



WACO

Wisconsin Association of Campground Owners

OCTOBER 2020

WE MADE IT! We survived, what can only be described as, a unique season any of us has endured. 2020 started completely uncertain, then skyrocketed into, what many are saying, was the busiest season. Regardless of how your numbers end up, there is one consistent theme we can all agree on... were there for each other. We shared tips, failures, and successes. We laughed, we cried, and we showed up. As you wind down your season, don't forget to take time to wind down yourself. Included in this newsletter are some stress relievers to help, reasons to continue your WACO Membership, pictures from our Fall Workshops, and webinar information on the new food code changes from DATCP. How do you celebrate the end of the season? Tell us in an email - we are working on some lighthearted stories for the next issue!

The Craziest Season

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A Letter from WACO's Executive Director Lori Severson

Dear Members,

Well, for most of you, the craziest camping season of all time is coming to an end. We have sure seen the value of working together to make things happen in this organization! Everyone knows someone, who knows someone, and we ended up having a successful year together. Was it an easy one? Absolutely not, but we accomplished a great deal!

Now it's time to regroup, regenerate, and renew! If you haven't realized your ROI on your WACO dues this year, I'm afraid we will never get there. WACO has grown the organization to an incredible resource for your business. You can get answers in a heartbeat on our Facebook page and from WACO's attorney, Mark Hazelbaker. Got an accounting question or need to know something about COVID? Our newly updated Members only website has you covered. And, as always, you can call your WACO office.

A special thank you to all the campgrounds we were able to tour this fall. What an amazing opportunity to learn and grow our

businesses! Each campground had a little different setup, varied customer base, and unique ways of doing business. It's amazing to see the new people who are so appreciative of the ideas and the organization. One would be hard-pressed to find an industry with Members as willing to share information as we are. We



WACO Attorney, Mark Hazelbaker, addressing the crowd about current business issues at the Fall Workshop

Executive Director's Letter

are lucky to have each other to lean on during good and bad times!

We cannot thank you all enough for the wonderful help received with our first telethon for the Gilbert Brown Foundation! We will be posting the zoom feed and the actual telethon on the WACO website and the Gilbert Brown Foundation website. I am thrilled with the total funds that campgrounds were able to raise this year, even during a pandemic; Gilbert and the kids truly do appreciate everything you do for them!



PRINTING PROGRAM EXAMPLES

EXAMPLE ONE:

20,000 pieces of an 11" x 17", glossy, premium paper, color copies

Non-WACO Printing Price = \$2,724.86

30,000 (yes, 10K MORE) WACO Price = \$1250

SAVINGS = \$1474.86

EXAMPLE TWO: Need a smaller quantity?

5,000 pieces of an 11" x 17", glossy, premium paper, color copies

Non-WACO Printing Price = \$470.10

WACO = \$275.00

SAVINGS = \$195.10

Please take a breath and before you shut down, take some time to check out the amazing benefits offered to WACO members – all yours for the taking!

Check out these examples of our Printing Program:

Apples to apples these are great savings! We can only get these fab prices by ganging our orders together to produce a massive run for the printer. This program makes printing a great deal for us! It's a way to get enough brochures to get through the RV Distribution program and have some extras if needed. Your WACO office looks for opportunities to save you money and help improve your business. If you have ideas on how we can do better, please let us know!

We are working hard on continuing to produce a top-notch convention for you and at this point are going forward with an in-person event. We are proceeding with caution so we are covered if disaster hits. We are looking for ideas on convention speakers and topics so please don't hesitate to contact us with your ideas. Your input and ideas help us provide our members with topics of interest to them. Any suggestions on how we can put together a meaningful conference for you are wildly accepted! This world of virtual awareness has taught us some valuable lessons we hope to incorporate in our conference this year – stay tuned.

At this point CAMP (Campground Association Management Professionals) still plans to meet. We are looking at possibly doing so in Tampa, during the world's largest RV show. I'm excited to get some great ideas!

Please keep our Trade Members in mind this year if you need to "spend down some cash" as your accountant would say! If you are shopping, why not support those who support us? If you are purchasing from someone who is not a WACO Trade Member, ask them to become one. Remember, our Trade Members purchase booths, pro-

Executive Director's Letter

vide sponsorships, and show up to our convention...all making your convention affordable!

As you wind down one season and think of the next, take some time to review your marketing plan.

WACO MARKETING CHECKLIST

Be a member! Get the advertising along with all the other great benefits!
Consider an ad in the WACO directory or on the website or both!

- ✓ Gather your best pictures for your ad or printing program
- ✓ Not a graphic artist? WACO can develop an ad that tells your story...and send it out for you!
- ✓ Have rentals, ATVs, Canoes, or fishing? Get another listing for just \$100
- ✓ Jump on the PiggyBack program and get your brochures stuffed in EVERY box of directories, as well as every request for a directory! Only \$200 for this add-on!
- ✓ Sign up for the directory distribution – save over \$1000 a show by having us do the show for you!
- ✓ Check if you plan to participate in Hero's weekend
- ✓ Check if you plan to participate in Camping for Kids weekend!
- ✓ Don't miss out on the savings, get a piece done a day!

In closing, be sure to take some time for you and your family this winter. Maybe some of the stress relievers listed later in the newsletter will work for you. I will be trying at least one of the ideas listed! I am also going to look at some supplements and work hard to become healthy and happy. I believe, and always have, that laughter is good medicine. Make sure you take the time to laugh and have a great rest of your October!

Lori Severson, WACO Executive Director



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WACO GETS A SPOTLIGHT

KEY PEOPLE:

Lori Severson Leads People, Operates Park

By Jeff Crider, Woodall's Campground Management

Years before she was hired as CEO of the Wisconsin Association of Campground Owners (WACO), Lori Severson had developed a successful career as a motivational speaker. Her clients ranged from small Midwestern manufacturers to the Walt Disney Company. Her topics included everything from how to give great customer service to the essentials of business communications, marketing, project management and that perennial challenge — time management.



Lori Severson

In fact, over the past three decades, Severson has not only given advice that has helped many businesses improve their customer service and profitability, but she's quadrupled the size of WACO, acquired and renovated a dilapidated campground and turned it into a profitable operation, and taken over the financial management of a nonprofit foundation that helps inner city children.

From a time management standpoint alone, Severson has demonstrated that she knows how to follow her own advice and make it work for both her and her growing roster of clients. In addition to running Severson & Associates, her private consulting firm, Severson manages WACO, with 189 campground members; the 535-member Kampgrounds of America (KOA) Owners Association; and the Gilbert Brown Foundation, a nonprofit foundation founded by former Green Bay Packers nose tackle Gilbert Brown, aka "The Gravedigger," which supports many programs to help inner city children, including inner city pro football camps and an anti-bullying initiative.

If that's not enough, for the past 10 years, Severson and her husband, Rick, have also owned and operated Champions Riverside Resort in Galesville, a fixer upper that she transformed into an attractive seasonal and over-night park with close to \$1 million in improvements.

Severson started her career with Heileman Brewing, company running the House of Heileman on a corporate level for seven years before joining WinCraft, a Winona, Minn.-based manufacturer of promotional products for college and professional sports teams, retailers and other businesses. She eventually partnered with a co-worker, Mary Spittler, to launch Severson & Associates in Galesville in 1996.

Their motivational speaking and consulting business went well until U.S. manufacturers started moving more and more of their operations to other countries. "When manufacturing started going overseas, the association management business fell on our laps," Severson said.

She landed a job opportunity managing WACO after working as a motivational speaker for the association. "A group of folks on the board talked to me about interviewing for the association management position. They were not crazy about hiring somebody who didn't have experience in the industry," she said, but they took a chance on her and learned firsthand what Severson could do.

Since she took over management of WACO 20 years ago, Severson has nearly quadrupled the size of the association and turned the annual WACO trade show into the largest of any state or national campground industry association. "When I started, we had 41 (campground) attendees at convention," she said. "This year, WACO had 125 campgrounds and vendors and we filled 192 booths."

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WACO held its convention in mid-March, just before COVID-19 restrictions began to be imposed across the country.

So how did Severson increase campground and vendor participation in the WACO show? By finding out why people weren't coming before.

"We went out and visited every owner," she said. "The two biggest reasons they weren't going to convention were kids and dogs."

Kids were an issue, Severson said, because the WACO show takes place in March, when kids are in school. "So, we created a kids camp, and we have a curriculum that goes with it. The kids are still in school learning even during the WACO show. The first year we only had 12 kids. Now we have an average of 75 kids that attend. We have expanded it so that vendors can bring their kids to camp, too."

Severson dealt with the dog challenge by finding a pet friendly hotel and finding day care for dogs.

Severson said she has been able to grow WACO's membership base by consistently providing members with tools and information they can use to grow their businesses more than they could on their own.

"We try to make sure we help campground owners see that they are better with us," she said. "How can we help their bottom line? How can we provide value added to them? How can we make them money or save them money?"

Severson said it's essential that campground associations clearly demonstrate their value to current and prospective members in multiple ways.

"Some campgrounds don't care about the directory," Severson said. "They'll say, 'I'm all seasonal' or 'I'm full anyway.'"

Some campground operators are also totally willing to leave it up to their peers to shoulder the costs of paying for the industry's government affairs efforts.

"But do they understand how to do more business during the week or how to do things differently to create additional revenue?" Severson asked. "We have developed a Facebook page for members only where you can ask questions of other campground owners."



Lori Severson operates Champions Riverside Resort along with her role at WACO

WACO has also developed a cooperative printing program that enables participating parks to print 30,000 8-inch by 10-inch full color, double-side guest guides or brochures for \$650 for each park or they could pay \$1,200 and have them printed on 11-by 17-inch paper and have it folded. "Twenty-six campgrounds participate in this program and they end up getting their brochures for much less than if they did it on their own," she said.

It gets better.

WACO distributes the 30,000 brochures for each of the 26 participating parks at 15 RV and camping shows.

Severson also provides campground owners and their employees with annual training on guest services. This involves more than simply training the front desk staff on how to do their jobs better. It's training the maintenance staff to be more friendly to park guests and to even do things like carry a park activity schedule so that they can answer questions and

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WACO GETS A SPOTLIGHT

be helpful to guests who need help.

“We do a lot with attitude training,” Severson said. “We often have people who have never been in the (campground) workforce before. They could be (first-time) work campers.”

Severson said the key to providing good service is not just providing the guest with the information they are seeking but providing it with the right tone of voice and with a smile. “It’s how you say it,” she said. WACO also provides other services, such as a legal hotline, courtesy of Mark Hazelbaker, a Madison-based attorney. “Members can call or email the attorney with questions,” Severson said.

Of course, another unique value that Severson provides to WACO members is her friendship and business relationship with Gilbert Brown and other retired members of the Green Bay Packers.

Severson manages the Gilbert Brown Foundation, and Brown helps WACO by only making guest appearances at WACO-member parks. These appearances are typically fundraising events for the Gilbert

Brown Foundation, but they generate considerable attention because of Brown’s fame.



“Campers and football fans kind of go together,” Severson said, adding that she always invites Brown and other retired Packers to speak at WACO conventions.

“You almost have to have five or six different buckets,” Severson said, referencing the different types of benefits or services an association has to provide to be able to grow its campground membership base.

“We give park operators ideas they haven’t thought about before and a means to implement them,” she said. Severson does strategic planning with the WACO board every two years. Her planning session includes a personality styles assessment. “That’s when we match up the board members with specific tasks,” she said. “It helps us relate better to people and figure out who should do what.”

In addition to growing WACO and helping its members find ways to generate more revenue, WACO has scored some victories on the legislative front, one of which was a 2015 law, Assembly bill 174, which provides immunity to private campground operators from lawsuits involving a variety of risks that are inherent to camping, such as dangers caused by trees, roots, rocks, mud, sand and soil as well as natural bodies of water, a lack of lighting, weather and insects, birds and other wildlife.

“Basically, the law says that camping is inherently risky. If you fall on a branch, we’re not liable,” she said. Wisconsin’s “Inherent Risk Law” took effect April 1, 2016.

Of course, for all the work Severson has done to help campground operators over the years, many of them have returned the favor, helping her with her own campground and bar when she suddenly found herself in the position of not knowing what to do when she and her husband became the proud owners of Champions Riverside Resort.

WACO GETS A SPOTLIGHT

"One thing I knew zero about was interacting with the seasonal campers, writing the agreements. I knew nothing about running a bar. This property has a very large bar. Most of (the prior owners') business came from the bar and they really didn't care about camping," she said.

In fact, the prior owners used to charge their guests based on how much they consumed at the bar each month. "Seasonals would come in with a paper bag filled with cash and say, 'How do you want to do this?'" Severson recalled with a laugh.

But the park itself needed a lot of work. "The previous owner cared nothing at all for the campground," she said. "I don't think the pool had been opened in years. There were many things that needed to be fixed and addressed."

But Severson didn't have a lot of money at that time. "We started on a shoestring," she said. "We had no room for error. No room for a mistake."

But Severson had angels looking out for her.

"To me, the most awesome thing in the world was the Sunday after we closed escrow, I had Bud Styer in my parking lot, pushing stuff around. I eventually had 26 campground owners helping me. They went over the seasonal agreements, saying 'Do this. Don't do that.' I had one set up my Quickbooks, others scrubbing in my kitchen. I am so grateful for what they did. It was crazy to me how much help and support people were willing to give when they had their own things going on," she said.



Securing immunity legislation for Wisconsin parks has been a key legislative success for Lori Severson.

But WACO members appreciate Severson for what she has done for them and for the association. "I've worked with Lori since her beginning at WACO," said Bud Styer, a longtime campground owner and industry consultant. "She has created an awesome network of suppliers for our WACO members and incredible education opportunities throughout the years."

Meanwhile, Severson has continued to make improvements to her park over the years, redesigning the 176 sites she had originally into 216 larger sites, including 40 pull-through sites. The park now has 100 seasonals with the rest used for overnight campers.

"We have two park model RVs and five cabins. Last year we put in a bunkhouse that sleeps 28. I just purchased seven sleeping cabins made by the Amish, which we will use as glamping cabins," she said. This year, of course, Severson, like other campground association executives, has also had her hands full dealing with COVID-19 and all of the related restrictions that have prevented businesses from operating normally this year.

"We had 72 counties to deal with," she said. "It was horrible. We had daily calls with the state at 7 a.m." But Severson got through it with help not only from her staff, but from people who retired. "We called back every retired person we had to come help us. They all came back in to help. Our board of directors also helped. I could not have done it with all of their amazing help," she said.

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Severson says the teamwork she enjoys with WACO's board of directors is also critical to her success managing the association. "Without levelheaded board members who work tirelessly to deal with the drama — because there is always drama — no matter what organization, no executive director could ever get things done," she said.

Any board of directors, she added, can either help or hinder the association manager. "I think a board that allows the organization to be successful by not micromanaging, taking responsibility for decisions, and allowing the exec to make mistakes and try things wins," she said. "My board members know my style and I have board members who will handle the issues members come up with, so I have time to do my job. That makes the team successful. I've always told them how concerned I get when I see organizations who are divided by decisions and personalities. Divided you can't be successful."

Fortunately, Severson added, she and her team scored their most important COVID-19 victory early enough to make a difference for WACO members. "Every campground was up and deemed essential prior to Memorial Day," she said.

Many thanks to [Woodall's Camping Management](#) for allowing us to share this article published October 13, 2020.

FALL WORKSHOP & TOURS

Check out more pictures and updates from the Fall Workshop & Tours, held earlier month, on pages 29-31!



IN THE KNOW

WACO PAC FUND SUPPORTS DAN KAPANKE

Dan received \$500.00 from the WACO PAC fund based on his support of the tourism industry. Dan is currently highly involved in tourism in Wisconsin and still owns a professional baseball team. After interviewing Dan, he sighted examples of how important the tourism business is to Wisconsin. He supports many of the advertising efforts that we are still benefiting from – Many of Stephanie Klett's examples of PSAs and free advertising techniques that we at WACO have used for years. Dan currently Chairs the Majority Caucus and did assist Andre Jacque who recommended Dan, in getting us first deemed essential then opened up. Research shows that Dan was a former member of the area convention & Visitors Bureau, Area Development Corp, and planning committees.

Please note this is the process we use on every PAC fund check. The only criteria are: Does the individual support tourism? We add value to the decision based on that individual's dedication to WACO in general. I personally contributed to this individual as LaCrosse County was Very difficult to open campgrounds in this county, and he assisted. We find that candidates are more likely to remember you when you can get those checks in their hands! Remember, any Board member or WACO member is not reimbursed for travel, costs to attend the fundraiser, etc, so please thank those members who get out and develop those relationships for our industry! We are always on the lookout to attract legislators from ANY side of the isle. If you have ideas we want to know! Your personal relationships can make a difference! I sure found that out working with our 72 counties to get us opened up!





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INDUSTRY NEWS



WHAT CAN COMMUNITY BANKS OFFER THAT OTHERS CAN'T?

**Submitted by: Dave Adkins,
President & CEO of Blackhawk Bank**

When first introduced, one of the most frequently asked questions we receive from business owners is: "What can you offer me that another (my other) bank can't?" However, once they've worked with us themselves, we always hear, "I never appreciated the difference a community bank can make until now."

We know it can be difficult to choose – your banking decisions can greatly impact the growth of your business, your employees, and ultimately your bottom line. While the economy recovers from this financial crisis, it can be difficult to determine which option is best for you. Here are some things to consider when making the decision to bank with a community bank, like Blackhawk.

Will they go the extra mile?

One of the first things business owners should consider is whether the bank will put in the extra effort to make sure they are well taken care of.

When the Government rolled out the Paycheck Protection Program, which was intended to help secure payroll during the COVID-19 pandemic, banks had the opportunity to step up and ensure eligible business clients would receive much needed funds.

However, some banks opted not to participate. Instead, a number of business owners told us they were left with unanswered phone calls and rigid application systems that were complicated to navigate. A good number of business owners reported not receiving funding, although applying early. Because larger institutions tend to focus on improving efficiencies and profitability, the personal service that only comes from a personal banking relationship is sacrificed, which is why many local businesses felt they were not a priority. As one customer put it, "I'm sure it's a lot of work for a small amount of reward for big banks. That said, you've got to service the customer or they will find someone who will."

What are the bank's priorities?

Community banks are focused on the needs of their clients by design. Community banks, like Blackhawk, are known for strong customer relationships and quick, local decision making. As an example, community banks nationwide were responsible for handling the bulk of the applications for the PPP program. It's also why we at Blackhawk were able to process over 780 applications, accessing \$80.8 million for local businesses, and securing over 9,700 community jobs.

Rebecca Olson, of Olson Ecological Solutions, said she would not have received the PPP funding if not for the swift response time of Blackhawk Bankers. "The importance of quick response time, knowledge, and local decision making couldn't have been more evident than during the SBA PPP loan process, in which quick action resulted in success that could have been missed if even delayed a day," says Rebecca. "Within the time frame that my big bank had their online application portal available again, after being taken down, Blackhawk had already secured approval of my loan from the SBA. Had I stayed at my big bank and successfully submitted with the online portal (not guaranteed), I would have been able to apply for the funds just *after* the first allocation of funds had run out."

INDUSTRY NEWS

Is a personal connection important to me?

In a digital world, a personal connection with a banker may seem futile and outdated to some. Most people expect fast, automated processes that do not require personal interaction. While this experience is becoming more generally accepted for consumers, our experience shows that it eventually leads to disappointment for our local business owners. While first-to-market technology may be promised up front, some end up feeling they are not a priority and get lost in the shuffle during a time of crisis.

Community banks like Blackhawk Bank offer a personal connection with business owners because we believe it makes a true difference in the success of our clients. Our main goal is to help clients and make sure they have the tools they need to thrive. A commitment like that means we must walk alongside them when things get tough as well. We want to know about you, your business, your industry, and how we can help you reach your goals, not so we can bombard you with emails and phone calls, but because we genuinely care about how we can help your business grow.

“At my big bank, I feel like no one knows who I am,” says Olson. “At Blackhawk, I feel like I have a personal connection with my lenders and that my lenders care about my outcome. They go out of their way to make the situation work.”

Without a personal connection, Rebecca was simply another application and frustrated business owner at her big bank. The digital solutions used at her big bank to drive efficiencies became an obstacle and created isolation.

At Blackhawk, Rebecca’s personal connection with her bankers, who knew her business and her background, were able to help her receive funding within the first round of the PPP and keep her business going.

Do I trust my bank to be there when I need them?

Trust is everything. All meaningful relationships are built on trust and reliability. The same philosophy applies to your business and banking partner; in order for your business to be successful, you have to trust your partners and know you can rely on them in all times.

Let’s face it, the success of businesses in Southern Wisconsin and Northern Illinois isn’t necessarily a priority for larger institutions; because of the vast reach of big banks, the success or failure of businesses in this area will not affect them as deeply. As our CEO once said, “We’re a rounding error in their empires.”

However, for a community bank that is based in Southern Wisconsin and Northern Illinois, the success of businesses in these markets is essential to the success of Blackhawk Bank. We know how important your business is to this community. We have the same preservation goals, which is why you can trust us to make decisions that have your best interest in mind. Our bankers are hands-on involved in the communities we serve and we have earned a reputation for being counted upon. Community banking is more than helping fuel the local economy; it is forming life-long friendships and connections that can help your business thrive, even in dire times.

Here at Blackhawk Bank, we want all of our business clients to have a meaningful experience and be supported. Our Mission and Values dictate that we are “To be obsessed with our client’s success” and to “Make every customer a customer for life.” Are you interested in learning more about Blackhawk Bank?

[Contact us today!](#)

Dave Adkins
President & CEO Blackhawk Bank
COO Blackhawk Bancorp, Inc.



IN THE KNOW

13-WEEK CASH FLOW FORECAST

One of the best tools to forecast cash requirements is the 13-week cash flow forecast. It can help a business owner predict what their cash balance will be 13 weeks in the future. It helps to answer whether there will be enough cash to cover payroll and bills for a particular week. If you're having significant ups and downs in your cash balance, it's the perfect tool to help gain clarity around your cash needs.

Thirteen weeks may sound like an odd length to select, but it's the length of a calendar quarter. This is the length of a financial projection that is typically used when a business is in financial distress; however, it's also useful when a company is going through some ups and downs or simply wants to get a better handle on its cash requirements.

The forecast computations start with entering cash receipts and cash disbursements into a spreadsheet. Start with actual spending and receipts for the first week, then use estimates for the remaining weeks. Include planned expenditures such as overhead, payroll, and loan payments. Add in inventory purchases. Project your receipts based on history or recent changes in your business.

Once you've completed your forecast, you can make changes and do what-if scenario planning. For example, if the forecast shows that you will run out of cash in week seven, you have some time to decide what you need to do to remedy the shortfall. Options might be:

- Accelerate the collection of 30 percent of your receivables.
- Dip into your line of credit to cover a portion the shortfall.
- Furlough 10 percent of your workers.

Plug your selected scenario into the forecast to see how much that relieves your shortfall.

The benefits of creating a 13-week cash flow forecast are many. You can see what actions need to be taken and when to take them well ahead of time. You can also see how much of an action you need to take. For example, instead of furloughing 50 percent of your staff, you may only need to furlough 25 percent. Or instead of borrowing \$50,000, you might only need \$20,000.



The cash flow forecast can also save time when developing your annual budget. Budgets are especially useful when business conditions are volatile or when business owners need all the clarity they can get.

608-779-2143
couleebookkeeping@gmail.com

Try your hand creating a 13-week cash flow forecast for your business, or reach out to us for help any time.



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IN THE KNOW



WHY JOIN OR RENEW YOUR WACO MEMBERSHIP?

Do you still know Campground Owners in Wisconsin who are NOT WACO Members? On the fence about renewing your membership?

With COVID-19 hitting our industry hard before the 2020 season, many WACO Members were thankful to have our group to lean on! WACO attended legislation meetings and pushed to include camping as an "essential business."

Since then, the WACO office sent out information like where to find sanitizer, how to use products you already have on hand for disinfecting your park, how to access SBA programs, group purchasing discounts on signage, and where to find county specific metrics and guidelines.

Having an accounting firm and attorney available to answer campground specific questions during all of this was also very beneficial!

Below are a few more reasons to join and some great links to share with your fellow private campground owners!

As a member, your campground will have great exposure to the camping public as you are listed in our online and printed directories of campgrounds. Our website has over 20,000 visitors a month. We also distribute 315,000 printed directories a year. The annual WACO convention gives you opportunities to take seminars on valuable topics to improve your business and hosts the largest campground trade show in the country.

[Click here to watch a live Zoom recording of a WACO Benefits call!](#)

- 20,000+ website visitors a month
- 315,000+ directories distributed a year
- Annual WACO Convention
- Largest campground trade show in the country
- Access to our WACO legal hotline
- Free resource! [CLICK HERE TO WATCH](#): Zoom recording of "Using Harassment Restraining Orders to Keep Order" with WACO Attorney, Mark Hazelbaker. (Passcode needed: **g2c\$%K^K**)
- [CLICK HERE](#) for PDF copy of presentation.

DHS ASKS YOU TO SHARE HOW #YOUSTOPTHESPREAD

Are you following our simple tips to protect your friends, family, and our community from COVID-19? Help us spread the word by taking a picture of yourself (feel free to include friends) doing your part (wearing a mask, washing your hands, staying 6 feet from others) and post on your social media accounts using the hashtag **#YouStopTheSpread**. Be sure to say why you are doing your part, like: I'm protecting my dad or grandma, supporting essential workers, or helping local businesses stay open. **We look forward to seeing you.**

Are you able to help promote this campaign? [If so, use our resources.](#)



WACO UPDATES

DOUBLING DOWN!

What a great month for fundraising as we nearly doubled our donations! Members have raised \$80,776 total in 2020 so far for the Gilbert Brown Foundation. Exciting to see some new campgrounds on the list and increases from others.



Big shout out to Great River Harbor with their HUGE



addition! Their annual pre-Tavern Tour Boat Ride was a great success this year!

Be sure to check your total here and let our office know there are any donations we are missing!



Campground	Total Funds Raised
Great River Harbor	\$21,015
Champions Riverside Resort	\$19,650
Pineland Camping Park	\$7,732
Wilderness Campground	\$6,701
Pride of America	\$4,403
Evergreen Campsites	\$3,145
O'Neil Creek Campground	\$2,653
Rivers Edge	\$2,265
Silver Springs	\$1,985
Badgerland Campground	\$1,550
Smokey Hollow	\$1,521
Dells Camping Resort	\$1,189
Scenic Ridge	\$1,151
Duck Creek	\$1,140
Lake Arrowhead	\$1,088
Stand Rock Campground	\$1,007
WACO Fall Workshops	\$1,000
Sky High Campground	\$920
Indian Trails	\$249
Green Acres	\$160
Maple View Campsites	\$122
Sleepy Dragon Campground	\$120
TOTAL RAISED FOR GBF BY WACO MEMBERS IN 2020	\$80,776

INDUSTRY NEWS

WAYS TO LOWER YOUR STRESS

1. GO FOR A WALK

Virtually any form of exercise can act as a stress reliever, but activities such as walking or jogging that involve repetitive movements of large muscle groups can be particularly stress relieving since they offer many of the same benefits as meditation. The benefits are strongest when you [exercise regularly](#). People who exercise regularly are less likely to experience anxiety than those who don't exercise.

There are a few reasons behind this:

- Regular exercise lowers the level of [stress hormones](#). It also helps release endorphins, which are chemicals that improve your mood and act as natural painkillers.
- Exercise can also [improve your sleep quality](#), which can be negatively affected by stress and anxiety.
- Regular exercise [improves](#) feelings of confidence and mood, which in turn promotes mental wellbeing.
- Try to find an [exercise routine](#) or activity you enjoy, such as walking, dancing, rock climbing or yoga to relieve stress, worry, and anxiety.

2. CONSIDER SUPPLEMENTS

Several herbal and natural supplements help manage and relieve stress and anxiety. Here is a brief overview of some of the most common ones:

- **Lemon balm:** Lemon balm is a member of the mint family that has been studied for its [anti-anxiety effects](#). Research shows that taking a single dose of [lemon balm](#) increases calmness and alertness. Other studies show that adding lemon balm to a food or drink reduces anxiety and improves memory.
- **Omega-3 fatty acids:** One study showed that medical students who received [omega-3 supplements](#) experienced a 20% reduction in anxiety symptoms. In [another study](#), researchers found that people who took high doses of *omega-3s* (up to 2,000 mg a day) seemed to have the most reduction in anxiety symptoms.
- **Ashwagandha:** [Studies](#) show that [Ashwagandha](#), a medicinal herb, seems effective at lowering symptoms of stress and anxiety. Ashwagandha helps to lower levels of cortisol, a stress hormone in the body.
- **Valerian:** In [studies](#), Valerian root demonstrated anti-

oxidant, neuroprotective, antispasmodic, anxiolytic (anxiety reducing), anticancer, and antidepressant effects. It is also popularly used as a sleep aid due to its tranquilizing effect.

- **Kava kava:** [Kava kava](#) is an herbal remedy used to relieve stress and anxiety and boost sleep. [Studies](#) show that this plant extract has a calming, euphoric effect.
- **Vitamin B:** Many [studies](#) show that B-complex supplements have been shown to be beneficial in alleviating symptoms of anxiety. [Vitamin B1](#) is important for balancing blood sugar levels, which are a significant factor in anxiety levels. [Vitamin B3](#) has been shown to help with anxiety at a dosage of [1,000-3,000mg per day](#). [Vitamin B5](#) supports the adrenal glands, which reduces stress and anxiety levels. [Vitamin B6](#) together with magnesium can balance out anxiety that occurs in conjunction with PMS. [Vitamin B9](#) (also known as folate or folic acid) and [vitamin B12](#) are important in balancing out depressive moods. Although individual B vitamin components offer positive effects, it is a good idea to include a B-complex since they work together synergistically.

Some supplements can interact with medications or have side effects, so you may want to consult with a doctor if you have a medical condition.

3. AROMATHERAPY

[Aromatherapy](#) uses aromatic essential oils medicinally to improve the health of the body, mind, and spirit. It enhances both physical and emotional health. Several [studies](#) show that aromatherapy can decrease anxiety and [improve sleep](#).

Some scents are especially soothing. Here are some of the most [calming scents](#):

- [Lavender](#)
- Rose
- Vetiver
- Bergamot
- Roman chamomile
- Neroli
- Frankincense
- Sandalwood
- Ylang ylang
- Orange or orange blossom
- Geranium



INDUSTRY NEWS

Aromatherapy can come in many forms including using essential oils, scented candles, diffusers, aromatic spritzers, inhalers, bathing salts, body oils, creams, massage lotions, facial steamers, etc. There are many available options to use this tool to help relieve anxiety and stress.

4. LISTEN TO SOOTHING MUSIC

The soothing power of music is [well-established](#). It affects our emotions and can be an extremely effective stress management tool.

Soothing music can slow the pulse and heart rate, lower blood pressure and decrease the levels of stress hormones, and distract us from our worries. Research shows that listening to music can help a person with [clinical depression](#) or [bipolar disorder](#) get through their worst, lowest moods.

- When people are feeling stressed and overwhelmed, there is a tendency to avoid actively listening to music. Perhaps because it feels like a waste of time when there's so much to do and to worry about. But adding music to our day is a small effort that can produce great rewards since our [productivity](#) actually increases when stress is reduced.
- To incorporate music into a busy life, try playing CDs in the car, or listen while doing other necessary tasks like bathing or getting ready for the day. Take portable music with you when walking the dog, or listen to music instead of watching TV to wind down before bed.



5. SING

Singing has been [scientifically proven](#) to lower stress, relieve anxiety, and elevate endorphins which make you feel uplifted and happy. It helps relax muscle tension and decreases the levels of the stress hormones in the blood stream and can help take your mind off the day's troubles to [boost your mood](#).

- In addition, scientists have identified a tiny organ in the ear called the [sacculus](#), which responds to the frequencies created by singing. The response creates an immediate sense of pleasure, regardless of what the singing sounds like so you don't have to have an amazing voice to feel the positive effects of singing.
- Participants in one [study](#) showed significant decreases in both anxiety and depression levels after one month of adding singing to their routine.

So if you find yourself in a rough spot, sing along to an upbeat, positive song to relive stress, worry, and anxiety. Sing through one song three times or sing three different positive upbeat songs once. Allow the music to wash through you and feel the healing and invigorating effects [immediately lifting mood](#).



6. LAUGHTER

When looking for an excellent distraction, laughter really is the best medicine. Laughter stops distressing emotions. It helps you shift perspective, allowing you to see situations in a more realistic, less threatening light.

- Laughter makes you feel good. It triggers the release of endorphins, the body's natural [feel-good chemicals](#). And the good feeling that you get when you laugh remains with you even after the laughter subsides. Humor helps you keep a positive, optimistic outlook through difficult situations, disappointments, and loss. It adds joy and zest to life, eases anxiety and tension, relieves stress, improves mood, and strengthens resilience.

- So what makes you laugh? A good joke? Funny cat videos? Make a list of things that make you laugh and keep them on hand because nothing works faster or more dependably to relieve stress, worry, and anxiety than a [good laugh](#).

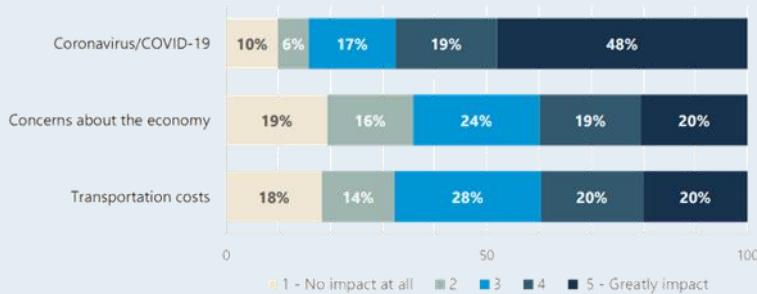
INDUSTRY NEWS

HIGHLIGHTS FROM LONGWOODS LATEST SURVEY

COVID-19 Travel Sentiment Study-Wave 22

Released October 12, 2020

Factors Impacting Decisions to Travel in Next 6 Months



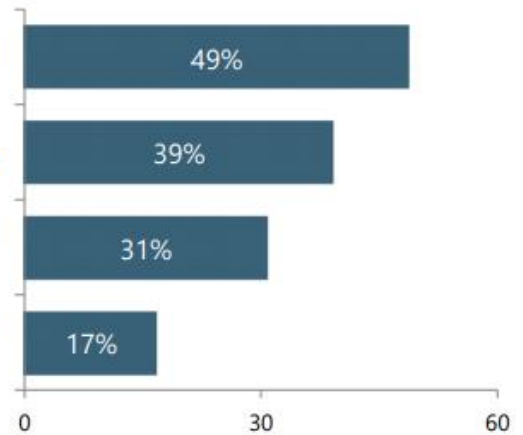
COVID STILL IMPACTING TRAVEL

67% of Americans still say COVID is greatly impacting or impacting their travel plans for the next 6 months. The economy concerns and transportation costs are still coming in 2nd and 3rd respectively.



66%
of travelers planning to
travel in the next six
months will change their
travel plans due to
coronavirus

Reduced travel plans
Canceled trip completely
Changed destination to one I can
drive to as opposed to fly
Changed trip from international to
domestic



Base: Coronavirus Changed Travel Plans

HOLIDAYS MAY LOOK DIFFERENT

48% of Americans are not planning on making any trips this holiday season. Of those who will travel, 41% will drive and only 19% will travel by plane.



48%

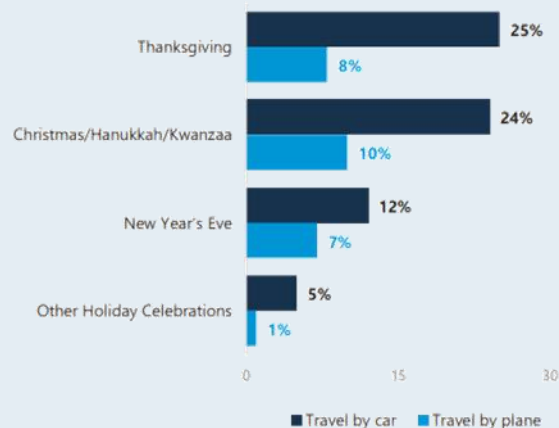
are not planning to take a
trip this holiday season



41%
will travel
by car



19%
will travel
by plane



INDUSTRY NEWS

7. CONNECT WITH FRIENDS

We live in a digital age where we can be tempted to replace person to person contact with phones and computers, especially if we're feeling vulnerable. But humans are social creatures, we crave feeling supported, valued and connected. Studies show that being socially connected increases happiness and leads to better health and a longer life. It helps overcome feelings of loneliness and isolation.

- Make a list of the people you can turn to. These are people that you trust to support you and make an effort to contact them regularly. Reach out to them and ask for specific kinds of help. Remember, your friends can't read your mind and it's not fair to expect them to.
- And if you're working on a goal, such as trying to overcome anxiety and depression, having a friend to report to and keep you accountable can make all the difference in the world. The likelihood of getting new habits to stick, of following through on your assignments and reaching goals is remarkably higher when someone else is aware of your goal or assignment and you set a time to report back to someone on your progress.

8. JUST SAY "NO"

Being selective about what you take on — and saying no to things that will unnecessarily add to your load — can reduce your stress levels.

Take control over the parts of your life that you can change and are causing you stress. One way to do this may be to say "no" more often. This is especially true if you find yourself taking on more than you can handle, as juggling many responsibilities can leave you feeling overwhelmed. Finding ways to simplify can help to prevent, manage, and relieve stress, worry, and anxiety.



9. AVOID PROCRASTINATION

Another way to take control of your stress is to stay on top of your priorities and stop procrastinating. Worrying about something that you need to do takes energy. That is energy expended *in addition to* the energy required to actually do the task. Procrastinating undesirable tasks takes more effort than just doing them.

Procrastination can lead you to act reactively, leaving you scrambling to catch up. This can cause stress, which negatively affects your health and sleep quality.

- Get in the habit of making a to-do list organized by priority. If you can't get everything done, pick six items that are the most important and focus on those. Give yourself realistic deadlines and work your way down the list.
- One suggestion is to set aside a certain block of time each day, 30 minutes for example, to work on items on your to-do list.

10. ENJOY YOUR PET

If you're feeling anxious, stressed, depressed or lonely, one thing that might help is to spend some time petting a dog or cat.

Science shows that playing with or petting an animal can reduce stress and can also help us reduce feelings of isolation and help us feel more connected. Petting a dog or cat increases the production in the brain of "feel good" neurotransmitters which lowers stress and increases feelings of happiness. It also decreases production stress hormones, so it works in multiple ways to help you calm down and feel better.



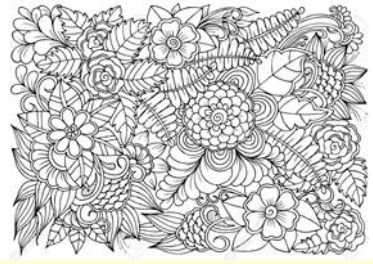
11. MINDFULNESS AND MEDITATION

There are many studies that verify that mindfulness and meditation ease anxiety and mental

INDUSTRY NEWS

stress. [Mindfulness](#) is about paying attention to daily life and the things we typically rush through. It's about turning down the volume in your mind by coming back to the body. To see what a mindfulness meditation experience is like, you can try one of the guided recordings by Dr. Ronald Siegel, an assistant clinical professor of psychology at Harvard Medical School. They are available for free at www.mindfulness-solution.com.

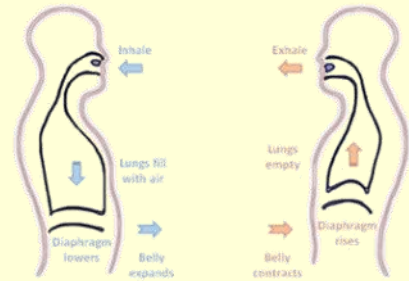
- Here's a mini mindfulness/meditation exercise that you can do anytime, anywhere, to help calm you down in just a few seconds. With your hands in front of you, line up the tips of the fingers of your left hand to the corresponding tips of the fingers of your right hand. Take 5 slow, deep belly breaths while pressing the fingertips against each other. Shake out your hands and relax them to your sides or your lap and take one last slow, deep breath.



- Some people have found that doodling or using [coloring books](#) helps them get the creative juices flowing and lets their minds take a break. There are a variety of [Art Therapy Adult Coloring Books](#) featuring geometric patterns, mandalas, nature, flowers, owls, the ocean, Native American inspired designs, and more. Many [experts](#) recommend these anti stress adult coloring books as an alternative to traditional meditation.

12. PRACTICE ABDOMINAL BREATHING

[Deep abdominal breathing](#) increases the supply of oxygen to your brain and promotes a feeling of calmness. Deep breathing helps to activate the body's relaxation response and [studies](#) show that abdominal breathing for 20 to 30 minutes each day reduces anxiety and stress.



The easiest way to determine your breathing pattern is to put one hand over your belly button and the other hand over your heart. As you breathe, notice which hand raises the most. If you're breathing properly, your abdomen should expand and contract with each breath (and the hand on it should raise the most).

The next time you're feeling anxious try this [simple relaxation technique](#):

- Place one hand on your chest and the other on your abdomen. Inhale slowly and deeply through your nose. Keep your shoulders relaxed. Your abdomen should expand, and your chest should rise very little.
 - Exhale slowly through your mouth. As you blow air out, purse your lips slightly, but keep your jaw relaxed.Repeat this breathing exercise for several minutes.



You can perform this exercise as often as needed. It can be done standing up, sitting down, or lying down. If you find this exercise difficult or believe it's making you anxious or panicky, stop for now and try it again in a day or so. It's okay to build up the time gradually.

13. YOGA AND TAI CHI

- [Yoga](#) has become a popular method of stress relief and exercise among all age groups. [Research](#) has found that yoga can enhance mood and may even be as [effective](#) as antidepressant drugs at treating depression and anxiety. Yoga helps lower cortisol levels, blood pressure and heart rate, and modulates the stress response

INDUSTRY NEWS

- Tai chi is another fabulous option for stress management. [Tai chi](#) may help improve your mood if you are depressed or anxious. Preliminary [research](#) suggests that regularly practicing tai chi can reduce the symptoms of anxiety and depression. It's believed that the slow, mindful breaths and movements have a positive effect on the nervous system and mood-regulating hormones.



14. SERVE OTHERS

Depression, worry, stress, and anxiety tend to make a person retreat inward. Helping other people can help bring us outside ourselves. It can also help distract us from our own problems and think about something else. Studies have shown that people who [help others](#) have lowered levels of depression and anxiety. In fact, in the [research study](#), service was more effective in making a positive difference in the way participants felt about themselves than making an effort to pamper themselves, or creating self-esteem goals.



DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION

Division of Food and Recreational Safety

DATCP RELEASES WEBINARS ON ATCP 75 AND THE WISCONSIN FOOD CODE

The DATCP recently announced they will be offering FREE webinars to provide insight on the changes to the WI Food Code.

You can either check out a pre-recorded webinar with three facts sheets describing the major changes here:

[PRE-RECORDED WEBINAR](#)

OR, join a LIVE webinar here to include Q & A:

- Nov. 12, 2020, from 9-10:30 a.m.
[Register here](#)
- Dec. 2, 2020, from 9-10:30 a.m.
[Register here](#)



If you have a specific question, you can submit it in this survey, to then be answered in the LIVE Q & A: https://www.surveymonkey.com/r/ATCP75_FoodCode

All this and more can be found at: https://datcp.wi.gov/Pages/Programs_Services/FoodCode.aspx

JUST FOR GIGGLES

Between COVID, our crazy season, and this year in general, I think it's safe to say we all could use a little belly laugh right about now. Remember all those jokes your Dad used to tell you? You know, the quick quips that made you roll your eyes and groan, referred to only as "Dad Jokes?" Anyone else, years later in life, now crowned the lame teller of jokes? Below are some giggle prompters. No gut busters, but easy to remember and something to add a little smile to your day!

Enjoy!

I went on a camping trip with my wife, kids, and mother-in-law. At night, my wife awoke to find her mother gone. Rushing to me, she insisted on trying to find her mother. I picked up my rifle and started to look for her.

In a clearing not far from the camp, we came upon a chilling sight! My mother-in-law was backed up against a thick row of trees, and a large bear stood facing her.

My wife cried, "What are we going to do?"

Nothing," I said. "The bear got himself into this mess, let him get himself out of it."



Q: When's the only time and place most teens go camping?

A: In front of Best Buy the day before the release of the new Call of Duty!

A young boy goes camping for the first time in the woods with his father. After they have set up camp he asks his dad where he can go to the rest room? "That's the beauty of camping in the woods," the father replies, "You can go wherever you want."

After five minutes or so, the young lad wanders back to the campfire. "So, where did you go to the toilet then, son?" The father asks.

"In your tent," the boy replies.



Q: Why didn't the elephant carry a suitcase on his RV trip?

A: Because he already had a trunk!

FACEBOOK STATS SEPTEMBER 2020



Wisconsin
Campers ✓
@wicampgrounds



WISCONSIN CAMPGROUNDS

Total Likes Currently: 7,900 (+121 from August)

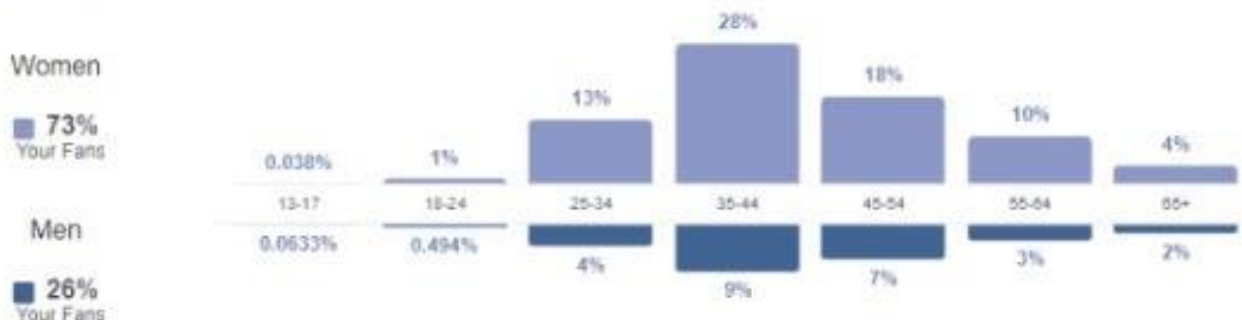
SUCCESS BY POST TYPES

The success of different post types based on average reach and engagement.



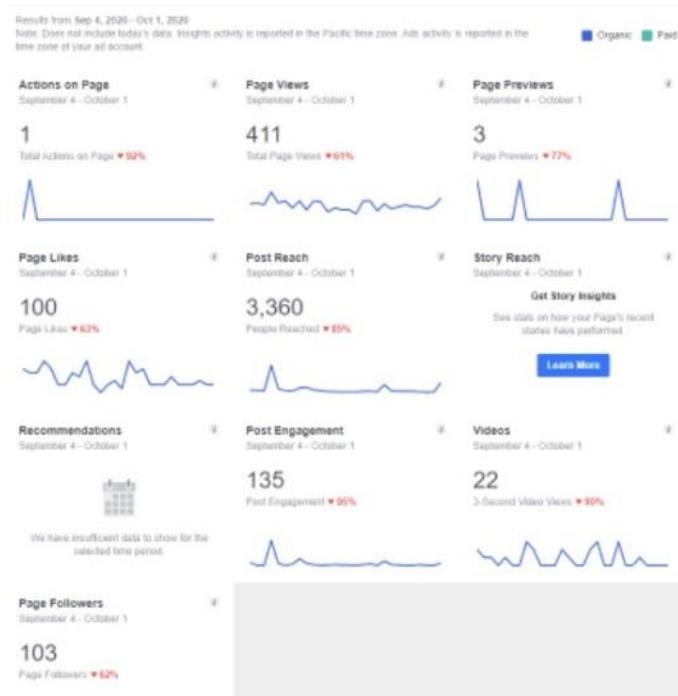
SUMMARY OF PAGE FANS

The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.



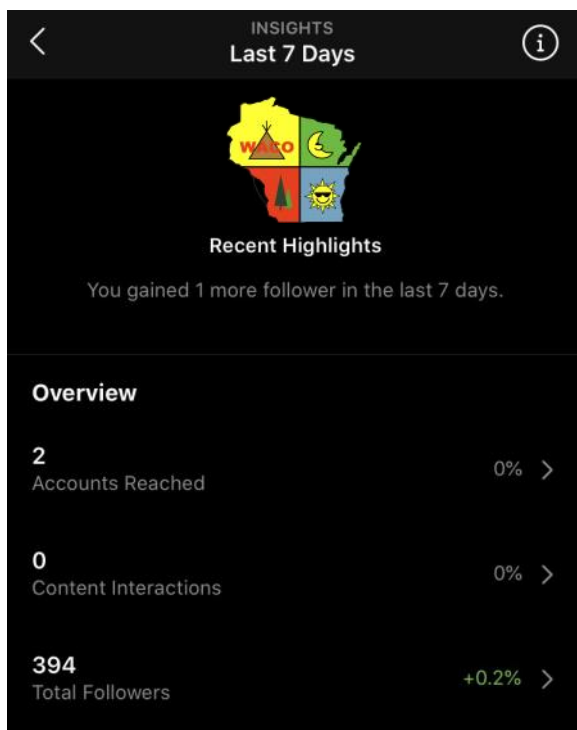
FACEBOOK STATS SEPTEMBER 2020

Page Summary & Best Performing Post of Sept



Performance for Your Post		
1,518 People Reached	11 Comments	9 On Post
21 Likes, Comments & Shares	1 Shares	1 On Post
9 Likes	9 On Post	0 On Shares
48 Post Clicks	4 Photo Views	0 Link Clicks
		44 Other Clicks

INSTAGRAM SUMMARY SEPTEMBER 2020



394 Total Followers (+7 from August)

Looking forward to building this audience in the next year



WACO FACEBOOK MEMBERS

WACO has a Campground Member Facebook group for members to stay current with important information, receive updates on deadlines, and network easily with our members. To join this group visit <https://www.facebook.com/groups/wacomembers/>.

WEBSITE ANALYTICS

Comparing Sept to Aug 2020



15000
Lakes



300
Campgrounds



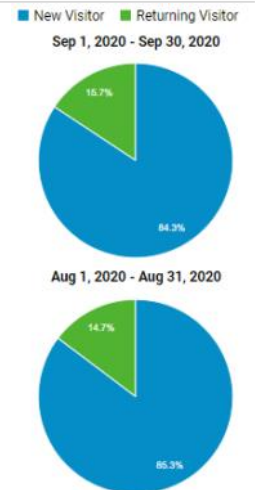
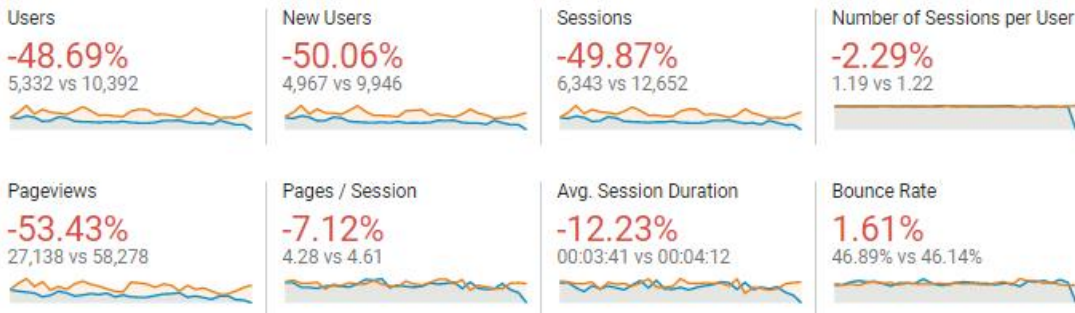
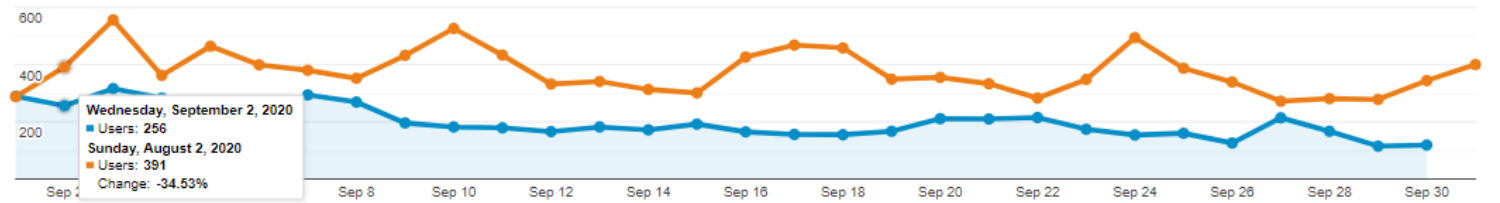
92
Days of Summer



1
Wisconsin

Sep 1, 2020 - Sep 30, 2020: ● Users

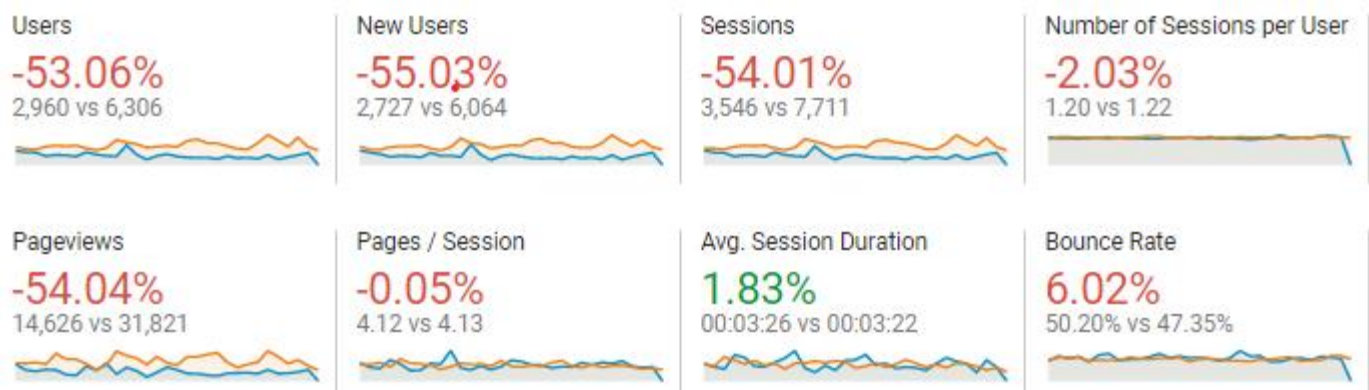
Aug 1, 2020 - Aug 31, 2020: ● Users



USER INSIGHTS:

- Decrease in users, sessions, and page views
- Consistent when we look at 2019's MOM comparison of Aug to Sept
- See in the chart below when the 2019 change from the same months was even more drastic. Summer is ending and people are switching gears.
- Great month to incorporate fall activities, Autumn season, Halloween, and anything else specific to the season to attract traffic

August to September 2019 for Comparison to 2020 Above



WEBSITE ANALYTICS

Comparing Sept to Aug 2020



15000
Lakes



300
Campgrounds



92
Days of Summer

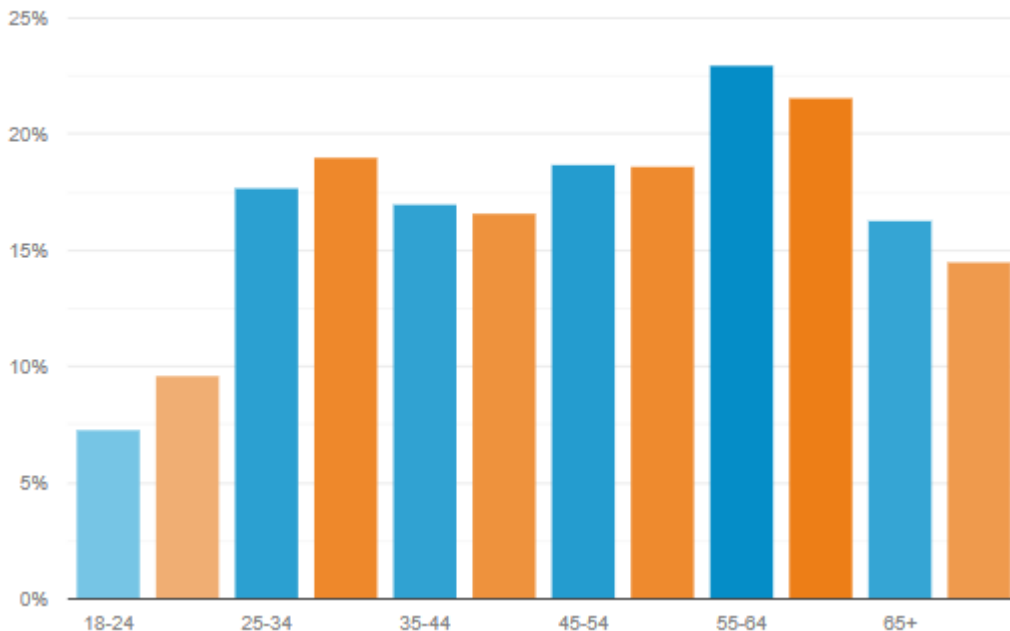


1
Wisconsin

Demographic Insights Comparing September to August 2020

Age

40.47% of total users

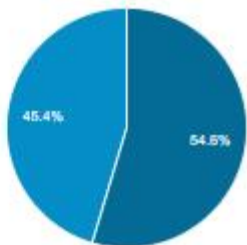


AGE INSIGHTS:

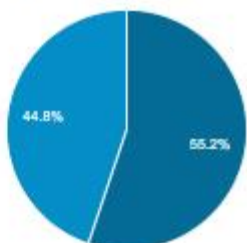
- 55-64 year olds, holding their top spot of users
- Users ages 45-54 take 2nd place and have very little change MOM
- 26-34 and 35-44 are in a close race for 3rd and 4th place of all users
- **Most exciting to see is the increase when looking at the 18-24 year old category - in 2019 those numbers in Aug/Sept were barely 3.5% - in 2020 they are showing up to 10%! Great to see that younger demographic growing!**

female male

Sep 1, 2020 - Sep 30, 2020



Aug 1, 2020 - Aug 31, 2020

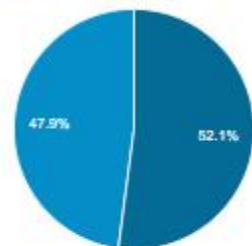


GENDER INSIGHTS:

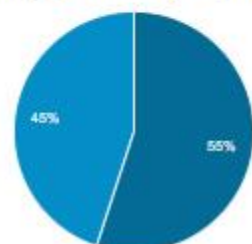
- Our users tend to stick to a very close, near 50/50 representation of female and male users
- Interesting to note that when comparing Sept to Aug 2019 to 2020, we are seeing a slight increase in female users.
- Great to see a balance like that and not very common in other industries!

female male

Sep 1, 2019 - Sep 30, 2019



Aug 1, 2019 - Aug 31, 2019



WEBSITE ANALYTICS

Comparing Sept to Aug 2020



15000

Lakes



300

Campgrounds



92

Days of Summer



1

Wisconsin

Top Pages Searched in the month of September 2020

Page		Pageviews	% Pageviews
1. /campgrounds/		1,953	7.20%
2. /central-wisconsin-river/		1,724	6.35%
3. /east-wisconsin-waters/		1,611	5.94%
4. /		1,582	5.83%
5. /campgrounds/browse-by-region/		1,250	4.61%
6. /southeastern-wisconsin/		1,196	4.41%
7. /indian-head/		828	3.05%
8. /northwoods/		825	3.04%
9. /hidden-valleys/		704	2.59%
10. /seasonal-camping-availability/		620	2.28%

Social Relationship Comparing September 2019 to September 2020



Sessions: **6,343**



Sessions via Social Referral: **341**

Social Network	Sessions	% Sessions
1. Facebook		
Sep 1, 2020 - Sep 30, 2020	341	100.00%
Sep 1, 2019 - Sep 30, 2019	283	98.61%
% Change	20.49%	1.41%

WHAT DOES IT ALL MEAN?

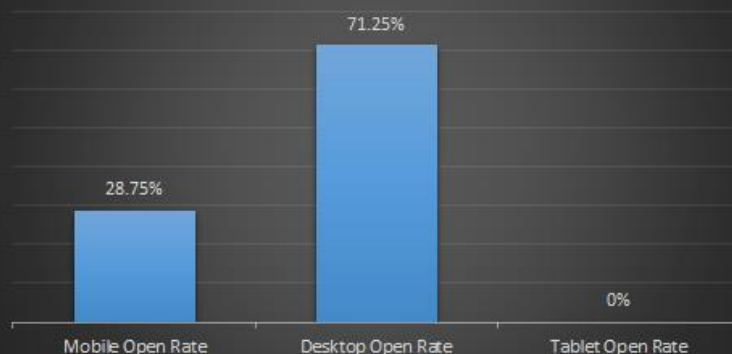
- Of the 6k+ sessions on the WACO website this past month, 341 of them were initiated off of Facebook posts
- In other words in the month of Sept, 5.37% of our website traffic is coming from Facebook
- This doesn't mean much until you look at the data from Sept 2019 and compare it to Sept 2020, where you'll see a **20% INCREASE of sessions coming from Facebook!**

Constant Contact Updates September 2020

5379 Total Sends in September 2020



1746 Opens



Trends

Check out how your numbers compare over time.

Your open rate:	37%
vs. previous 29 days	+3% ▲
vs. industry average	+26% ▲

Your click rate:	20%
vs. previous 29 days	+5% ▲
vs. industry average	+13% ▲

Email Insights from September When Compared to August 2020:

- Open rates are up 3%, AND are still well above industry standard, in fact 26% above industry standard
- Click rates are up 5%, AND still above industry standards by 13%

TOP PERFORMING EMAILS OF SEPTEMBER

Time Sent	Campaign Name	Sends	Opens ↓	Clicks	Bounces	Unsubscribes
Wed, Sep 23, 2020, 8:41 PM	September 2020 WACO Newsletter	456	184 45%	95 52%	43 9%	0 0%
Tue, Sep 1, 2020, 2:38 PM	Fall workshop and convention seminars	578	167 32%	32 19%	49 8%	1 0.2%
Thu, Sep 24, 2020, 5:13 PM	GBF Telethon: You're invited	456	138 33%	16 12%	42 9%	0 0%
Tue, Sep 8, 2020, 5:22 PM	Alert: Possible Scam Call	226	114 54%	0 0%	14 6%	0 0%
Thu, Sep 24, 2020, 7:55 AM	Jim Button: Why are you running? (video)	401	110 31%	16 15%	46 11%	1 0.2%

INDUSTRY NEWS

BUNK BED CONSTRUCTION

By Ted Tuchalski, Wisconsin Department of Agriculture, Trade and Consumer Protection

Improperly constructed, or poorly maintained, bunk beds can unknowingly create fall and entrapment hazards to children. That is why Wis. Admin. Code § ATCP 79.13(8) has four requirements for operator-provided bunk beds in rental camping units.

First, only two beds may be stacked vertically, and there should be at least 2 ½ feet (30 inches) of separation above each bed to provide enough room for the occupant to get in and out of bed safely.

Second, all top bunk beds must have a guardrail to prevent the occupant from falling or rolling out of bed. There are specific railing construction requirements, detailed under 16 Code of Federal Regulations Part 1513, for bunk beds constructed after June 19, 2001. The 16 C.F.R. Part 1513 was introduced to reduce the risk of injury from entrapment between the bunk and a wall, gaps below the guardrails, and openings at the ends of the bunk beds. Additional information about 16 C.F.R. Part 1513 is available at the Consumer Product Safety Commission website at <http://www.cpsc.gov>.

Third, to prevent entrapment hazards, bunk bed mattresses must fit the entire dimensions of the bunk bed frame to prevent gaps between the frame and the mattress. The mattress should also be covered with a washable, nonabsorbent pad to protect the sleeping surface from stains.

Finally, make sure to place the bunk bed away from any potential hazards—heat sources, ceiling fans and other ceiling protrusions.

You will have children sleeping safe and sound at your campground if you follow these four bunk bed requirements.



**WE WANT YOU
& YOUR DIRECTORY
AD TOO!**

**LAST CALL FOR ALL MEMBERSHIPS
AND DIRECTORY ADS!**

DUE NO LATER THAN TUES 10/27/20

FALL WORKSHOP & TOURS



EDGE O' DELLS

Unique resort catering to an adult-only niche, offering kids-free weekends. Check out the amazing artwork made completely of old automotive parts! What a beautiful location—thank you for the tour Ken and Terri!

BONANZA CAMPING RESORT



Spooky Ways
to Recycle



Old rubber
Halloween masks
and propane tanks
make GREAT
Halloween props.
Nice work Dells
Camping Resort!

RIVER BAY PREMIER CAMPING RESORT



FALL WORKSHOPS & TOURS

GREAT TURNOUT FOR THE OCTOBER WORKSHOP

Many thanks to our gracious hosts at Dells Camping Resort! Bert let us know about some amazing improvements that happened this year, including a race to finish the beautiful cabins they finished just in time for July 4th.



THANK YOU TO OUR SPONSOR BLACKHAWK BANK!

Our group was able to enjoy the Dells Boat Tour and a great meal because of the generosity of our sponsor, Blackhawk Bank!

Blackhawk
Bancorp, Inc.

UNIQUE INTERNET SERVICES FOR SEASONALS

One of the great things about the Fall Workshop is the ability to share resources and unique ideas. Pete Hagen, the owner of Pride of America, has been providing Internet services for his campground and helping others with ideas for about 15 years. For the past year and a half, knowing fiber optics were coming to his campground, he has been busy installing hardware. His initial thought was to offer direct access (with password protection) to Seasonals seeking internet hardwired to their site. Meaning not using the campground's WiFi, but individual access that Seasonals would pay for with a \$100 installation fee and a \$25/month (paid in full for 6 months at the beginning of the season) service fee. Peter thought he would have about 20 Seasonals sign up and got everything in place with the anticipation of the spring opener. Since then, COVID hit, causing more and more Seasonals to stay during the week and hoping to "work from home" while doing it. Pride of America now has about 120 Seasonals signed up on the plan. "Most of the Seasonals have dropped their Direct TV and just stream on this new Internet access. Direct TV was more expensive than the \$25/month fee we charge and they got better Internet," says Hagen. Peter also shared, "The maintenance has been very low with the whole project. The real hours are only the front end of the installation, which I've been doing steadily since Spring."

Just one great example of things Members can learn from when attending the Fall Workshops! Thanks for sharing Pete. We appreciate it!



FALL WORKSHOPS & TOURS



STAND ROCK

At Stand Rock, they all use DocuSign for contracts and all Seasonals. They also play a pretty cool game called Rolly Polly. Give Bill and Cheryl a call to learn more!



ARROWHEAD CAMPGROUND



WANNABEE CAMPGROUND

WACO ADVERTISING OPTIONS

Wisconsin Campground Directory Ads		Total \$	LAST CHANCE DEADLINE 10/27/2020
Directory Listing	Free with membership		300,000 WACO Directories are distributed annually to the State Tourism sites, Chamber of Commerce's, campgrounds, trade shows and more! • Acceptable programs & file formats (all graphics and fonts must be included): Quark, InDesign, .tif / .eps / .jpg / .pdf. Other formats must have prior approval. Acceptable media: Flash drive, Drop Box Must be camera ready or a minimum art charge of \$150 is applied. Please Note there will be a \$25 PER DAY late fee, so please send your information on time!
Full Page 10"x7.5"	\$3493 x		
3/4 Page 7.437"x7.5"	\$2,818.00		
2/3 Page 6.5"x7.5"	\$2,495.00		
1/2 Page 4.875"x7.5"	\$2,263.00		
1/3 Page 3.125"x7.5"	\$1,666.00		
1/4 Page V:4.875"x3.625" H:2.312"x7.5"	\$1,290.00		
1/8 Page 3.625"x2.312"	\$923.00		
Full Page (**Prime Space)	\$7,394.10		
Cover 4 (**Prime Space)	\$7,394.10		
Cover 2-3-4 (**Prime Space)	\$6,370.35		
Coupon on the Map	\$500.00		Placed in the center fold of the Directory and on the WACO Website under "coupons"
Additional Listing Additional Town: _____	\$100.00		If you have a listing in a small town and would like to be listed again in a larger town, a reference can be made i.e. Stevens Point: Vista Royale Campground – see listing under Bancroft pg. X
ATV Listing	\$100.00		Your campground listing on the ATV page in the directory
Camping Rental Listing	\$100.00		Get your campground listing on the cabin rental page in the directory Check all that apply: <input type="checkbox"/> Cabins <input type="checkbox"/> Deluxe Cabins <input type="checkbox"/> Cottages <input type="checkbox"/> Park Models <input type="checkbox"/> Bunkhouses <input type="checkbox"/> Camper <input type="checkbox"/> Park House
Canoe/Kayak/Fishing Listing	\$100.00		Your campground listing on the Canoe/Kayak/Fishing page in the directory (Please check all that apply): ___ Canoe ___ Kayak ___ Fishing
*Please select an option in regards to your ad	No charge		Repeat my ad from 2020
	\$200.00		Compose my ad from information provided
	No charge		Camera-ready art enclosed
	No charge		Camera-ready art to follow

50% of ad fee must be submitted with this ad form. Prime space must submit 50% deposit and ad form before July 31, 2020 to guarantee placement in directory. Deposits are non-refundable and space is available on a first come first serve basis. All ads & money must be submitted by Sept 20, 2019. Please note late fees. Note: Late fee of \$25.00 per day applies if application is submitted after September 20, 2020

WACO ADVERTISING OPTIONS

Wisconsin Camping Rental		Total \$	LAST CHANCE DEADLINE 10/27/2020
Wisconsin Camping Rental <i>Includes Directory listing & logo. Campground supplied rental unit photos will be used</i>	\$750.00		Super Value! Get your ad in the four-sided co-op brochure specifically for the Wisconsin Camping Rental Units that is included in all distribution (RV shows, piggy back program, special promos, etc.). YES these go in the RV distribution program! Enhanced website listing on www.wisconsin camping rental.coms includes up to four photos, as well as a breakdown of rental units (individual slideshow per each unit). Each slideshow can contain up to 4 photos. Please pre-label the photos by the name of the rent-

WACO Campground Website		Total \$	LAST CHANCE DEADLINE 10/27/2020
Website Listing	<i>Free with membership</i>		Includes up to four photos.
Website Rotating Side Ad	\$400.00		200px X 200px, Saved in a PNG or JPG file cycles by page. Clickable
Website Rotating Banner Ad	\$500.00		Home pg- top 1200px X 125px, Saved in a PNG or JPG file Rotates clickable
Facebook Post -event ad	100.00		One post Free with your WACO membership - \$100 for entire year
Coupon Ad On website	\$100.00		Listed under "Coupons", on website Saved in a PNG or JPG file Good for one year or your expiration



Print Advertising		Total \$	Deadline: Copy ready Art is due by 12/15/2020
Package A (5,000 pcs, 8.5 x 11)	\$295 x ____		Type: 70# double-sided glossy paper – printed on both sides. This program is only good once per year as pricing is good when multiple campgrounds use the program. Must have min. **Price does not include shipping or folding (folding included on Packages C, D, and E only).
Package B (30,000 pcs, 8.5 x 11)	\$699 x ____		
Package C (5,000 pcs 17x11 folded to 8.5 x 11)	\$505 x ____		
Package D (30,000 pcs, 11 x 17 folded)	\$1299 x ____		
Package E (5,000 pcs, 17 x 11 flat size, finished to 8.5 x 11, saddle stitched, 8-page)	\$1080 x ____		
Piggy Back Program (Approx. 5,000 sent per year)	\$200.00 x ____		Your campground brochure/flyer is sent out with the WACO Directories requested at the office, from RV dealers, to welcome centers, Chamber of Commerce's, etc.!

WACO ADVERTISING OPTIONS

RV Shows are an amazing way to connect with your future guests but can be expensive, as well as, time-consuming. Most of the great shows are in the months leading up to the opening - right when you should be getting ready for your season. Let the WACO office do the marketing for you and distribute your brochures!



RV Show Brochure Distribution		Total \$	Deadline: 12/23/2020 to the WACO Office. All brochures must be marked for each show. Undistributed brochures will not be returned.
<u>Attended RV Shows by WACO</u>			Your brochures will be included in the WACO bags and handed out by the WACO staff.
Greater Chicago SuperShow (Schaumburg)	\$300		Jan. 22nd-24th 2021 Approximate 4,000 brochures
WBAY Green Bay RV Show	\$300		Jan 28th-31st 2021 Approximate 8,000 brochures
Madison RV Show	\$300		February 5th-7th 2021 3,000 brochures
Minneapolis RV Show	\$300		February 11th - 14th 2021 2,500 brochures
Milwaukee RV Show	\$300		February - March 2021: 3,000 brochures (Date TBA)
Rockford RV Show	\$300		March 12th-14th 2021: 2,000 brochures
Wausau Central WI RV Show	\$300		March 12th-14th, 2021: 2,000 brochures
All 7 RV Shows	\$1,700		25,000 – 27,000 brochures
<u>Distributed to other RV Shows by WACO</u>			Your brochures will be included in the WACO bags and sent to the RV shows listed below for distribution.
<i>Included in the \$1,700.00 if you purchase all 7</i>			
Rochester MN RV Show Feb. 12th-14th 2021			Eau Claire RV Show (Date TBA)
Greater Wisconsin RV Show Jan 8th-10th 2021			La Crosse RV Show Feb. 11th-14th 2021

Sign up for all 7 RV shows and we guarantee distribution of 27K - you can limit the number of brochures you choose to distribute.

Must be paid in full by December 23, 2020. You provide the Brochures – No larger than 10" x 12". Brochures must be received at N22676 U S Hwy 53 Ettrick, WI 54627 no later than December 23th, 2019. Undistributed brochures will not be returned unless requested and prepaid by Campground. All Brochures Must Be Marked for Each Individual Show. Send no more than the maximum distribution for each show. Your printer should be able to do this for you.

WACO ADVERTISING OPTIONS

Looking for a great add-on opportunity at NO COST? Look no further! Include your certificates for camping stays, merchandise, or special events to be given out at RV Shows, fundraisers, and so much more! Couple this great option with others on the last few pages and get a great marketing program in place for your next season.

Donate Certificates

No Charge

Deadline: 1/7/2021

This program is used at many of the RV shows where your coupon is put on a wheel and used as a fundraiser for the GBF. Get your coupons distributed in fun ways like radio giveaways, spin to win, Gilbert Brown Foundation Fundraisers, Inserted in directory requests through the WACO office and on-line requests. Your coupons may be used at waysides, welcome centers, Chambers, Libraries and gas stations where directories are located. ***This Program is FREE to all WACO members. Printing is the responsibility of the campground owner. Also shipping and getting them to the WACO office no later than, 2021. Please note these are certificates only.***

COMPLETE YOUR ORDER HERE! Don't delay and get your order in now...

Name of Campground: _____

Name of authorized person for advertising approval: _____

Signature: _____

Date: _____

Check
#: _____

MC or Visa #: - - -

Exp: /

CVV/CSV: _____

Zip Code: _____

Total: \$ _____

Return to: Wisconsin Association of Campground Owners (WACO)
PO Box 228, Ettrick, WI 54627

Phone: 608-525-2327

Fax: 608-525-2328

Please send all artwork to lori@seversonandassociates.com

Advertising Agreement

The undersigned hereby agrees to place display advertising in the annual directory of the Wisconsin Association of Campground Owners, Inc. as indicated and for the amount shown. It is understood that the amount due must be paid in full by Sept 20, 2020 in order to be included in the directory, and the Directory Committee reserves the right of advertising acceptance and placement. WACO reserves the right to delete or edit any material that is deemed by the Board of Directors, to be abusive, defamatory, obscene, illegal, offensive or inappropriate or unacceptable for any reason.

WACO 2020 Advertising

WEBSITE AD SIZES

Check out all the great advertising options on pages 32-35!

PLEASE NOTE!

All Photoshop work should be actual size with a resolution of at least 300 and saved as a layered .tiff in CMYK. It can also be saved as a PDF.

WACO Member

Login

Username:

member

Password:

born2camp



WACO OFFICE

PO Box 228

Ettrick, WI 54627

WACO Phone (608) 525-2327

Severson & Associates

Phone (608) 525-2323

Fax (608) 525-2328

lori@seversonandassociates.com

BOARD OF DIRECTORS

Bud Styer- President

Smokey Hollow Campground
mrbud@budstyerassociates.com
608-592-2128

Scott Kollock – Past President

Vista Royale Campground
skollock@uniontel.net
715-335-6860

Adam Malsack– 1st Vice President

Lake Arrowhead Campground
adam@lakearrowheadcampground.com
920-295-3000

Jim Button-2nd Vice President

Evergreen Campsites and Resort
evergreencampsites@gmail.com
920-622-3498

Mike Dricken –3rd Vice President

Lake Lenwood Beach and Campground
mmdricken@gmail.com
262-334-1335

Joyce Stenklyft- Secretary

Stoney Creek RV Resort
joyce@stoneycreekrvresort.com
715-597-2102

Bert Davis – ARVC Representative

Dells Camping Resort
info@campthedells.com
608 -305-8404

Julie Michaels- Treasurer

Scenic Ridge Campground
scenicridgecamp@gmail.com
608-883-2920

Rob Brinkmeier—Director

Merry Macs Campground
camp@merrymacscampground.com
815-541-4934

Ashley Weiss - Director

Wilderness Campground
mweiss@wildernesscampground.com
608-297-2002

Mark Stefan - Director

Grand Valley Campground
info@grandvalleycampground.com
920-394-3643

Laurie Adams - Director

Baraboo Hills Campground
camp@baraboohillscampground.com
608-356-8505

Jim Tracy - Director

Fox Hill RV Park & Campground
foxhill@foxhillrvpark.com
608-356-5890

Patricia Lombardo - Director

Equity Lifestyle
patricia_lombardo@equitylifestyle.com
312-533-7255

Scott Grenon - Director

Tunnel Trail Campground
scott@tunneltrail.com
608-435-6829

Brian Huth—Director

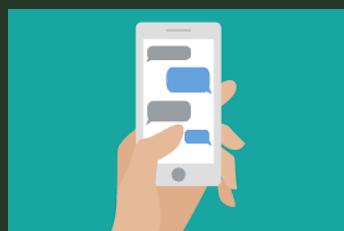
Camping in the Clouds
Brianhuth22@yahoo.com
920-422-4315

Peter Hagen—Director

Pride of America
petehagen@camppoa.com
800-236-6395

Lori Severson — Executive Director

Severson & Associates
lori@seversonandassociates.com
608-792-5915



TEXT CLUB

Are you a part of the WACO Member Text Club? If you are not, consider joining! The WACO office uses the text club as a way to communicate urgent messages, deadlines, important information

and more. To join the text club, text the word “WACO” to 25827 and your number will automatically be added. After adding, you are able to stop the messages at any time by texting “STOP” in reply to a text.