget	2020 Budget
5-1095 · Show Expense	39,863.70	38,000.00	38,000.00
5-1096 · Advertising/Promo. - Other	25,010.98	25,000.00	25,000.00
Total 5-1000 · Advertising & Promotion	224,354.74	219,825.00	219,825.00
5-1097 · Waco Mmb Printing Prog Expen	20,043.91	25,000.00	20,000.00
5-1200 · Bank Charges	5.25	500.00	500.00
5-1300 · Board of Directors	1,300.92	1,500.00	1,500.00
5-1400 · Commissions	24,703.97	28,500.00	38,000.00
5-1500 · Contract Fee	105,000.00	105,000.00	110,250.00
5-1510 · Prior Year Director Bonus	10,000.00		
5-1600 · Convention Expense			
5-1610 · General	115,485.46	100,000.00	110,000.00
5-1620 · Kids Kamp	2,363.22	3,000.00	3,000.00
5-1630 · Speakers	5,300.00	5,000.00	5,000.00
5-1631 · Convention Expense - Other	4,965.77	5,000.00	5,000.00
5-1632 · Classes	1,828.47	1,000.00	1,000.00
Total 5-1600 · Convention Expense	129,942.92	114,000.00	124,000.00
5-1999 · ARVC Dues Expense	47,827.09	45,000.00	47,000.00
5-2000 · Credit Card Fees Expense	8,661.43	10,000.00	9,000.00
5-2010 · Dues, Subscriptions, Reg.	3,405.00	2,000.00	3,000.00
5-2020 · Fall Workshop Expense	0.00	1,000.00	1,000.00
5-2030 · Insurance	1,358.00	2,000.00	1,500.00
5-2050 · Legal & Professional	11,254.18	10,000.00	10,000.00
5-2055 · Accounting Fees Expense	4,959.75	5,000.00	5,000.00
5-2060 · Legislative Expense	4,981.10	5,000.00	5,000.00
5-2070 · Member Goodwill	653.82	500.00	500.00
5-3100 · Newsletter Expense	6,000.00	6,000.00	6,000.00
5-3200 · Office Expense	16,321.13	20,000.00	18,000.00
5-3400 · Postage	7,925.38	8,000.00	8,000.00
5-5000 · Telephone	3,339.02	4,000.00	4,000.00
5-6000 · Travel Expenses			
5-6010 · Air Fare	3,683.07	4,000.00	4,000.00
5-6020 · Lodging	5,000.00	5,000.00	5,000.00
5-6030 · Meals	735.07	1,500.00	1,500.00
5-6040 · Mileage	11,054.29	11,000.00	11,000.00
5-6050 · Other Travel Expense	1,970.82	2,000.00	2,000.00
Total 5-6000 · Travel Expenses	22,443.25	23,500.00	23,500.00
Total Expense	654,480.86	636,325.00	655,575.00
Net Ordinary Income	-14,048.86	675.00	925.00
Net Income	-14,048.86	675.00	925.00

PAC REPORT

ABOUT PAC

Your WACO PAC (Political Action Committee) is making a difference in legislation that affects your campground business!

WACO Board members are instrumental in working with our Legislators and Mark Hazelbaker (WACO Attorney) to keep our members informed on all the latest information that is being reviewed in Madison that can affect the campground industry.

Politics can affect your tax rates, the wages you pay your employees, the amount you pay for insurance, when you can schedule teen employees to work, your licensing fees, and the list goes on!

The WACO PAC is a non-partisan fund supported by voluntary personal contributions by Wisconsin Association of Campground Owners members.

As a contributor to WACO PAC, your donation will be combined with those of your fellow WACO members to create a sizable fund with great impact.

Our PAC's active involvement in campaigns will then help to elect candidates with small business experience or pro-business attitudes on the state and local level as well as help create a positive legislative environment.

With your contribution, you can help make WACO one of the strongest political forces in the state!

WACO PAC report for the calendar year of 2018

On January 1st 2018 the WACO Political Action Committee had a starting balance of \$5,403.74.

At convention we raised \$3,868.00 thru our PAC fund paddle auction.

This was an election year and we made out 11 checks to different candidates totaling \$9,050.00.

A detailed list of transactions is attached.

There were \$60.25 in bank charges from US Bank. I am in the process of getting our account switched to online banking. The process should be completed by convention. Hopefully there will be no more monthly bank charges then.

The account balance on 12/31/2018 was \$161.49.

Report submitted by Robert Weiss.





PAUL BAMBEI

President and CEO of ARVC

pbambei@arvc.org || (303) 681-0401

Each ARVC member receives access to ARVC's member section on the website. There is a specific code and password for each campground. ARVC.org contains information on member benefits, legislative issues, educational topics and training, templates for campground use and more. If you forgot your login, please contact the WACO office for the username and password.

GOCAMPINGAMERICA.COM

As an important benefit of your ARVC membership, you receive an exclusive listing on GoCampingAmerica.com, the site visited by nearly one million campers each year as they're planning their next camping trip. Your complimentary listing includes:

- **250-word description of your park**, so you can be sure to include all the important features, events and attractions that best describe the experience campers can expect when visiting your park.
- **Area highlights section** so you can provide a full list of local interests and attractions, and provide detailed driving directions to help campers find you.
- **Complete contact information**, including links to your email address and park's website.
- **List of park features** that includes the amenities, recreational activities, services and site options you offer, as well as any consumer discount programs and the credit cards you accept.
- **Display of three photos** of your park. You can upload up to 24 photos at one time and rotate them into your listing to give campers a complete look at your park.
- **Google mapping** to make it easier for campers to see your exact location.
- **NEW!** Link directly to social media accounts and campground reviews.



Use the ARVC benefit calculator
and find out how much money
you can save!

<https://www.arvc.org/page/savings>



INTRODUCING NEW BENEFITS!

IDENTITY
GUARD

Office DEPOT
OfficeMax

Constant
Contact

eHealth[®]



Health Insurance

Looking for affordable health insurance options for you and your staff? As an ARVC member, you can now access the **eHealth[®]** online marketplace to receive and compare rates from multiple insurance carriers for major medical, dental, short-term medical, accident, critical illness and life insurance. Health insurance coverage options are available for individuals and families in all 50 states and you can choose coverage based on your needs.

Prescription Drugs

Free prescription drug savings cards are now available to all ARVC members regardless of where you purchase your health insurance. The **U.S. Pharmacy Card** is accepted at almost all pharmacies nationwide, including CVS, Kroger, Walmart, Walgreens, Rite Aid, Target and more, and will provide you with an average savings of 23 percent on generic prescriptions. One card covers an entire family. There is no enrollment process and you can check prescription prices online.

Email Marketing

Need a better way to use email to market to your campers and prospects? **Constant Contact** offers you an easy and affordable solution. As an ARVC member, you can now save 20-25 percent on Constant Contact's standard prepaid six-month and annual email marketing plans that include customizable templates, contact management, tracking and reporting tools and award-winning support by phone or online. You can create a new Constant Contact account or shift your current account to ARVC-member status to receive this member-only discount.

Identity Theft Protection

Identity theft is all too common these days, so ARVC wants to help our members secure protection at a reduced rate. **Identity Guard** provides you with real-time early warning alerts so you can stay ahead of any fraudulent activity that could be damaging to your personal identity or your business. Member-only discounts of up to 30 percent are available on Identity Guard packages for individuals, couples, individuals with children or families.

Office Supplies

As an ARVC member, you already have access to discounts at Staples, but you can now also enjoy ARVC-member pricing when you shop online or in-store at **OfficeMax/Office Depot**, as well. When you sign up for an OfficeMax/Office Depot account, you'll find discounts of up to 80 percent off on more than 96,000 items Office Max/Office Depot stocks and free next-day delivery on orders of more than \$50. There is no minimum purchase required to get your member discount.

There's *strength* in numbers. Tap into the power of your **National Association.**



Make the most of your membership in arVC, the National Association of RV Parks & Campgrounds.

arVC's mission is to promote the success and growth of RV parks and campgrounds across the U.S. We work hard to protect the interests of our 3,000+ members, and our strength in numbers nationwide places us in a unique position that enables us to develop powerful partnerships and a strong portfolio of member benefits.

As an arVC member, you are entitled to exclusive money-saving programs that are only available at the national level. By leveraging the buying power of our thousands of member parks, we are able to negotiate significant discounts from national suppliers on products and services that are essential to the successful operation of your business. These special pricing programs include everything from paper products, propane and maintenance and electrical supplies to liability and health insurance, vehicle and equipment purchases, wireless phone service and music licensing.

The savings you can achieve from these programs alone can pay for your arVC national membership many times over!

Your membership in national arVC is one of the best investments you can make in the success of your RV park or campground.



As a national arVC member, make sure you also take full advantage of:

- ❑ **Your exclusive "members only" listing on GoCampingAmerica.com.** It's the site thousands of campers visit each month to find their next campsite. Your listing expands your park's visibility on a national level, and now you can update your park profile at any time and enhance your marketing presence with our easy-to-use tools and resources.
- ❑ **Legislative and regulatory advocacy programs that protect your interests.** We monitor state and national policy issues that affect RV parks and campgrounds and take action to protect our members' interests.
- ❑ **Opportunities for professional development.** Your membership offers you multiple ways to advance your industry expertise through the Outdoor Hospitality Education Program which includes educational seminars, 20 Groups, webinars and the National School of RV Park and Campground Management.
- ❑ **Exclusive networking opportunities with your peers, industry experts and suppliers at the annual Outdoor Hospitality Conference & Expo (OHCE).** The ideal place for networking and a productive exchange of ideas, OHCE is the only industry event that offers such a diverse gathering of colleagues from across the U.S.

QUESTIONS? Call arVC national headquarters at 800-395-2267 or visit arvc.org.

WACO HIRES SEVERSON & ASSOCIATES

What do you get?

A Team not a person. Severson & Associates has the equivalent of 7 full time employees and 29 volunteers. WACO pays no payroll and has no employee expenses.

Services include: IN - HOUSE

- Graphic artist services
- Web design & development – Content Creation
- Client Liaison
- IT services
- On site server & back-up data
- Social media maintenance and Content Creation
- Develop Social Media Platforms - Facebook, Twitter, Instagram, Google+, and Pinterest
- Answering service – 24 hour cell access-independent WACO line – Credit Card machine
- Shipping Facilities
- Office management and equipment
- Warehousing, services, including fork lift and loading dock
- Sales department
- Data base management
- Convention set up, preparation and execution
- Food -Space -Contracts -Donations -Registrations -Speakers -Sponsorships -Programing –Hotel rooms, Trade member sales , communication
- Member Benefit connections
- Attendance of all Board Meetings and Membership Meetings
- Membership outreach - Text Club – Private Facebook Group-
- member section website- Constant Contact Email & survey –Newsletter
- Bulk Mailing program
- Media Connections
- Emergency action plan
- Coordinate bulk purchasing programs
- Printing Program – coordination-printing –storage
- Manage consumer requests for directories and piggy back program
- Assist Membership Committee in Fall workshops
- Creation of a prominent role in RV shows – Madison – Green Bay – Wausau speaking
- Soft skills seminar training
- Attending Legislative educational meetings and fundraisers.
- Personal visits to campgrounds – Joint ARVC when possible
- Google calendar events for consumers and WACO members
- Secretary of CAMP – Campground association management professionals
- Attend Tourism meetings and events
- Attend State Tavern League Conventions – 2 a year
- Attend NBA every other year
- Work with RVIA & Wisconsin RVIA
- Attend ARVC Meetings
- Attend IAAPA - [International Association of Amusement Parks and Attractions](#)
- Attend other State Association Meetings.
- Share Severson & Associates networking connections



WACO HIRES SEVERSON & ASSOCIATES

- Provides signage for the building that identifies WACO.
- Created & paid for a data base to update member information and provide timely service to the members. We can also collect information about our members, track directories, create checklists, and pull reports that help us run the business more effectively. We are able to track time on individual projects and customers.
- This system allows us to keep our data safe on a server and backed up.
- WACO currently does not pay for data storage either physically or electronically.
- Quick Books and financial bill pay and book keeping.
- Use Severson & Associates training staff to teach at convention at no cost. Severson & Associates bills out training to other campground conventions at \$2500 per day plus expenses.
- Attend fundraisers at individual campgrounds to work with players and campground owners. This program is a player requirement.
- Attend political fundraisers and contribute personally, representing WACO.
- Attend local and State Department of Tourism Meetings.
- Attend Wisconsin Fair Association
- Attend Wisconsin Towns Association
- President of CAMP – Campground Executives in the National Organization.
- WACO distribution of directories over and above RV shows such as Family Fest, Showcase Galesville, Cranfest, Iola Car shows, Madison Races, Gander Mountain Campground Promotional Days, Oktoberfest, & Oshkosh.
- Speak at group 20's for members.
- Warehouse directories, store directories and printed materials.
- New requirement for many welcome centers.
- 5500 square feet used for fulfillment includes dock & fork lift
- Attended 9 Political fundraisers and contributed personally to these.
- Joined the tavern league and attended both conventions and local meetings to learn how they conduct business and specifically how they are so successful legislatively.



Lori Severson – President



Severson's TEAM

- **Corporate experience working for Heileman Brewery & WinCraft**
- **Director of sales at Heileman – 550 thrift stores – large convention arrangements – responsible for 55 million in sales**
- **WinCraft responsible for negotiating contracts with licensed properties, Director of sales & training.**
- **25 years experience in the camping industry**
- **18 years as WACO Executive Director**
- **Conducted strategic planning sessions for 11 other State Associations**
- **VP of CAMP – Campground Association Management Professionals**
- **Voted ARVC Director of the year twice**
- **19 years Association Management – Apple & Berry Growers**
- **Board of Directors positions at 3 Banks and a Credit Union**
- **Board member on the Red Cross for 7 years.**
- **20 years in professional fundraising**
- **VP of Gilbert Brown Foundation - responsible for raising 400K a year**
- **Avid camper all her life**
- **Own a campground in Wisconsin for 8 years**



Severson's Team Members

Carla Brown VP

- Owner & Operator of CMAC production company for 5 years.
 - Background in Video Production, photography, sales, and customer service.
 - Sports Management – worked with professional athletes on public relations, managing schedules, public appearances, Charity events, prepared contracts and coordinated multiple player events.
 - Created 11 accounts in the funeral home business creating videos, where a quick turnaround and amazing customer service was required.
-
- Graphic Artist
 - Social media & website
 - Office manager
 - Data Entry
 - Collating team
 - Accountant
 - Bookkeeper
 - Warehouse Manager



Severson's Team Proficiency's

- **Together our team is proficient in:**
- **QuickBooks**
- **Record keeping**
- **Data-base management**
- **Meeting management**
- **Communication methods**
- **Financial preparation**
- **Cash management**
- **Meeting Coordination**
- **Office skills**
- **Fundraising**
- **Membership support**
- **Conference planning**
- **Administrative Support**
- **Board Support Services**

Severson's Facility

- **Five line phone system**
- **Cell phone system**
- **12 Computers**
- **2 huge copy machines**
- **Fax**
- **20,000 square foot facility**
- **Office space**
- **Warehouse space with loading doc & fork lift**

Duties

- Perform all administrative duties such as providing a PO Box, record keeping, e-mail services, fax service, automated answering system, etc..
- Attend all Board Meetings and Membership meetings, taking minutes and providing reports as needed.
- Handle all correspondence and communications typically within one business day.
- Assist officers, directors, and committees with association activities.
- Develop all print materials, promotional materials, and communication memo's.
- Mail requested literature from campers and press.
- Create and compile a directory of all campground members.
- Assist with Fall workshops as needed.
- Provide meeting management.
- Prepare agenda and other print materials.
- We have a data base that tracks communication which is always key in any organization.
- We use an email communication system to track reporting on emails that are opened etc.
- We have a healthy track record educating WACO members on other organization benefits such as ARVC, Small Business Association, Score, Wisconsin Fairs, WMC (a legislative group) The Tavern League of Wisconsin, Wisconsin Towns Association, Wisconsin Institute for Law and Liberty to name a few.
- Severson has extensive experience working with both large corporations and small business people. We have a proven track record in navigating the red tape and politics of every organization.
- We study the industry and watch the trends to look for opportunities for our members.
- Personally created & presented over 50 seminars that have been delivered to campground owners on profitability, shoulder season, snack shack, game rooms, customer service, preparing to sell, restaurant, bar, craft rooms, activities, guest services and social media.
- Created and conducted guest services training for campground owners and their team members, they can attend at no charge as part of the membership.
- We attend conferences like IAAPA, Fair Association, State Conferences and ARVC to keep on the cutting edge of what's happening in the industry.
- Created bulk printing programs that save members an average of \$500 on their individual printing costs.
- Formed relationships with RV dealers to get booth prices reduced from \$600 to \$350 per booth for our membership.
- Working on a program to bring J1 students to the US already trained for our industry.
- Produce an annual report for the membership.
- Identify, assess, and inform the Board of Directors of internal and external issues that affect the organization
- Act as a professional advisor to the Board of Director on all aspects of the organization's activities
- Act as a spokesperson for the organization
- Represent the organization at community activities to enhance the organization's community profile
- Participate in fundraising activities as appropriate
- Provide IT assistance at convention.

Duties

- Build social media platforms for our members to exchange ideas and information. We have included our attorney and accountant to help with the tricky answers!
- This platform allows members to ask questions day or night and just compare their best practices.
- Created a Kids Kamp that educates our campground owners children at an early age. 7 of our members are now running their own campgrounds!
- We have a Young Professionals group where members can talk about issues that relate very specifically to them, such as raising a family on a campground, advanced social media etc.
- Severson & Associates has compiled more than 1000 ways to raise funds in campgrounds.
- We understand the relationship between philanthropy, guest satisfaction and creating an experience that becomes valuable to the campground owner.
- We understand how to coach campground owners on getting sponsors during the time they are closed so they have time to develop solid relationships that last for years, grow their community awareness and develop partnerships.
- Severson & Associates has mastered the art of using celebrities to enhance the experience for the guest and create revenue streams for the campground.
- We can expand and work with other organizations and their State celebrities. We brought Rocky Bleir to PA for their conference.
- We can source local and National music talent.
- Create sponsorships that are valued by the suppliers and association.
- Create a successful campground convention event building from 36 vendors to 192
- Vast experience networking with legislators, attending special events and fundraising for PAC money.
- Developed and implemented Media & marketing plans creating additional nonpaid advertising.
- Created press releases and have a good working relationship with media throughout the State.
- Use PSA's to create more excitement for the industry.
- Work with employer partners to distribute camping guides and gain interest in the industry.
- Call on partners to distribute camping guides such as gas stations, sporting goods stores, special events and festivals.
- Attend RV shows, creating opportunities to partner and become important to the show.
- Visit member and prospective campground owners.
- Create and send out surveys to members, prospects, & suppliers.
- Create monthly newsletters with information that campground owners can use.
- Create and update member only website information.
- Update and keep a campground owner book with valued information.
- Build relationships with State officials so we can be a resource to our membership.
- Oversee the planning, implementation and evaluation of the organization's programs and services
- Coordinate information to the WACO attorney.
- Ensure that sound bookkeeping and accounting procedures are followed
- Work the financial committee to prepare a comprehensive budget
- Work with the Board to secure adequate funding for the operation of the organization
- Research funding sources, oversee the development of fund-raising plans and write funding proposals to increase the funds of the organization

Additional Skill Sets

- Strategic planning experience
- Training creating
- Industry connections
- Celebrity Connections

Personal characteristics

The Executive Director should demonstrate competence in some or all of the following:

Adaptability: Demonstrate a willingness to be flexible, versatile and/or tolerant in a changing work environment while maintaining effectiveness and efficiency.

Behave Ethically: Understand ethical behavior and business practices, and ensure that own behavior and the behavior of others is consistent with these standards and aligns with the values of the organization.

Build Relationships: Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the organization.

Communicate Effectively: Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.

Creativity/Innovation: Develop new and unique ways to improve operations of the organization and to create new opportunities.

Focus on Client Needs: Anticipate, understand, and respond to the needs of members to meet or exceed their expectations within the organizational parameters.

Foster Teamwork: Work cooperatively and effectively with others to set goals, resolve problems, and make decisions that enhance organizational effectiveness.

Lead: Positively influence others to achieve results that are in the best interest of the organization.

Make Decisions: Assess situations to determine the importance, urgency and risks, and make clear decisions which are timely and in the best interests of the organization.

Organize: Set priorities, develop a work schedule, monitor progress towards goals, and track details, data, information and activities

Plan: Determine strategies to move the organization forward, set goals, create and implement actions plans, and evaluate the process and results.

Solve Problems: Assess problem situations to identify causes, gather and process relevant information, generate possible solutions, and make recommendations and/or resolve the problem.

Think Strategically: Assesses options and actions based on trends and conditions in the environment, and the vision and values of the organization.

RV SHOWS

Attended RV Shows by WACO



- Milwaukee RV SuperShow
- Greater Chicago SuperShow (Schaumburg)
- WBAY Green Bay RV Show
- Madison RV Show
- La Crosse RV Show
- Minneapolis RV Show
- Milwaukee RV Show
- Wausau

Partnered with other Executive Directors to get our directories in the hands of campers from other states.

Distributed to RV Shows by WACO

- Rochester, MN RV Show
- Eau Claire RV Show
- Oshkosh RV & Boat Show
- Central Wisconsin RV Show (Wausau)
- Rockford RV Show

Key RV Show Perks at RV Shows

- We have continued to grow our relationships with the RV Dealers throughout Wisconsin and Beyond.
- Our ability to draw more people to the shows with the sports marketing connection has made a difference.
- Madison offers a \$325 booth for WACO members! That is a \$225 savings on the booths. With that WACO member price, the booths are also located in the large entry/exit hall which all attendees must walk through. This is a prime location for our campgrounds. – more members looked at this as a plus and new campgrounds obtained booths. WACO has a huge additional space that we control. 31 WACO Campgrounds take advantage of this offer. Gilberts Game show continues to draw in participants on Sunday morning increasing activity.
- The WBAY Green Bay Show has given us a larger booth as well as several exclusive programming spots throughout the weekend to do trivia with campers and give away certificates. The WBAY Show has also handed out our WACO bags with the Literature Distribution and Directory in them at the front entrance door. This year Gilbert Brown hosted a Military Night on Friday and it was a huge success. Next year they are looking into doing a television show on Sunday morning prior to opening the show.



**Extra Show
Sauxville Wisconsin
Gander Mountain
Gilbert Brown & Santana
Dotson were doing an
appearance and asked if
they could hand out
WACO Bags – we have
them trained!**

Partnering With Other Organizations



WRVDA - The Wisconsin Recreational Vehicle Dealers Alliance is a trade association newly formed to address the business interests of the RV industry. They are advocates for any issues that arise at the Capitol, they hold a convention every winter, provide educational offerings for industry members and are looking into a discount program for insurance.

If you have any suggestions or would like to join the WRVDA, contact Amy Bliss at (608) 255-3131.



WACO attended the RVIA conference and are working with RV Dealerships to become better partners with them and work on our legislative synergies.

Both Executive Directors are working together and attending each others conferences. Data is a powerful thing, that allows us to make great decisions.



WACO attended the Wisconsin Towns Association with Gilbert & 5 players, along with several Board Members in January.



LEGISLATIVE REPORT

Wisconsin Manufacturers & Commerce (WMC)

Founded in 1911, Wisconsin Manufacturers & Commerce is the state's chamber of commerce and largest business trade association representing more than 3,700 employers of every size and from every sector of the economy.

WMC

501 E Washington Ave.

Madison, WI 53703

608.258.3400



WMC has been a huge advocate of WACO's . They have provided resources and introductions to get us appointments with legislators that make a difference in our industry. Please thank them by being a member of theirs if you can!



Brittany Rockwell, Director of Small Business Advocacy

Brittany Rockwell is the Director of Small Business Advocacy at Wisconsin Manufacturers & Commerce (WMC).

Brittany advocates for pro-growth reforms that will improve the climate for small businesses across the state. Brittany runs the WMC Small Business Committee made up of small business owners from every sector of the states economy.

Brittany has a B.A. in Political Science and M.A. in Communications from Dallas Baptist University in Dallas, Texas.

Brittany grew up on Madison's east side and now lives with her husband in Sun Prairie.



Cory Fish serves as WMC's Director of Tax, Transportation and Legal Affairs.

Prior to joining WMC, Cory worked for the State of Wisconsin.

Most recently he worked for State Senator Alberta Darling, Co-Chair of the powerful Joint Committee on Finance, serving as her Legal Counsel. He also advised Sen. Darling on budget and policy issues ranging from higher education and regulatory reform to natural resources and transportation.

Fish works with the legislature and state agencies to improve Wisconsin's business climate by advocating for sensible tax policies, strong infrastructure, and a fair civil justice system.

Cory earned a B.A. from UW-Eau Claire, Summa Cum Laude, and a J.D. from the University of Wisconsin Law School, where he graduated Cum Laude. He is a licensed attorney in Wisconsin.

WACO ATTORNEY - MARK HAZELBAKER



Kasieta
Legal
Group, LLC



Mark Hazelbaker

Provides Association Legal Services to WACO and Members



WACO is introducing an important new service for members through arrangement with Hazelbaker & Associates, S.C., a Madison law firm. The firm, headed by 27-year veteran attorney Mark Hazelbaker, will be advising the Association board on association business. But the firm will also answer member questions about legal issues through a new legal hotline. And, WACO members will be eligible for discounted legal services from the firm dealing with individual legal issues encountered by campground owners.

Hazelbaker & Associates has a strong emphasis on employment, zoning and local government law, areas WACO members often deal with. "I started out my career advising county officials, and I've been involved in zoning and employment cases ever since," Hazelbaker said. "It's exciting

to work with WACO and its members because I share their experience and frustrations as a small business owner myself."

The legal hotline, which starts immediately, is a service under which Hazelbaker and his team will answer short questions about legal topics. Legal hotline information is not legal advice, but it can help resolve simple issues or identify the need for legal counsel.

In order to obtain legal hotline information, call Mark at 608 663 9770. The service is free for WACO members, and includes a short consultation and information.

Mark will also be working with WACO on improving zoning of campgrounds and building more effective member services. We welcome him aboard.

- Legal Hotline creation – a member benefit is to call the legal hotline and ask a question where Mark can advise you on simple issues.
- Mark has also created and advised the membership with job descriptions, seasonal agreements, termination letters, and more.

MENTORSHIP PROGRAM

- Membership is retained once members come to “something”. Our goal is to help new members discover the benefits of belonging to WACO.
- With this, WACO has created a binder full of information to help a campground member succeed. This binder will be available to all new members of WACO. Information included in the binder covers all aspects of the campground world including:
 - Legal Topics (New campground code, service animals, shore land zoning, personal property tax, etc..)
 - Job Description examples
 - Campground forms (rental agreement, seasonal agreement, termination letter, check-in and out slips, necessary new hire documents, etc..)
 - Creating your mission
 - Themed Weekends
 - Advertising opportunities
 - Branding
 - Online presence (Website, social media, reviews, etc..)
 - And much more!
- Leaders and membership are helpful to other members when they have issues. The concept is that many times a member will be forced to become the “expert” because of a problem they have. The goal is to share the information and be able to give that information to other campground owners who have the same issues.
- WACO has developed several ways to keep all campground members informed and able to ask each other questions. Tools such as email blasts, private Facebook groups, convention round tables, cracker barrels, fall workshops are a perfect example of giving campground members the opportunities to ask other owners for opinions or ideas.
- Board Members who are willing to donate their time and energy to make things work.



WACO PROMOTIONS

BRANDING THE WACO NAME

- We are known throughout the state using the appropriate pronunciation of our name through....
 - Sports Marketing
 - Media identification program
 - Gift Certificate Program
 - Campgrounds participated by hosting events from April 1 – October 31

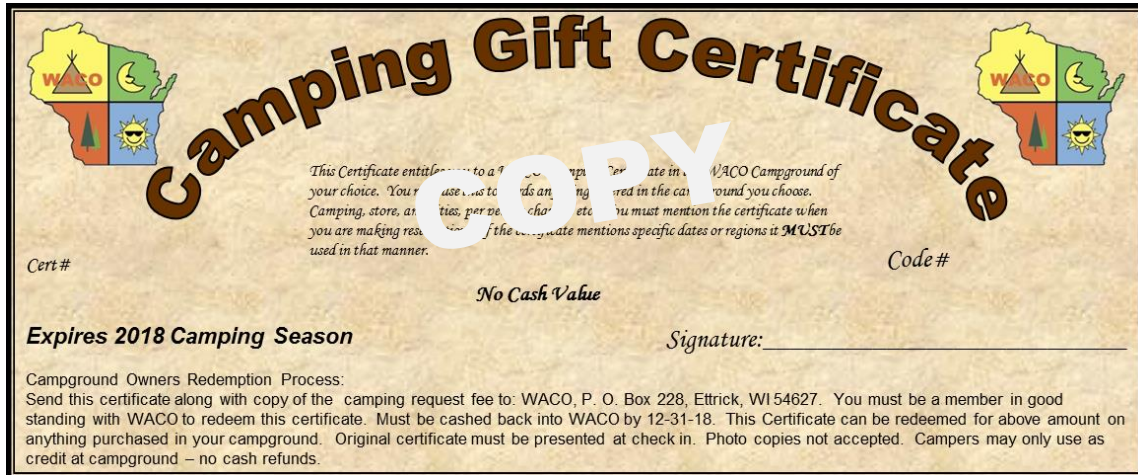
Branding was a major issue we faced several years ago. The consumer, our camping guests, really didn't understand the WACO brand. We would survey people at RV shows, and they were familiar with the camping bible "The Directory", but not with WACO as a name brand. We began exploring various avenues to create better brand recognition and even explored changing the name. Research showed us that brand recognition of the stature we wanted would cost hundreds of thousands of dollars. We looked for ways to create that kind of awareness with out the cost. We created programs that really seemed to help.

1. WACO Gift Certificates – This program has helped WACO develop further into the campers home by allowing campers to purchase, win, or donate the certificates. Further information can be found on the next page.
2. The second piece came to us through Sports Marketing and the Charity work WACO does. We found that many of our WACO campgrounds have been doing wonderful charity work through the years. Unfortunately – or fortunately for us – The media is very interested in the football phenomena in Green Bay – Our partnerships with Gilbert Brown's Foundation have created many media opportunities for WACO to get our name out there.
3. The Department of Tourism is helping us take a very key role in branding and supporting our WACO name and brand.
4. We are consistently trying new programs such as a state wide bean bag tournament, Armed forces weekend, and Charity weekend to gather more publicity.
5. We have participated in festivals and parades to bring awareness to our brand.
6. We are working with radio stations and television to drive people to our social media sites.
7. Developed a rentals and cabins brochure to create additional excitement about how to camp.



WACO PROMOTIONS

WACO GIFT CERTIFICATE PROGRAM



A WACO Gift Certificate is campground cash. The WACO Gift Certificate program is implemented and developed in several different ways.

- Certificates are won as prizes at most of the RV shows with the Spin-To-Win camper game or through Trivia during RV Show programming.
- They are used by various media to promote WACO and educate the public on the name. The WACO office “trades” them for promotional use to media all over the State of Wisconsin, Minnesota & Ill. We get the total amount of the certificate to use for advertising. For example if we send a \$100 certificate to a TV station they would run a \$100 TV ad for us. If they use it for a contest or sell it at a reduced price on their auction we get the additional advertising they use to promote their auction or contest. WACO members are paid the full value of the certificate! So instead of paying thousands of dollars directly to the media we get the advertising and our members get the money. In the beginning we had to beg radio stations to try them. Now we are in every market in Wisconsin, Illinois, Minnesota and parts of Iowa. Our certificates are used by all media including major television markets.
- They can be purchased by calling the WACO office or by ordering online through WisconsinCampgrounds.com and WisconsinCampingRentals.com.
- Certificates are also used for grand prizes for events to drive our social media programs.
- They can be used for convention expense, like treating the staff, paying the speakers, and even tipping the servers! Again another way to take the cash we would pay for this service and give it to members.
- Donations requested by Campground owners

What do I do when I receive a certificate from a customer?

Waco will reimburse you 100% of the value of the certificate

Just mail the certificate to WACO, and WACO sends you the money!

Certificate can be used to purchase anything in your campground


Accepting a certificate costs you nothing except the time to send it to WACO and the postage.




If you would like WACO to donate to a charity or cause you support just direct them to our website and fill out the form!

WACO PROMOTIONS

WACO GIFT CERTIFICATE PROGRAM



Camping Gift Certificate



This Certificate entitles you to a WACO Camping Certificate in the WACO Campground of your choice. You may use this towards anything offered in the campground you choose. Camping, store, amenities, per person charges, etc. must be paid at the time the certificate is used. If the certificate is used in specific regions it **MUST** be used in that manner.

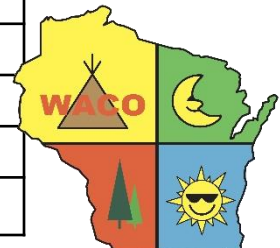
Cert # _____ Code # _____

No Cash Value

Expires 2018 Camping Season
Signature: _____

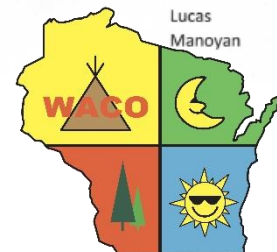
Campground Owners Redemption Process:
 Send this certificate along with copy of the camping request fee to: WACO, P. O. Box 228, Eltrick, WI 54627. You must be a member in good standing with WACO to redeem this certificate. Must be cashed back into WACO by 12-31-18. This Certificate can be redeemed for above amount on anything purchased in your campground. Original certificate must be presented at check in. Photo copies not accepted. Campers may only use as credit at campground – no cash refunds.

Media	Amount
WWIS	\$550.00
WRMN - AM	\$200.00
Beloit	\$1,500.00
WAQE	\$250.00
iHeart Media- Madison	\$500.00
Radio Result Network	\$500.00
Promotional	\$1,520.00
Leighton Broadcasting	\$2,025.00
Convention Sponsor	\$2,000.00
Holiday Inn	\$2,050.00
KWNO	\$2,000.00
Fox Valley Media	\$1,000.00
Fox TV	\$2,000.00
Chicago RV	\$2,000.00
Spooner	\$500.00
Michigan Area	\$500.00
WBAY Green Bay	\$500.00
Madison RV	\$500.00
WAXX	\$2,000.00
TOTAL	22,095.00



SPORTS MEDIA CONTACTED RELATED TO PLAYERS

jabraham@wiscvtv.com	Jim	Abraham	Jason@wrpn.com	Jason	Mansmith
lallan@todaystmj4.com	Lance	Allan	bruce@1410wizm.com	Bruce	Marcus
janders@wisc.edu	Jeff	Anders	amatas@wkb.com	Adam	Matas
JonArias@clearchannel.com	Jon	Arias	kurtmayer2003@yahoo.com	Kurt	Mayer
jonbabalola@hotmail.com	Jon	Babalola	pmayo@wbay.com	Pat	Mayo
heraldsports@gmail.com	Badger Herald		larry.mccarren@wfrv.com	Larry	McCarren
jbadzinski@lacrossetribune.com	Joel	Badzinski	jonmack25@yahoo.com	Jon	McNamara
3baggots@charter.net	Andy	Baggot	jmcpoland@gazetteextra.com	John	McPoland
baseman@wisc.edu	Brandon	Baseman	p-image@sbcglobal.net	Kyle	Mellon
wbates@mdogmedia.com	Wade	Bates	AMertz2@madison.com	Adam	Mertz
sbauer@ap.org	Scott	Bauer	michaels@620wtmj.com	Bill	Michaels
internet@rivertowns.net	Brady	Bautch	wheelnews@yahoo.com	Stan	Milam
mbeac@hotmail.com	Mike	Beacom	TMilewski@madison.com	Todd	Milewski
wwisbman@yahoo.com	Brian	Brawner	jmillier@wiscvtv.com	Joe	Miller
rburks@todaystmj4.com	Rodney	Burks	sports@truenorthtv25.com	Christopher	Misun
cbursaw@wiscvtv.com	Craig	Bursaw	jssports@journalsentinel.com	MJS	
joseph.cadorin@twcable.com	Joseph	Cadorin	jssports@onwis.com	MJS Sports	
tctsport@madison.com	CapTimes		Joshua.Morgan@wluk.com	Josh	Morgan
ncarey@wisc.edu	Nate	Carey	tmully58@aol.com	Tom	Mulhern
cbdupont@wisc.edu	C	Dupont	emurphy@wcinet.com	Erin	Murphy
newsdesk@cbs58.com	CBS58 News		owenmurphy@clearchannel.com	Owen	Murphy
sports@nbc15.com	Ch. 15 Sports		desk@ncaasports.com	NCAA	
c3k@channel3000.com	Ch. 3 Sports		dneedles@hearst.com	Dan	Needles
bchristopherson@postcrescent.com	Brett	Christopherson	mnelles@espnmilwaukee.com	Mitch	Nelles
jcleveland@journalbroadcastgroup.com	Justus	Cleveland	scott.nelson@hallmanlindsay.com	Scott	Nelson
rdrtbl@aol.com	Evan	Cohen	anicholas@nicholasfunds.com	Ab	Nicholas
TFolke@comcastsportsnet.com	Comcast		njfulton@gmail.com	N.	Fulton
coshun@charter.net	Craig	Coshun	rnolan@cbs58.com	Ryan	Nolan
bcruz@cbs58.com	Brandon	Cruz	toates@madison.com	Tom	Oates
sports@dailycardinal.com	Daily Cardinal		ksemenchuk@msn.com	Tom	Oates
espndatainfo@espn.com	ESPN	Data	drew@staff.onmilwaukee.com	Drew	Olson
ldavis@espn1380.com	Lance	Davis	josborne@madison.com	Jesse	Osborne
daypaul@gmail.com	Paul	Day	cherokee53963@hotmail.com	Adam	Parks
DDegrace@ap.org	Dave	Degrace	pearsonill@yahoo.com	John	Pearson
davedexter145@hotmail.com	Dave	Dexter	ppearson@wluk.com	Paige	Pearson
bekern@wkb.com	Bryan	Ekern	deb.piper@wpt.org	Deb	Piper
lfensin@conley.net	L	Fensin	tom.pipines@milwaukeeewiti.com	Tom	Pipines
cfly@ap.org	Colin	Fly	poggrams1@mac.com	Claudia	Pogreba
rjfoley@ap.org	Ryan	Foley	stevep@gkbradio.com	Steve	Politziner
cfrancis@cbs58.com	Chris	Francis	polzin@madison.com	Jim	Polzin
efranke@wiscvtv.com	Eric	Franke	ryan.popkey@wfrv.com	Ryan	Popkey
cfreems@aol.com	Chuck	Freimund	brianposick@clearchannel.com	Brian	Posick
nfritz@wisc.edu	Niki	Fritz	JPOTRYKUS@journalsentinel.com	Jeff	Potrykus
tim.froberg@gogreenbay.com	Tim	Froberg	MRPowers@nwc.edu	Mike	Powers
jganzer@journalsentinel.com	Jim	Ganzer	dpunzel@madison.com	Dennis	Punzel
jgarcia@todaystmj4.com	Jesse	Garcia	punz@charter.net	Dennis	Punzel
			calendar@isthmus.com	Bob	Koch
jgillespie@wbay.com	John	Gillespie	dkraft21@yahoo.com	Doug	Kraft
nick.goddard@wfrv.com	Nick	Goddard	dennis.krause@twcable.com	Dennis	Krause
aaron@gkbradio.com	Aaron	Goldhammer	ekumlien@wkb.com	Emily	Kumlien
EG2@athletics.wisc.edu	Betsy	Golomski	thomas.kurtz@twcable.com	Thomas	Kurtz
bgraff@waow.com	Bryon	Graff	radio@whsm.com	Joe	Lancello
sports@greenbaypressgazette.com	Green Bay Press Gazette		benlars79@gmail.com	Ben	Larson
erik@wtdy.com	Erik	Greenfield	jlaughrin@wluk.com	John	Laughrin
chad.g@insidewisconsin.com	Chad	Griepentrog	klavicka@gkbradio.com	Ken	Lavicka
burke.griffin@wfrv.com	Burke	Griffin	tlea@wisc.edu	Tom	Lea
jharrison@gkbradio.com	Jerry	Harrison	plecker@marshfieldnews-herald.com	Paul	Lecker
heller@journalinteractive.net	Dave	Heller	peggy.lenz@midwestfamilybroadcasting.com	Peggy	Lenz
thermanson@wiscvtv.com	Trisha	Hermanson	mlepay@gmail.com	Matt	Lepay
rhernandez@madison.com	Rob	Hernandez	alibetrau@espn1380.com	Andrew	Liebetrau
BHoffmaster@mdogmedia.com	Bob	Hoffmaster	jglinder@yahoo.com	Jon	Linder
thouslet@capitalnewspapers.com	Travis	Houslet	longdin@gmail.com	Brett	Longdin
sportsnews@stats.com	Stats	Inc	dlubach@sheboygan.gannett.com	Dave	Lubach
mjacques@wsaw.com	Mike	Jacques	lucas2@chorus.net	Mike	Lucas
news@wkowtv.com	Steve	Jandacek	mlucas@madison.com	Mike	Lucas
newsroom@gazetteextra.com	Janesville		dmanoyan@journalsentinel.com	Dan	Manoyan
cjenkins@ap.org	Chris	Jenkins			
billjohnson@espnmilwaukee.com	Bill	Johnson			
jjurkovich@waow.com	Jana	Jurkovich			
mikekaebisch@msn.com	Mike	Kaebisch			
tkahl@madison.com		Kahl			
ck@gkbradio.com		Karmazin			
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chrisknee21@hotmail.com	Andy	Knee			
	Chris				



GILBERT BROWN FOUNDATION WACO CONNECTION

The Gilbert Brown Foundation

“Supporting over 156 children’s charities in Wisconsin”



The Gilbert Brown Foundation’s mission is to service youth in an environment that promotes structure and life skills awareness, by introducing team building skills and promoting diversity in the community.

The Foundation is a 501(c)3 non-profit organization supporting over 156 children’s charities throughout the state of Wisconsin.

Gilbert is partnering with the Wisconsin Association of Campground Owners and making appearances throughout the summer to raise funds for kids with cancer and other illnesses. Campers truly enjoy spending time and talking with the former Super Bowl Champion while raising money.

The Gilbert Brown Foundation has events each quarter and works with organizations like Make-a-Wish and St. Jude’s. The Foundation puts on a free football camp for inner city youth, hosts a turkey giveaway, and supplies coats and toys for children during the holidays. The Foundation has provided necessary school supplies for kids, sends footballs to the troops, and has passion for taking the anti-bullying message to schools.

WHAT DOES GILBERT DO FOR WACO?

- Madison Show pricing
- Green Bay Show
- Special event networking
- New campground memberships
- WACO Brand Awareness
- Youth Development within Campgrounds
- Continued link between WACO and Green Bay Packers
- Community & School out reach
- Other player connections
- Use of his social media reach
- Attends conventions at no charge and is a sponsor
- Anti-bullying awareness
- Kids Kamps for free
- Presenter for convention
- Assists with the Auction
- Creates an avenue to fundraise & raffle with 501C3

GILBERT BROWN FOUNDATION WACO CONNECTION

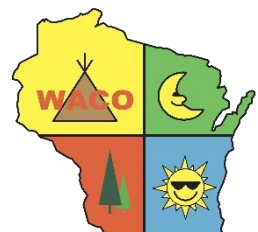
WHERE DOES THE MONEY GO?

- ▶ Gilbert Brown works with WACO and does fundraising events in various campgrounds to raise money for his foundation.
- ▶ Prior to working with WACO Gilbert personally funded his foundation and did one large event – a free football camp for intercity kids. This was a huge undertaking and required over \$100,000.00 of funding. He funded other charities, but to a lesser degree.
- ▶ Today with WACO & other partners he not only runs a yearly free football camp, but contributes to over 156 Children's Charities throughout Wisconsin.

Gilbert's Foundation works hard to support the Foundations efforts by using a team of volunteers to manage the association. The following is a listing of projects the Foundation is currently supporting.

- Brett Favre's Fourward
- The Foundation funds Scholarship programs to schools in Wisconsin.
- We provide gas cards for kids with cancer enabling them to get necessary medical care.
- We provide gas cards for breast cancer patients.
- School supplies are purchased and delivered to inner city children.
- St. Jude's Hospital
- Donate auction items for various charities, raising over \$40,000 for youth sports groups, individual cancer kids & families, memorials, area golf tournaments, breast cancer walks & runs, area football camps and scholarship fundraisers annually.
- Teddy Bear Fund – provides supplies for inmates to create items that can be used within the Foundation. Gilbert himself visits the institutions and speaks about respect & mistakes.
- The Foundation makes donations to area Churches including providing meals for those in need. Gilbert & his friends have attended and promoted these events.
- Donations to The American Red Cross.
- Gilbert puts on FREE football camps for inner city youth.
- Over 200 Autographed footballs are sent to the troops on a semi-annual basis.
- Supports Make-a-Wish Foundation on a yearly basis.
- The Foundation contributes to the MS organization.
- Gilbert and other former NFL players have delivered speeches and worked with the Boys and Girls Clubs in addition to contributing funds.
- Along with Bart Starr, The Foundation supports Raw Hide Boys Ranch.
- The Foundation provides funds to Children's Hospital In Milwaukee.
- Gilbert has taken on an Anti-bullying program to deliver to schools.

Total of 156 charities are served. Gilbert believes that the money raised in Wisconsin stays in Wisconsin. He also holds other fundraisers that benefit Michigan Charities, and St. Jude's in Pennsylvania.



GILBERT BROWN FOUNDATION WACO CONNECTION

PLAYER APPEARANCES GILBERT HAS PROVIDED



**The Foundation Currently
works with 38 players**



Grillologists
**Mad Dog
& Merrill™**

Directories and WACO information is shared at all events and Gilbert and the players mention WACO in all work with the press.

GILBERT BROWN FOUNDATION WACO CONNECTION

FOR ALL GILBERT BROWN FOUNDATION EVENTS

The Foundations responsibility:

- Players will conduct phone press interviews for you prior to the event. Contact Lori for details.
- Collect funds at the event.
- Supply merchandise prior to the event and during the event.
- Be sure WACO and campground is named in all press conducted prior, during and after the event.
- Use the campgrounds name and logo whenever possible.
- Assist with compiling press releases.
- Provide tickets for events as needed.
- Provide likeness to use at your event. All other uses of likeness must be pre-approved. All pictures used in any advertising must be approved.

The Campground responsibilities:

- Provide the Foundation with flyers and proof of advertising efforts – listing of where posters are placed, and media variations.
- Create a fundraising outline to be approved prior to any advertising of the event.
- Display the raffle license and follow State of Wisconsin Rules.
- Submit a copy of your advertising plan and flyer you plan to use.
- Appearance requirements are \$2500.00 raised per player per activity. (A deal or no deal, football camp is an activity)
- Gilbert has waived this in many cases, if you do a weekly raffle etc.
- Gather as many donated items as you can.
- Have any pre-sale moneys collected at the end of the event and turned into the foundation at the event. All moneys should be calculated with your total no later than the end of the weekend.

How much does WACO pay for this?

The WACO organization does not pay for any of the appearances or fund any of the Foundations work as an Association. In fact for 5 years running Gilbert Brown has personally been a \$2500.00 sponsor at our convention. No appearance fee is paid to any of the players.

How about the Executive Directors time?

DISTRIBUTION OF WACO DIRECTORIES

Indian Head	3200		
Ordered online by Campers			
Ad-Lit Tourism Marketing	25040	Belmont Travel Center	100
Kenosha Area C & V Bureau	4480	Baraboo Chamber of Commerce	300
Madison Rick Delivered	4480	Baraboo Library	200
Verona Rick Delivered	6720	Beloit Public Library	100
Beloit Welcome Center	4800	Beloit Welcome Center	6000
Milwaukee Public Library Central	1200	Berlin Chamber of Commerce	100
		Big Bend Village Library	100
Minneapolis RV, Vacation & Camping Show	2500	Black River Area Chamber of Commerce	100
La Crosse RV Show	700	Black River Falls Public Library	100
Madison RV Show	3000	Bloomer Chamber of Commerce	100
WBAY Green Bay RV Show	6240	Blue Mound State Park	100
Greater Chicago RV Show	3000	Bob and Jo's Trailer Town	100
Wisconsin RV Show – Milwaukee	2720	Boscobel Chamber of Commerce	100
Rochester RV Show	2000		
Oshkosh RV Show	900	Boulder Junction Chamber of Commerce	100
Milwaukee RV Show	3200	Bowling Motors and RV Sales	100
La Crosse Family Funfest	600		
Bridal Show	950	BP - Barneveld	100
Andersons	720	BP - Beloit	100
A & G Rental	100	BP - Brodhead	100
A-1 Vacationland, Inc	100	BP - Cottage Grove	100
AAA	200	BP - Cottage Grove	100
Abbotsford Public Library	100	BP - Dallas	100
Abbotsford Travel Stop	100	BP - Delafield	100
		BP - Denmark	100
Abby-Colby Crossings Chamber of Com	100	BP - Dousman	200
Adams County	100	BP - East Troy	100
Adams County Public Library	100	BP - Eau Claire 1	100
Advance Camping	200	BP - Eau Claire 2	100
		BP - Eau Claire 3	100
Advertise Wisconsin - Antigo Area Shopper	100	BP - Edgerton	100
Algoma Chamber	200	BP - Elk Mound	100
Algoma Public Library	100	BP - Fall Creek	100
Alma Public Library	100	BP - Florence	200
Al's Motorhome & Trailer Sales	100	BP - Fond Du Lac	100
Altoona Public Library	100	BP - Fort	200
American Rentals, LLC	100	BP - Gillette	100
Amery Area Public Library	100	BP - Goodman	100
Angel Museum	100	BP - Green Bay 1	100
Antigo Chamber	100	BP - Green Bay 2	100
Antigo Public Library	100	BP - Green Bay 3	100
Appleton Camping Center, Inc.	100	BP - Green Bay 4	100
Appleton Visitors Bureau	300	BP - Green Bay	100
Apple Creek Campground	100	BP - Green Bay 5	200
Army Community Service	300	BP - Green Lake	100
Art's RV Service	100	BP - Hammond	100
Ashland Chamber	100	BP - Hillsboro	200
B & B Sports	100	BP - Hortonville	100
Babrich Motors & RV, Inc.	100	BP - Hustisford	100
Baldwin Area Chamber	100	BP - Janesville 1	100
		BP - Janesville 2	100
		Washington County Visitors	160
		BP - Keshena	100
		BP - Kewaskum	100
		BP - Kiel	800
		BP - Kimberly	100
		BP - Knapp	100
		BP - Lake Geneva	100
		BP - Lakewood	200
		BP - Lomira	100
		BP - Madison	100
		BP - Madison	100
		BP - Maribel	200
		BP - Marinette	100
		BP - Marinette	100
		BP - Mauston	100
		BP - Mercer	100
		BP - Middleton	200
		BP - Mikana	100
		BP - Mineral Point	100
		BP - Osseo	100
		BP - Reeseville	200
		BP - Shiocton	100
		BP - Tony	100
		BP -Delavan	100
		BP Poynette	100
		Bradley Bourbonnais RV Super Center	200
		Brambilla's RV	300
		Brewer Public Library	100
		Brickner's RV	300
		Brookfield CVB	100
		Brookfield Public Library	100
		Brown County Library-East Branch	100
		Brule River State Park	100
		Buckhorn State Park	100
		Burlington Area Chamber	100
		Burlington Camping	400
		Burlington RV Superstore	900
		Burnet Island State Park	100
		Burnett Co. Dept. of Tourism	100
		Burnett County Tourism	100
		Burnside RV Center	100
		Cabela's	100
		Cabela's	100
		Cabela's	100
		Cable Area Chamber	200
		Cache River RV	100
		Cambria-Friesland Area Chamber of C	100
		Cambridge Community Library	100

DISTRIBUTION OF WACO DIRECTORIES

Camp Five Museum	200		
Camper Corral	200		
Camperland	100		
Camping World	200	Discover Dodge	100
Camping World	300	DNL Recreation	100
Camping World	300	DNR Appleton	100
Camp-Land	200	DNR Baldwin	100
Camp-Site RV	100	DNR Distribution Center	2000
Capital Springs State Rec. Area	100	DNR Eau Claire	100
Carnes/Sons Trailer World	100	DNR Fitchburg	100
Cedarburg Chamber	200	DNR Information Desk	200
Cheyenne Camping Center	100	DNR Janesville	400
Chippewa City Forest & Parks	100	DNR La Crosse	100
Chippewa Falls Chamber	100		
		DNR Milwaukee Regional Office	300
Chippewa Moraine State Rec Area	100	DNR Poynette - Mackenzie Center	100
Chippewa Valley RV	100	DNR Sturtevant	200
Chudnow Museum	100	DNR Wausau	100
Circus World	100	DNR Wisconsin Rapids	100
		Dodge County Historical Society	100
Clark Johnson, Superintendent c/o DNR Region Hdqtrs	400		
		Dodgeville Area Chamber of Commerce	100
Clintonville Chamber of Commerce	100	Door County Visitors Bureau	300
Colby Public Library	100	Douglas County Forestry	100
Collier RV Supercenter	200	Dwight Foster Public Library	100
Colmans Country Campers	100	Eagle River Area Chamber	200
Columbia County CVB	100	Eau Claire Visitor Center	400
Columbus West Travel Center	200	Ehrhardt's Trailer Sales	100
Copper Falls State Park	100		
Coulee Region RV Center Inc	200	Elkhart Lake Area Chamber of Commer	100
Country Campers	400	Elkhorn Chamber & Visitor Center	200
Country RV LLC	100	Elroy Sparta State Trail	100
		Erehwon Mountain Outfitters	300
Countryside RV and Trailer Sales	300	Evergreen Credit Union	100
Cranberry Country Mall	300	Fennimore Chamber	100
Crystal Cave	300	Finnegan's RV Center, Inc.	100
Crystal Lake Library	100		
Curtis Camper Sales	100	Fitchburg Chamber Visitor and Business Bureau	100
D & M Trailers Plus	100	Flambeau River State Park	100
		Fond du Lac C&V Bureau	100
		Fond du Lac Chamber	100
Danbury Area Chamber of Commerce	100	Fond du Lac Co. Planning & Parks Dept.	100
Dane County Parks	200		
Davis, Krista	100	Forest County Chamber of Commerce	100
		Fort Atkinson Chamber	100
		Fourwinds Of America RV	100
De Pere Area Chamber of Commerce	100	Fox Cities Chamber	100
DeForest Area Chamber of Commerce	100	Fox Cities Convention and Visitors Bureau	600
DeHaan RV	100		
Delafield Public Library	100	Frank Lloyd Wright Visitor Center	100
		Friendship RV Inc	200
Delavan-Delavan Lake Chamber of Commerce	100	Fun Times RV Center	100
Destinations RV Inc.	100	Gag's Camper Way, Inc.	100
Devil's Lake State Park	100	Gander Mountain - Marquette	100
Diamond Trailer Sales	100	Gander Mountain - Sheboygan	100
Dick's RV	200	Gander Mountain - Franklin	100
Dickeyville Grotto	100	Gander Mountain - Waukesha	100
		Gander Mountain - De Forest	100
		Gander Mountain - Janesville	100
		General RV Center	100
		Germantown Chamber	100
		Goodrich Trailer Sales	100
		Governor Dodge State Park	100
		Governor Knowles State Park	200
		Governor Nelson State Park	100
		Grafton Public Library	100
		Great River Road Learning Center	300
		Greater Madison C & V Bureau	100
		Green Bay Area Chamber	100
		Greeneway RV Sales	600
		Greenfield Parks and Recreation	100
		Hamilton's RV of Saginaw, Inc.	200
		Hank Bright RV	100
		Hanna Trailer Supply	100
		Harley Davidson Museum	200
		Hart Trailer Sales, Inc.	100
		Hartman Creek State Park	100
		Hatch Public Library	100
		Havenwoods State Forest	100
		Hayward Lakes Association	200
		Heart of Wisconsin Chamber of Commerce	200
		Heart of the Valley Chamber	200
		Hedburg Public Library	100
		Heritage Hill State Park	100
		Hilltop Camper and RV	200
		Hilltop Trailer	100
		Hilmerson RV Center	100
		Hispanic Chamber of Commerce of WI	100
		Holiday Hour RV	100
		Holiday RV	100
		Holland Motor Homes	100
		Hometown RV	100
		Hopper RV	100
		Horn's RV Center	300
		House Of Camping	100
		House on the Rock	400
		Hubert Trailer Sales	200
		Hudson Area Chamber of Commerce	200
		Hurley Area Chamber of Commerce	100
		I94RV	200
		Imperial Camper Sales	200
		Interstate RV	100
		Interstate State Park	100

DISTRIBUTION OF WACO DIRECTORIES

Iron River Chamber of Commerce	100
Irvin L Young Mem. Library	100
J&J Camper Sales, Inc.	100
Jack Links RV Sales	300
Jan Cushing	300
Janesville Area C. & V. Bureau	100
Jasper's RV	200
Jeff Bright RV Center	100
Jerry's Camping Center	300
K&L Enterprises	200
Kalbus Country Harbor	100
Kamper Korner LC	100
Kamper's Supply	100
Keepers RV Center	100
Kenosha Area C & V Bureau	5600
Kettle Moraine State Forest - Northern Un	100
Kettle Moraine State Forest - Southern Un	100
Kettle Moraine State Forest	100
KEWASKUM AREA CHAMBER OF COMMERCE	100
Kewaunee Chamber	100
Kholer-Andrae State Park	200
Kickapoo Valley Visitor Center	100
King Campers	300
Kinnickinnic State Park	100
Kohler Company - Attn. Kay Miller	100
Kramer's Kampers	400
Kroubetz Lakeside Campers	200
Kuhl's Trailers Sales	100
Kwik Trip - Kenosha	100
Kwik Trip - Cross Plains	100
Kwik Trip - McFarland	100
Kwik Trip - Mount Horeb	100
Kwik Trip - Sauk City	100
Kwik Trip - Windsor	100
Kwik Trip - Prairie Du Chien	100
Kwik Trip - Portage 1	100
Kwik Trip - Portage 2	100
Kwik Trip - Montello	100
Kwik Trip - Pardeeville	100
Kwik Trip - Kimberly	100
Kwik Trip - Oregon	100
Kwik Trip - Onalaska	100
Kwik Trip - Sturtevant	100
Kwik Trip - Muskego	100
Kwik Trip - Beaver Dam	100
La Crosse CVB	400
Lake Country RV Sales and Service, Inc.	200
Lake Mills Chamber of Commerce	100

Land O' Lakes Chamber of Commerce	100	Modern RV Center	100
Landey's Camping Center	100	Monroe Chamber of Commerce	100
Larry's Trailer Sales Inc.	100	Mosinee Area Chamber of Commerce	100
Leach Camper Sales, Inc.	100	Mound View RV	100
Leisure Days Travel Trailer	100	Mount Horeb Area Chamber of Commerce	100
Leisureland RV Center, Inc.	100	Mukwonago Area Chamber of Commerce	100
Lester Public Library	100	Muskego Area Chamber of Commerce	100
LINK BROS. RV	100	National Railroad Museum	100
Lloyd Bridges Traveland	100	Neillsville Area Chamber of Commerce	100
Loew Lake Unit, KMSF	200	New Generation RV	400
Luxemburg Chamber of Commerce	100	New London Area Chamber of Commerce	100
Mad City Marine and RV Sales	100	New Richmond Area Chamber of Comm	100
Madeline Island Chamber of Commerce	100	Niemeyer Trailer Sales	100
Madison Public Library	500	North Country RV, Inc.	100
Manitowish Waters Chamber of Commer	200	North Point RV	500
Manitowoc Area Visitor & Convention	300	Northern Great Lakes Visitor Center	100
Manitowoc County Chamber	100	Northern Highland-American Legion State Forest	200
Marathon Co. Parks Dept.	300	Northern RV Center, Inc.	200
Marinette Area Chamber of Commerce	200	Novak's 83 RV Inc	200
Marinette Welcome Center	400	Oak Creek Chamber	100
Marshfield Area Chamber	100	Oak Lake RV Sales & Services	100
Mayville Area Chamber of Commerce	100	Oconto Area Chamber of Commerce	200
MDS	7500	Old Wade House	100
Medford Area/Taylor County Tourism	100	Old World Wisconsin	100
Menasha Public Library	100	Opportunities Inc	500 0
Menomonee Chamber	100	Oregon Area Chamber of Commerce	100
Menomonee Falls Chamber	100	Oshkosh Convention and Visitors Bureau	300
Menomonie Welcome Center	2000	Outagamie City Parks	100
Mequon-Thiensville Chamber	100	Outagamie-Waupaca Library System	100
Mercer Area Chamber of Commerce	400	Pabst Mansion	100
Merrill Chamber	100	Palmyra Area Chamber of Commerce	100
Merrill Polk County Information Center	300	Park Falls Area Chamber of Commerce	100
Middleton Chamber of Commerce	100	Parshallburg Campers	100
Middleton Tourism Commission	100	Paul Bunyan Logging Camp Museum	100
Midwest RV Sales	100		
Mill Bluff State Park	100		
Milton Area Chamber of Commerce	200		
Milwaukee Public Museum	100		
Milwaukee Public Library Central	1500		
Mineral Point Chamber	100		
Minneapolis Trailer Sales	100		
MINOCQUA CHAMBER OF COMMERCE	600		
Mirror Lake State Park	600		

DISTRIBUTION OF WACO DIRECTORIES

Iron River Chamber of Commerce	100				
Irvin L Young Mem. Library	100				
J&J Camper Sales, Inc.	100				
Jack Links RV Sales	300	Lake Wissota State Park	300	Modern RV Center	100
Jan Cushing	300	Lakeland RV Center	300	Monroe Chamber of Commerce	100
Janesville Area C. & V. Bureau	100	Lakeview RV	100	Mosinee Area Chamber of Commerce	100
Jasper's RV	200	Lancaster Chamber of Commerce	200	Mound View RV	100
Jeff Bright RV Center	100	Land O' Lakes Chamber of Commerce	100	Mount Horeb Area Chamber of Commerce	100
Jerry's Camping Center	300	Leisureland RV Center, Inc.	100	Mukwonago Area Chamber of Commerce	100
K&L Enterprises	200	Lester Public Library	100	Muskego Area Chamber of Commerce	100
Kalbus Country Harbor	100	LINK BROS. RV	100	National Railroad Museum	100
Kamper Korner LC	100	Madison Public Library	500	Neillsville Area Chamber of Commerce	100
Kamper's Supply	100	Manitowish Waters Chamber of Commer	200	New Generation RV	400
Keepers RV Center	100	Manitowoc Area Visitor & Convention	300	New London Area Chamber of Commerce	100
Kenosha Area C & V Bureau	5600	Manitowoc County Chamber	100	New Richmond Area Chamber of Comm	100
Kettle Moraine State Forest - Northern Un	100	Marathon Co. Parks Dept.	300	Niemeyer Trailer Sales	100
Kettle Moraine State Forest - Southern Un	100	Marinette Area Chamber of Commerce	200	North Country RV, Inc.	100
Kettle Moraine State Forest	100	Marinette Welcome Center	400	North Point RV	500
KEWASKUM AREA CHAMBER OF COMMERCE	100	Marshfield Area Chamber	100	Northern Great Lakes Visitor Center	100
Kewaunee Chamber	100	Mayville Area Chamber of Commerce	100	Northern Highland-American Legion State Forest	200
Kholer-Andrae State Park	200	MDS	7500	Northern RV Center, Inc.	200
Kickapoo Valley Visitor Center	100	Medford Area/Taylor County Tourism	100	Novak's 83 RV Inc	200
King Campers	300	Menasha Public Library	100	Oak Creek Chamber	100
Kinnickinnic State Park	100	Menomonee Chamber	100	Oak Lake RV Sales & Services	100
Kohler Company - Attn. Kay Miller	100	Menomonee Falls Chamber	100	Oconto Area Chamber of Commerce	200
Kramer's Kampers	400	Menomonie Welcome Center	2000	Old Wade House	100
Kroubetz Lakeside Campers	200	Mequon-Thiensville Chamber	100	Old World Wisconsin	100
Kuhl's Trailers Sales	100	Mercer Area Chamber of Commerce	400	Opportunities Inc	5000
Kwik Trip - Kenosha	100	Merrill Chamber	100	Oregon Area Chamber of Commerce	100
Kwik Trip - Cross Plains	100	Merrill Polk County Information Center	300	Oshkosh Convention and Visitors Bureau	300
Kwik Trip - McFarland	100	Middleton Chamber of Commerce	100	Outagamie City Parks	100
Kwik Trip - Mount Horeb	100	Middleton Tourism Commission	100	Outagamie-Waupaca Library System	100
Kwik Trip - Sauk City	100	Midwest RV Sales	100	Pabst Mansion	100
Kwik Trip - Windsor	100	Mill Bluff State Park	100	Palmyra Area Chamber of Commerce	100
Kwik Trip - Prairie Du Chien	100	Milton Area Chamber of Commerce	200	Park Falls Area Chamber of Commerce	100
Kwik Trip - Portage 1	100	Milwaukee Public Museum	100	Parshallburg Campers	100
Kwik Trip - Portage 2	100	Milwaukee Public Library Central	1500	Paul Bunyan Logging Camp Museum	100
Kwik Trip - Montello	100	Mineral Point Chamber	100	Paul's Trailer & RV Center	100
Kwik Trip - Pardeeville	100	Minneapolis Trailer Sales	100	Perrot State Park	400
Kwik Trip - Kimberly	100	MINOCQUA CHAMBER OF COMMERCE	600	Pete's RV Center	200
Kwik Trip - Oregon	100	Mirror Lake State Park	600		
Kwik Trip - Onalaska	100				
La Crosse CVB	400				
Lake Country RV Sales and Service, Inc.	200				
Lake Geneva Chamber of Commerce	100				
Lake Mills Chamber of Commerce	100				
Lodi and Lake Wisconsin Area Chamber of Comm	100				

DISTRIBUTION OF WACO DIRECTORIES

Portage Area Chamber	100				
Portage Co. Business Council	100				
Prairie Du Chien Chambers	1500	Stoughton Chamber of Commerce	100	Minn Show North Country	100
Prescott Area Chamber	100	Sturgeon Bay Visitor Center	100		
Price County Forestry	100	SUN PRAIRIE CHAMBER OF COMMERCE	100	Minn Show Pleasureland	200
Princeton Area Chamber of Commerce	300	Sunny Island RV	100	Milwaukee show Scenic Travelers	100
Prosser's Premium RV Outlet	100	Superior Douglas County Welcome Center	300	Milwaukee show Prosser	100
Pulaski Area Chamber of Commerce	100	Superior Public Museums	100		
Quietwoods RV Sales and Service Fox Valley	100	Ted's RV Land	100	Milwaukee show Advance	200
Quietwoods RV Sales and Service Sturgeon Bay	100	Three Lakes Area Chamber of Commerce	100		
Racine County Convention	300	Timberview RV	100	Milwaukee show Country I-94	200
Random Lake Area Chamber of Commerce	100	Tomah Chamber of Commerce and Visitors Bureau	100		
Red Wing CVB	100	Tomahawk Chamber of Commerce	100	Milwaukee show Roskops	500
Reedsburg Chamber of Commerce	100	Tri City RV	100		
Rhineland Area Chamber	200	Vacationland	100	Milwaukee show Burlington	500
Rice Lake Chamber of Commerce	100	Van Boxtel RV and Service	100	Milwaukee show Playful Goose	200
Richard Bong State Rec. Area	100	Verona Public Library	200	Scenic Ridge	200
Richard's Motor Sales	100	Village of Edgar	300	Circle R Campground	200
Rick's RV Center	100	Village of Genoa City	100	Green Acres	300
Ripon Chamber of Commerce	100	Village of Coleman	100	Vista Royale	200
River Falls Chamber of Commerce	100	Village of Wilton	100	Kewaunee RV	100
Rock County Clerk's Office	300	VISIT Milwaukee	100	Apple Creek	200
Rockford Convention & Visitors	400	Wade House Historic Site	200	Evergreen	200
Roskopf's RV	300	Wagners RV Center	200	Pettibone	100
		Walworth County Visitors Bureau	100	Pineland	200
		Washburn County Visitors Center	300	Circle K	100
		Washington Island Chamber of Commerce	100	Silver springs	2300
Rusk County Visitors Center and RR Museum	200	Watertown Area Chamber	100	Camp Namekagon	200
S&S RV	100	Waukesha/Pewaukee Convention and Visitor Bureau	100	Wisconsin Riverside	300
Salvation Army Conference	200	Waunakee/Westport Chamber of Comm	200	Maple View	100
Sauk Prairie Chamber	100	Waupaca Chamber of Commerce	100	Rivers edge	100
Scenic RV	200	Wausau CVB	200	Sleepy Hollow	100
Scenic Traveler, Inc.	200	Wauwatosa Chamber of Commerce	100	Iola Pines	100
Schiek's Camping Center	200	West Allis Library	100	Sky High	300
Shabbona Creek RV	100	West Bend Chamber	100	Farmer Genes	600
Shawano Chamber of Commerce & Visitor Center	200	West Bend Parks Department - Park and Rec	100	Beantown	100
Sheboygan Chamber of Commerce	200	Westby Chamber of Commerce	100	Lake View Boerger	200
Sheboygan Falls Chamber	100	Westwood Conf. Center	100	Jelly stone Fort atkins	400
Shorewood Public Library	200	Whitefish Dunes State Park	100	Chapparral	300
Shorewood RV	100	Whitewater Tourism Council	300	Waupaca S'mores fun	300
Smore Fun Camper Rentals	200	Wild Rivers Interpretive Center	200	Lake Lenwood	200
South Lake RV	100	Willies RV Center	100	Indian Trails	300
Sparta Area Chamber of Commerce	100	Willow River State Park	100		
Stonefield Historic Site	100				

WACO PROMOTIONS

REGIONAL ADVERTISING

- Called and developed a data base of Kwik Trips, BP's and other convenience stores that will take our directories. Need to continually develop these relationships as they change with management.
- Leveraged our advertising dollars by teaming up with members, Department of Tourism, and partnering with businesses that fit our camping demographics.
- Used the player connections to get us into free local and state wide events.
- Distributed WACO Directories through Ad-Lit to the waysides in Portage and Green Bay.
- Called Libraries throughout Wisconsin and Minnesota for directory distribution.
- Distributed WACO directories at sporting goods stores through-out Wisconsin. Includes Dicks Sporting Goods, Cabela's and Camping World.
- Created a data base for WACO with emails from Madison Show attendees.
- Use certificates to entice Chamber of Commerce's and businesses who have the same customers we want to distribute our directory.

TRADE ADVERTISING

- WACO Gift Certificate coupons good in any WACO member campground are used to sell on radio programs & expanded into for print & television
- WACO Gift Certificate coupons are used for contest giveaways, promotions and incentives
- Members receive credit as a re-reimbursement for the value of the certificate
- Media venues sell them to the public, at a reduced price, or uses them promotionally
- The Association gets full price in advertising

DIRECTORY ADVERTISING

- ARVC Survey says that State Directory is the number one way campers find you! The WACO Directory belongs to the members. Each campground receives one free listing.
- Campground ad options including 1/8 page, 1/4 page, 1/3 page, 1/2 page, 2/3 page, 3/4 page, Full Page, Cover (4), Cover (2-3), coupon on center map page, add an additional listing, ATV listing, Camping Rental listing, Canoe/Kayak/Fishing listing, and special event fillers.



WACO WEBSITES & SOCIAL MEDIA

WISCONSINCAMPGROUNDS.COM

- Google Analytics
 - Page views:144,859
 - Users: 21,774
- Campground Listing including full directory listing, four feature photos, and direct link to campground email, campground website, region, and city.
- Camper Event Calendar
- Link to all social media accounts
- Private Member Login Area with access to:
 - Member Event Calendar
 - Trade Member listing
 - Board of Directors contact
 - For Sale Section
 - Attorney Information
 - Direct links to Wisconsin.gov and arvc.org
 - Document section including:
 - Annual Reports & Board of Directors Meeting Minutes
 - Newsletters
 - Membership Forms (renewal, advertising, reasons to belong, new member form, member contact list, trade member forms, convention sponsorship, and more)
 - Legal
 - Training (food safety, uniform building code, etc.), ADA Rules & Regulations, Pool Documents, Personal Property Tax Contacts, Service Animal, Seasonal Agreement, Termination Letter, Health Care Reform, Inherent Risk, New Campground Code, Clearinghouse Rule 17-017, various job descriptions, new hire documents, building inspector contact info, Release Form, and more
 - Convention
 - Graphics
 - Miscellaneous
 - Themed weekends and breakdown of activities, dealing with Google Reviews, DHS documents, conceal and carry, Wisconsin Tourism research, Motion Picture Licensing Corporation (MPLC) info, etc..
 - Bylaws
- Directory (Order online, view online, download to personal computer)
- Banner & Side Ads
- About WACO
- Promotions (Order Gift Certificate, contests, coupons, online auction)
- Career Page
- Trade Members & Trade Member Resources (advertising, updating, convention, renewal, etc..)



WACO WEBSITES & SOCIAL MEDIA

WISCONSINCAMPINGRENTALS.COM

(This site is available as an advertising opportunity to WACO Campground Members)

- Site revamp for more user friendly
- Campground Listing including full directory listing, four feature photos, and direct link to campground email, campground website, and region.
- Camper Event Calendar
- Link to all social media accounts
- Directory (Order online, view online, download to personal computer)
- Banner Ads
- About WACO
- Join WACO
- Promotions (Order Gift Certificate and contests)



WACO WEBSITES & SOCIAL MEDIA

WACO SOCIAL MEDIA

(January 1st, 2018 – January 1st, 2019)

- Facebook
 - Current Likes: 4,810
 - (Increase: +694)
- Twitter
 - Current Followers: 354
 - (Increase: +26)
- Instagram
 - Current Followers: 307
 - (Increase: +70)
- Pinterest
 - Current Followers: 307
 - (Increase: +89)
- Text Club (Member Only)
 - Current Followers: 109
 - (Increase: +9)
- Constant Contact
 - 22,532 Total Contacts
 - 1,416 New Contacts in 2017
 - Contact Lists
 - 2018 WACO Members
 - 2018 Trade Members
 - WACO Prospect Members
 - WACO Prospect Trade Members
 - Out of State (Iowa, Michigan, Indiana, Michigan, Minnesota)
 - WACO Campers
 - Special Event Contacts
 - Wisc. Legislative



WACO WEBSITES & SOCIAL MEDIA

SOCIAL MEDIA EXAMPLES



December 7, 2018 · 🌐

WACO is feeling the holiday spirit! 🎄 Here is your chance to win a \$50 gift certificate valid at any WACO Campground just in time for Christmas! 🎁

To Enter 📌 Tag 3 friends in our contest post.
Be sure to like our page! By tagging 3 friends and liking our page you are entered to win! The \$50 WACO gift certificate can be used at over 180 campgrounds throughout Wisconsin. For a complete list of WACO campgrounds, visit 📌 www.wisconsincampgrounds.com/campgrounds/... See More



6,275 People Reached 538 Engagements [Boost Post](#)

👍 Mary Staring, Judy Helsell and 79 others · 132 Comments 29 Shares



Evergreen Campsites and Resort
RV Park
Evergreen Campsites and Resort
November 16, 2018 · 🌐

1,545 People Reached 68 Engagements



July 19, 2018 · 🌐

Enjoy the summer sun by splashing in wave pools and zipping down towering water-slides at Diamond Lake Campground. Visit this website to find out more about their activities at <https://www.wisconsincampgrounds.com/>



1,024 People Reached 68 Engagements [Boost Post](#)

👍 Josh Skarban, Lisa Cloute Fritz and 2 others · 1 Comment 395 Views

👍 Like 🗨 Comment ➦ Share 🎨



November 9, 2018 · 🌐

Who do you know that deserves a THANKS?
Tag that person and you could win a \$25 WACO Gift Certificate for the 2019 camping season!
WACO Gift Certificates are good to use towards anything offered in the campground you choose! Camping, store, amenities, per person charges, etc. ... See More



5,384 People Reached 490 Engagements [Boost Post](#)



August 10, 2018 · 🌐

Do you realize you only get an average of eighteen summers with your children? Those few moments fly by, so make the best of them!
Here are a few ideas to help you spend those precious chances to get closer to your kids and make lifelong memories!
#WACO #CAMPING



1,301 People Reached 54 Engagements [Boost Post](#)

👍 Heather Placek Heiden, Ethel Simonson and Chris Metcalf · 2 Comments



August 3, 2018 · 🌐

WIN A \$100 WACO GIFT CERTIFICATE
Enter to WIN A \$100 WACO gift certificate by answering all 10 questions correctly. Questions are based on WACO Campgrounds.
Enter here 📌 <https://goo.gl/forms/TWZY6K9pRKqDWHC2...> See More



4,434 People Reached 405 Engagements [Boost Again](#)



August 29, 2018 · 🌐

Have you camped at a WACO campground this summer?
#WIN \$100 #WACO gift certificate by telling us what made your WACO camping experience so amazing!

Enter Here 📌 <https://bit.ly/2wzfdOM...> See More



1,784 People Reached 43 Engagements [Boost Post](#)

👍 3 1 Comment 3 Shares

👍 Like 🗨 Comment ➦ Share 🎨



August 24, 2018 · 🌐

Check out the list of #WACO Campgrounds who have availability for Labor Day Weekend and plan your #camping trip today!

WISCONSINCAMPGROUNDS.COM
www.wisconsincampgrounds.com

789 People Reached 16 Engagements [Boost Post](#)

👍 Cole Christine and Raymon Molina



October 22, 2018 · 🌐

With the holidays approaching, consider a WACO Gift Certificate for your friends and family! A WACO Certificate can be used at any WACO campgrounds.
To purchase, click the link below:
<https://bit.ly/2NWGj97>



MEMBER SERVICE COMMITTEE

SCHOLARSHIPS

Scholarships

- Convention Scholarships
- WACO Memberships Scholarships

WACO Convention:

- Continuously searches for new suppliers for the camping industry
- Works to keep the educational programs at a high level
- Continues to attract new members





Camping Council

for travel and wilderness campers, inc.

17 East 48th Street, New York 17, N. Y.
PLaza 5-1127

December 14, 1962

DIRECTORS

PRESIDENT

John A. Cissel, Jr.
Sales Manager
Burlington Industrial Fabrics Co.

EXECUTIVE VICE PRESIDENT

C. R. Agnew, Jr.

VICE PRESIDENT

Herman F. Wenzel
Chairman
H. Wenzel Tent and Duck Co.

TREASURER

Michael Kent
Merchandising Manager
Celanese Fibers Co.

SECRETARY

Morton G. Jarashow
President
Morsan Tents, Inc.

L. W. Cousino

Sales Manager
National Canvas Products Corp.

Curtis T. Ettinger

President
GIC Sporting Goods

Robert W. Sullivan

Ass't. Sec'y Treas.
The Valve Manufacturers Association

ADVISORY COMMITTEE

Alexander B. Adams
Westport, Conn.

Julian W. Feiss
Washington, D. C.

Devin A. Garrity

President
Devin-Adair Company

Norman B. Livermore, Jr.

Treasurer
The Pacific Lumber Company

Daniel M. McKeon
Ridgefield, Conn.

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Darien, Conn.

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University of Iowa

Donald Shedd
Atlanta, Georgia

Nicholas Shoumatoff
London, England

Stanley W. Stocker
YMCA
Baltimore, Md.

Ward E. Terry, President
Ward Terry & Company
Denver, Colo.

James Todd
Bedford, N. Y.

WISCONSIN PRIVATE CAMPGROUND OWNERS:

Do you want to form your own Association to advance the interests of private campgrounds--to obtain cooperative publicity--to protect yourselves from the competition of low government campsite fees, to promote more and better camping?

Associations of private campground owners have been formed in Maine, New Hampshire, Massachusetts and New York. They have induced the state to advertise and publicize their campgrounds. In one state the state campsite fee has been increased by 50%. Other benefits have been obtained as well.

An association can promote good standards and better conditions for campers. Technical and other assistance can be secured from the government. This will help those wanting to establish campgrounds as well as those currently operating.

Any association formed will be independent and will be governed by active campground operators of Wisconsin. It will be similar to those formed in other states. Dues in these other associations vary from \$5 to \$15 per annum.

What do you think of this idea? Please reply on the enclosed card. Can you attend the meeting proposed below?

If there is sufficient interest, an organization meeting will be called at Fond du Lac on Saturday, January 26th, at 11:30 A.M. Mr. Victor T. Broome, a veteran camper, will cooperate in making arrangements for the meeting. His address is 530 East Second Street, Fond du Lac. If a meeting is decided upon, a detailed notice will be sent to you early in January. Please contact campground owners near you and tell them about this notice. We have a list of campgrounds in Wisconsin, but are not sure it is complete.

Rea Agnew
Camping Council



CHARTER MEMBERS

- **Mr. & Mrs. Edward C. Augustine**
 - **Spike Horn Campground**
 - **Mr. & Mrs. Keith Kindschi**
 - **Wallace Plzak**
 - **Mr. & Mrs. Lynden E. Duescher**
 - **Fred Becker**
 - **Pleasant Lake Lodge John Kaishian**
 - **Safari Downs**
 - **Springstead Family Campground**
 - **John J. Sciacco**
 - **Mrs. WM. J. Benson**
 - **Mr. Philip H. Chase**
 - **Mr. Robert R. Conroy**
 - **Mr. & Mrs. Dricken**
 - **Mr. and Mrs. R. Helpap**
 - **Leesome (Pine) Lake Campground**
 - **Mr. Vernon Gruenwald**
 - **Mr. & Mrs. H. Weaver**
 - **Lynn Ann's Campground**
- Milwaukee**
 - Baileys Harbor**
 - Klondike Campground**
 - McHenry III.**
 - Brookfield**
 - Frankline**
 - Lac Du Flambeau**
 - Park Falls**
 - Harvard, III.**
 - Century Camping Resort, Inc**
 - Evergreen Park and Campsite**
 - Bear Lake Campground**
 - Lake Lenwood Beach Campground**
 - Shady Oaks Campground**
 - Spooner**
 - Dells Camping Resort**
 - Weaver's Campsites**
 - St. Germain**



MEMBER SERVICE COMMITTEE

HALL OF FAME MEMBERS

Hall of Fame Members

- Spike Horn Camps
- Benson's Resort
- Evergreen Park & Campsites
- Conroys Bear Lake
- Lake Lenwood Beach & Campground
- Lynn Ann's Campground
- Safari Downs
- Springstead Family Campground
- Dells Camping Resort
- Shady Oaks Travel - Trailer & Camping Resort
- Klondike Campground
- Pleasant Lake Lodge
- Leesome Pine Lake Campground
- Weavers Campsites
- Holiday Shores Camp Resort
- Wilderness Campgrounds
- Lake Arrowhead Campgrounds
- Vista Royale
- Maple View Campsites
- Lake Chippewa Campground

2012 Hall of Fame

- Silver Springs
- Indian Trails

2013 Hall of Fame

- Pride of America

2014 Hall of Fame

- Sky High Camping

2015 Hall of Fame

- Vista Royale

2016 Hall of Fame

- Buffalo Lake

2017 Hall of Fame

- Evergreen Campsites

2018 Hall of Fame

- Smokey Hollow

2019 Hall of Fame

- * Scenic Ridge Campground



Notes & Ideas



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