



WACO

Wisconsin Association of Campground Owners

NOVEMBER 2020

As we move into the “Season of Thanks”, AKA November, let’s focus on things to be grateful for! Our families and loved ones, hopefully all in the best of health. Our campgrounds and the work done to deem them essential, allowing many of our businesses to see the best second half of a season we’ve experienced in years. Our basic needs being met—this one always gets overlooked—clean drinking water, working electricity, and a roof over our heads. Take just 3-5 minutes every morning, before you get out of bed, and say, out loud, “I am grateful for...” listing three things. Do that for a week and see how you feel. In the time you scroll through Facebook or email, you can choose to set the mood for the whole day. In November, let’s choose to be thankful!

A TIME OF THANKS

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A Letter from WACO’s Executive Director Lori Severson

Dear Members,

November is the time to give thanks. We at the WACO office are incredibly grateful for all the amazing members we have. You guys are like a family to us, especially during these trying times. I can’t count how many times a member has sent me a text, an email, or a Facebook message with a little praise over the past months. That communication certainly goes a long way and is appreciated more than you know! Here’s a great example:

"Lori: Read a great line today and wanted to share it just with you. 'With transparency the only thing left is acceptance.' Your board and our team are working very diligently to make sure all members understand and have knowledge of what goes on in our organization."

It’s important to note that we are an organization that makes things happen. We make mistakes and try things that don’t always work, but we are always doing something. If you don’t try things and learn from your trial/errors, you will never be the best you can be. Every year we focus on what benefits provide the most value to our Members. That focus requires time. Time to research new ideas, plan a strategy with best practices, and then executing the plan so those new ideas have a chance to be successful. Our team is good at what we do.

Executive Director's Letter

Our board is currently developing an ongoing strategic plan. That plan includes a session where we can learn how to best communicate with each other, and how to set cutting edge direction for our association. If you have ideas on how we can get better and continuously improve, please don't hesitate to contact me or any of your board members. If you are considering getting more involved in your industry, please consider running for the Board of Directors! I know it can feel overwhelming or difficult to put yourself out there especially when there are only so many spots available. Please don't let that discourage you! We need diverse personalities and talents to make the very best possible team.



I recently had a board member talk to me about stepping down as they were concerned they didn't have as much information as others. Oh boy! Talk about perspective. We all have different skills and talents. Important and necessary talents! If you have ever worked on a team or coached, you know you need different people for different projects. This is no different for your parks.

The key is to place people in positions that give them passion and energy! No one has the exact same passions. No two people see things in quite the same light. This is why diversity is so amazing. Unfortunately with diversity comes conflict. Having the tools in place to work through healthy conflict is what makes you an unbeatable team!

Our board works hard. Harder than anyone realizes or gives them credit for. Your Executive Director is a feeler, so I take things personally. It takes at least two members of the board to keep me focused on what I do right versus focusing on the inevitable mistakes we make!

My point: Please take this month to thank those who serve you. We have an incredible organization that will continue to grow. Recognize where we have come from and where we are today. Please allow us to do our job and spend time focused on the future. Recognize what we have all accomplished together.

I believe our founders would be pretty proud of us. With the passing of such great leaders this year, I try to focus on some of the amazing people we have followed. Alice Ward once told me, "Lauree....you know you are doing a good job, comin from Frank and me that's something girl." She had me in stitches. She said follow your gut, all we can do is what we think is best. Bea Weiss once told me, "You are strong and we need strong people in our industry." I can't even remember what the topic was but I remember Bea telling me "you made the right choice, no one agrees with every decision, please remember that." It's crazy how these things stick with you!

I'm so thrilled to see our Kids Kamp Kids running their own parks and killing it! I'm so humbled and proud that we can all be such a huge part of that transformation - of kiddo becoming co-owner and beyond. There is nothing better than leaving a lega-



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Executive Director's Letter

cy. This industry does that! We should all be very grateful to those wonderful souls who cared more about our industry than their own parks at some point.

I appreciate all of you who have given me the power to build our team with people who all have different strengths and skills. I am thankful for the ability to make decisions quickly when necessary and to be part of such an incredible organization.

You have become family to me, to my family.

Thank you for that!

Lori Severson, Executive Director of WACO



Lori mentions in this month's letter that she's a "Feeler."

What's she's referring to is one section that makes up her personality style. The WACO Board has each taken this assessment its very eye-opening! Noting, and appreciating our differences, is definitely something to be thankful for, as it makes our group more dynamic in our decision making. Interested in learning more about these assessments for your campground?

Email lori@seversonandassociates.com for more information about how personality assessment training can help your next season be more successful!

THESE TWO STYLES DEAL WITH HOW A PERSON MAKES DECISIONS:

THINKING (T)

- Objective
- Believe in justice & principles.
- Firm but fair.
- Adhere to policies & laws.
- Prefer communication to be brief & concise.
- Want the pro's & con's of each alternative to be discussed.
- Have a talent for analyzing a problem or situation.
- Are able to reprimand or fire people when necessary.
- Tend to tell the truth when directly asked.

FEELING (F)

- Want to know why an alternative is valuable and how\ it affects people.
- Prefer to be sociable & friendly.
- Present points of agreement first.
- Consider logic and objectivity as data to consider.
- Work best in harmony with others.
- Feel rewarded when people's needs are met.
- Are good at seeing the effects of choices on people.
- Take an interest in the person behind the job or idea

IN THE KNOW

PLAN TODAY FOR TOMORROW'S SUCCESS

How many of you have started your season, with what feels like a solid plan? Things are going great, and then Memorial Day rolls around, and life throws you a curveball. I'm not referring to the epic chaos we all just experienced in 2020. I'm talking about life in general.

You've got your themed weekends or big events for the year planned, your staff training is finished, and you feel pretty good about your season – then something happens. Your partner falls ill and she is the only one who knows how to “do the books.”

It takes just as much energy to wish as it does to plan.

~ Eleanor Roosevelt

You are going through a divorce, or being sued, and things are getting messy. You unexpectedly need to focus on getting the situation handled. Things are being delegated, but they are the things only you know how to do. The checklist to complete said tasks is recorded only in your head, not on paper.

You were diagnosed with cancer and the treatments are going to be intense.

The land adjacent to your campground that you've been trying to secure for years is finally available and the owner is motivated to partner with just you. She wants to get the deal finished in the next 60 days or she's going to have to look at other offers. It's June 3rd.

Or hey, here's an example: Some insane global pandemic hits the world and causes your focus to shift to guest expectations and being creative with your services to ensure you have a season. There are suddenly new guidelines in place, additional cleaning duties that need to be completed, and let's not forget about Macie. Who is Macie you ask? She checked in last night, after hours and needed help, “getting this thing set up.” And, “this thing” is the RV she purchased earlier that week and has never used.

Ok, this situation IS referring to the epic chaos of 2020 haha! Enough of the fear tactics, but seriously, let's talk about this! If nothing else, this year has offered a lot of life lessons, and one area that screams, “YOU NEED ME!” is organizational planning.

Planning of any kind can make some giggle with excitement and others scream. The idea of writing down step-by-step outlines on how to properly clean the bathhouse/restrooms, updating electrical documents with notes for next year's maintenance, and instructions on how to fill/

open your pool aren't exactly mind-blowing. However, what checklists can do for a smoother season WILL blow your mind. A few of you will think this is a big waste of time – and I won't lie, planning IS an investment of your time. “I know everything about how to open/operate/close this place and I'm not planning to sell,” could be another thought.

And that's GREAT. Until one of the examples above happens. Until LIFE happens. We aren't talking about alien abductions here, but rather real, actual life events that can seriously impact your business or even your legacy. Of course, we all hope none of the above, or worse, happens to any of you, but as you can see, we can't stop “life” from happening.



IN THE KNOW

What we can control is being as prepared as possible.

As Laurie Adams, owner of Baraboo Hills puts it, “be prepared for any emergency so you can enjoy the season when the emergency doesn’t happen.” Here are some other nuggets of great information I gathered from our conversation and how you can improve on your campground’s operational and organizational plans annually.

START SIMPLE. START FROM THE BEGINNING.

Pick a Calendar:

Every campground should have a calendar of their season. This can be a desktop paper version with big spaces for dates, an online spreadsheet version, a notebook you keep with the month listed at the top – whatever works best for you and your team is the right type of calendar. Lots of companies, that have moved to remote work, are using software like Microsoft Teams. This allows everyone to keep in contact and several add-ons to keep you organized. If you’re looking for an online option, I highly recommend a platform similar to this one, as you can print out many of the screens/information including calendars and the shared documents. They also offer chat and video meeting functions for your offseason. If you don’t have a calendar in place yet – **START ONE TODAY!**

Take Notes:

Grab your notebook, your digital copy, or something to scribble notes in everywhere as you finalize shutting down for the season.

- If you’re done shutting down, take notes on everything you do in the off-season. Who is involved and what month are you completing tasks?
- Ask who’s completing the project to write down the steps they take to complete it. Yes, I know that Bob always shuts off the water and knows full well how to complete the task. But does Mary know how? More importantly, do YOU know how? As owners, we are involved in a lot of higher level planning as some of us are fortunate enough to employ rock-solid management. What if “life happens” to one of those managers? Give them a notebook to take around with them too!
- The same goes for the off-season correspondence sent to keep guests engaged, months leading up to your season, and then the month of opening.



START TAKING NOTES! These notes will flesh out your annual calendar and be the basis for all other steps in your plan. What’s that you say? Do you already have a calendar like this? AWESOME! When is the last time you compared the notes you took, when you created the calendar, with today's reality?

Time to take another peek.

SMALL STEPS.

Looking at this project, especially if you’re quickly realizing you don’t have a lot down on paper, can be overwhelming. Rather than panicking about that, focus on the small steps this year that you'll take to achieve a section of the plan. Break it all down into smaller pieces.

Facilities & Financials – This section should include all details surrounding things like:

- When do you turn on your water?
- When does the pool open? When do inflatables get set up?
- When should you start ordering food/supplies for your snack shack or kitch-

Do one small
thing to
make today
better than
yesterday.

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en?

- When do you set up your gift shop and when do you close it?
- In what month do you traditionally file taxes, look at restructuring finances, or changes expenses?
- When are your insurance policies up for renewal and did you want to schedule in time to review those before?
- When do you start to hire staff for the season and when do you either lay off or change their job duties?
- When do you plant new flowers or work on landscaping?

Maintenance : This section easily gets overlooked more than others, especially in a busy season! However, time and money spent on the front end often save you time and money on the back end.

- Oil changes on your campground vehicles and when they may need new tires
- Heating and A/C being serviced for your buildings, cabins, or rental units
- Electrical being inspected and tested to avoid problems you could prevent, like a frayed refrigerator cord or outlet that keeps shorting out.
- Plumbing in your restaurant, bar, bathrooms, etc. all getting a review to avoid that one leaky faucet becoming a burst pipe...or worse...busted toilet.
- When you paint picnic tables, outbuildings, and shampoo carpets could all be in this list too.

Anything you do to PREVENT more cost to your campground by being proactive could be considered preventative maintenance.



Themed Weekends/Events – Arguably the most fun section of your plan – EVENTS! Here's another opportunity to grab that notebook throughout the season. You planned for a new theme this year and it was insanely successful – awesome! You want to do it again next year – woohoo! You didn't make a list of what you bought, who took care of each step, and how you pulled it all together – crap.

When reviewing your list of themed weekends, involve your staff. Talk to them about their experience with the event. Maybe you walked by and it looked really sad, in terms of turnout – when in actuality, the scavenger hunt groups were already broken up and on their way having a blast. Vicki Cole has been in the campground industry for several years. Currently, she is the owner of the Shelby/Mansfield KOA and is sure to keep her staff involved when determining her event calendar.

- Vicki says, “I review our activities list every year with staff and get their input. Most of our activities are ran by college kid staffers and they see what the kids like and what they don't like. Why not take their input and try something new?”
- What's that one event you've ALWAYS had and can't bring yourself to take off the calendar? The attendance has been dying down, but some feel it's so important to keep hosting the event. Vicki's suggestion: Erase it. Take it off and move on! “Try something new just ONE year – you'll know from feedback if it was missed and also can do more of a 'back by popular demand' swing on it.”
- A few campgrounds mentioned having separate activities for their younger guests and their adults – making sure the intent is clear for each and catering to the market. They also talked about having a daily event schedule that guests can count on mixed in with your special events. Like donut decorating every Saturday

IN THE KNOW

AM at 9 and the Craft Center provides a new activity Fri/Sat/Sun at 10 am. Pieces of this can be included in your Facilities section too!

- Break down each event to include a checklist of everything necessary to pull it off – items you needed, staff required, times/date details, and what location at the campground the event takes place.

Now is the time to review your events and pull together what you want to try in 2021. Then, get it on your website! Cole says, "I will have all our events posted by December 1st so I can advertise for them in the offseason and boost registrations for next season." Get it out to the public so they can book ahead – everyone needs things to look forward to right now. Plus, what does this give you time to do in the offseason? That's right, make your events even more successful with a solid checklist.

General Checklists:

I gotta be honest. Before interviewing Laurie Adams from Baraboo Hills, I thought of myself as fairly organized. This woman shamed me with her inspirational array of checklists. I dub her the "Queen of Checklists" and good luck to anyone looking to take the title away! In her planning arsenal she's got a checklist for:

EXAMPLE FROM WINTERIZING CHECKLIST:

Note: if the prep work is done before the closing day (unscrew spigots, remove aerators, gravity drain hot water tanks, etc), with 3-4 people the compressor part of closing can be done in about 8 hours. Need to turn off yellow campground valve in the bathhouse and follow the directions for re-opening the lines to the house.

(Note: suggest 5 people needed for Blowout day.) Take a couple trash bags and pick-up trash in sites while waiting for spigots to blow out. Once the team gets to 41A, the team can split and 2 people do the cabins and two people go do the bathhouse. If there is a 5th person, he can go back to the beginning of the list and re-check spigots in the back of the camp opening just ONE at a time.

Purchase 60 gallons of pink RV anti-freeze (18 dxe cabins, 4 Park Models (Pay Murphy's to winterize \$75/each) 2 each shower stall, 1 men's sinks, 1 ladies sinks, 1 urinal, 2 men's toilets, 4 ladies toilets, 2 campground spigot main valves, 2 for washing machines and floor drains in laundry room, 10 for bathhouse and miscellaneous spigots which did not blow out clean). Deliver antifreeze to each cabin on Sunday along with gravity draining 3 hot water tanks in bathhouse.

- Store Guidelines: Opening/Closing the Store, along with what daily duties are expected of someone working a shift in the store.
- Cabin Cleaning – including tabs for the type of cabin because what's necessary to clean and stock a Deluxe Cabin is not the same for a Yurts. There is also a tab specifically for cabin maintenance, alerting you to repairs that need to be made or things to keep an eye on. GREAT for that Maintenance section we noted above!
- Off-Season to-do list – which includes all the closing duties and things that can be accomplished when guests aren't in the campground

CABIN REPAIR / MAINTENANCE LIST				
Cabin #	Problem / Issue	Priority		Your Initials
		High	Low	

- J1 Students Checklist – compiling all the duties and expectations of a J1 Student while working at the campground. You could easily create a separate checklist including how to get the J1 program in place annually with reminders on dates, who to call, etc. These are just a FEW examples of what Baraboo Hills uses every year and we are so fortunate that Laurie

has agreed to be one leader in our Cracker Barrel at the next WACO Convention on Wednesday afternoon. Even if you feel your plan is solid, why not look at a blank copy to get a fresh perspective? And if you're just starting, what a valuable opportunity to gain insight from a successful fellow member!

Time spent on planning today can save you time spent cleaning up a mess tomorrow. So instead of keeping all that great information in your head, grab a pen and start taking notes. Rather than thinking, "I'm not selling my campground today, so this level of planning isn't really necessary," start thinking about the proverbial bus. Remember: life happens.

Make a plan and be prepared for a better season!

INDUSTRY NEWS

IMPORTANCE OF PASSWORD SECURITY



Jessica Hendon, CFSSP
VP Physical & Information Security
[Learn more about Jessica.](#)

Passwords have become a part of our everyday lives; our phones, online accounts, and computers are protected by passwords to keep information safe. Despite an emphasis placed on strong passwords, many people do not follow safe password standards. This has created a large gap in cybersecurity. Hackers are finding it relatively easy to crack passwords, and as soon as one password is exposed, all your other accounts are at risk. In honor of World Password Day, we wanted to give you some helpful tips for creating passwords. Whether you are brushing up on your cybersecurity or figuring out where to begin, here are some common things to do and avoid when creating passwords.

Avoid Common Words and Phrases

One of the most prevalent issues in password creation is using common words and phrases for a password. While this is convenient, it ultimately gives hackers an advantage. Fraudsters can use a software program that can take words from the dictionary and run them against your password, making them easier to expose.

Words and phrases that are most commonly used as passwords (and should be avoided at all costs) include:

- Password
- Qwerty
- Monkey
- Iloveyou
- Abcdefg

Don't Use Personal Information

It can be tempting to use information from your personal or work life to create a password, but it is best practice to stay away from using any identifying information. Because this information can be easily discovered by [hackers on social media](#), hackers can take this information and use it to crack your passwords and security questions.

Never Recycle a Password

Never reuse a password you previously used for a different website or app. It is easy and memorable, but this is often how hackers can get into multiple accounts. Website security is not equal on all websites. The level of security for a magazine order website is typically not as strong as one for a bank. If you use the same password for both, and the magazine company is breached, fraudsters can now access your bank accounts.

It is best to create different passwords for every account you have to help keep your information safe.

Lengthy Passwords

The best defense against hackers is lengthy passwords. Fraudsters are able to use software to hack passwords. As their software becomes better, it becomes easier and easier to hack. As the fraudsters get better, the recommendation for password length keeps increasing.

The recommended length for a password is at least 13 characters, so as you are creating new passwords, remember that the more lengthy, the better.

Use a Password Manager and Generator

Many are guilty of storing passwords in a document on your computer or on your phone. While this is conven-

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ient, it opens up a door for a hacker to access your other accounts.

One of the best ways you can help protect your passwords and personal information is to use a password manager. Password managers store all your passwords in a database and encrypts all information you store, so no one else can get to them. Your passwords are protected by one master password only you know, so all you need to remember is one password instead of memorizing hundreds.

Most password managers will also generate secure passwords for you, so that you can easily update and fill in information, without having to take up a lot of time creating a secure password.

You can find good password generator companies by searching in your app store. Look for companies that have a lot of downloads and good ratings.

Utilize Two-Factor Authentication

If an online website or app offers you two-factor authentication, use it! Two-factor authentication is an added layer of security used to protect your online accounts beyond just a username and password. This tool is a secure way to help ensure that no one logs into an account without security measures in place.

Determine Which Passwords Have Been Compromised

A lot of people get overwhelmed when it comes time to change their passwords. A good place to start is to determine which passwords are already compromised.

There are websites available to help show you which of your email addresses and passwords have been exposed in a data breach. [Google Password Checkup](#) and 'Have I Been Pwned' are great resources, as you can enter in an email address and easily see if your email was involved in a data breach with a particular company. This will give you a good idea as to which passwords you should change immediately.

Here at Blackhawk Bank, we want to make sure that your information is secure and doesn't end up in the wrong hands. To learn more about information security, check out the National Cybersecurity Alliance at www.staysafeonline.org. If you are interested in learning more about how Blackhawk Bank can help you, [contact us today!](#)



The advertisement features a blue and white wavy header. Below it, on the left, is a colorful logo for 'WACO' shaped like the state of Wisconsin. In the center is the 'CORNERSTONE PROCESSING SOLUTIONS INC.' logo, which includes a 3D cube icon. To the right of the cube is the text 'CORNERSTONE' in a large serif font, with 'PROCESSING SOLUTIONS INC.' in a smaller sans-serif font below it. Below the main text is the phrase 'WI CAMPGROUND'S LOCAL & TRUSTED CARD PROCESSING PARTNER!' in a bold, red, serif font. At the bottom, there are four images of payment equipment: two EMV processing terminals, a POS system with a laptop, a cash register, and an ATM. Below each image is a small caption: 'FREE EMV Processing Terminal', '\$29 Exclusive POS Offer - WACO Members', 'FREE Cash Register', and 'Keep 100% of Surcharge Profits!'. At the very bottom, a white box contains the contact information: 'SALES@CORNERSTONEPS.NET', '1-888-878-2615', and 'WWW.CORNERSTONEPS.NET'. Below this box, the address '1600 S Main St. Oshkosh, WI 54902' is listed.

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WACO UPDATES

THANKFUL FOR OUR MEMBERS

In a year where we initially we all worried about being open, its great to see that some of our Members are really able to pull things together and still find a way to support the Gilbert Brown Foundation.



We are past the \$100 marker, coming in at \$100,295 through mid-November for the year! Another something for our Membership to be thankful for. The generosity of our Members –giving to those in need.

Again, 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	\$13,855
Wilderness Campground	\$6,701
Indian Trails	\$5,275
Pride of America	\$4,403
Evergreen Campsites	\$3,145
Milton KOA	\$3,000
O'Neil Creek Campground	\$2,653
Vista Royale Campground	\$2500
Rivers Edge	\$2,265
Scenic Ridge	\$2,151
Silver Springs	\$1,985
Badgerland	\$1,550
Smokey Hollow	\$1,521
Dells Camping Resort	\$1,189
Duck Creek	\$1,140
Lake Arrowhead	\$1,088
Stand Rock Campground	\$1,007
Boulder Creek	\$1,000
WACO Fall Workshops	\$1,000
Sky High Campground	\$920
Merry Mac's Campground	\$540
Grand Valley	\$200
Green Acres	\$160
Lakeview	\$140
Maple View Campsites	\$122
Sleepy Dragon Campground	\$120
TOTAL FUNDS RAISED BY WACO MEMBERS in 2020	\$100,295

IN THE KNOW

Considering a Campground Expansion?

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

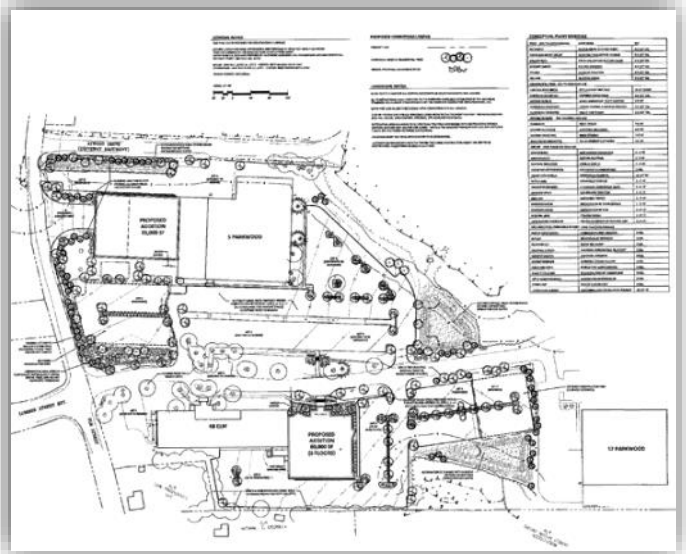
Winter is the perfect time to begin planning for the 2021 camping season. However, if your plans include a campground expansion, you will want to have those plans approved prior to making the changes.

Wis. Admin. Code § ATPC 79.04(1)(a)2 requires a plan approval anytime an operator modifies or increases in number, or type, of any campground attribute. A “campground attribute” means any of the following: water system, water distribution system, POWTS, sanitary dump station, toilet building, toilet room, shower room, campground road system, campsite, a camping unit that is operator-provided, or any other operator-provided building or structure.

A campground plan approval application is required to be completed by the operator and submitted with a map of the new or expanded campground to DATCP or the local public health department. The map is not required to be created by an architect or engineer.

To obtain a campground plan approval application through DATCP, call (608) 224 – 4923 or email the licensing specialists at DATCPdfslicensing@wisconsin.gov.

In most instances, additional approvals will be required by the local municipality zoning department and the Wisconsin Department of Safety and Professional Services (DSPS). Be sure to contact the local officials in your area.



RV SHOW CANCELLATIONS

We all know 2020 has been a roller coaster, impacting many people and many industries. Unfortunately, the hospitality industry is no different. Please make adjustments to your calendar for the two shows below:

Shamrock Productions has been closely monitoring the COVID-19 ongoing pandemic since it shut down events this past March; **and we have made the difficult -yet necessary -decision to cancel our 2021 in-person La Crosse Boat, Sports, Travel, RV & Hunting Show that was scheduled to take place February 11-14, 2021 at the La Crosse Convention Center.** There will be no rescheduling of this year's event however we do look forward to returning February 10-13, 2022.

It is with deep regret that we announce the 2021 Rochester RV & Camping Show is officially cancelled due to the continued concerns regarding the COVID virus. Although this was a very difficult decision, our top priority is the health and safety of visitors and exhibitors. We continue to be hopeful for a resolution to this pandemic and the opportunity to hold the show in 2022.

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ARVC 20 GROUP IV DONATES NATIONAL SCHOOL SCHOLARSHIP TO ARVC FOUNDATION

ARVC Members Continue Support of Industry Education with Generous Gift

Submitted by: Matt Pucak, Marketing Manager, National Association of RV Parks and Campgrounds (ARVC)

Generosity is at the core of the outdoor hospitality industry, with many early campgrounds getting their start when owners offered unknown travelers spots to stay on their property. That generosity persists today, with National Association of RV Parks and Campgrounds' (ARVC) members sharing information, business strategies and best practices with each other to prepare the next generation of campground owners and operators for success.

Continuing that spirit of generosity is a recent donation from ARVC 20 Group IV to the ARVC Foundation to create an annual scholarship that will cover the full cost of attendance (\$1,500) for one individual at the National School of RV Park and Campground Management. The donation was announced virtually during ARVC's annual Outdoor Hospitality Conference and Expo (OHCE) earlier this month.

"ARVC 20 Group IV is proud to present its second annual campground management school scholarship to the ARVC Foundation," says Joe Moore, CPO, OHC, 20 Group IV Administrative Executive and past member. "Because 20 Group IV was founded by graduates of the school, we want to encourage and sponsor a deserving student to attend the school and gain the knowledge base that we were fortunate enough to receive. We trust that the ARVC Foundation will choose a qualified candidate to receive this scholarship and strengthen our campground industry through this education platform."

The industry also largely operates as a large family in many respects, as park owners frequently collaborate instead of competing, building up the entire industry by sharing ideas, strategies and best practices, with ARVC education programs serving as a key facilitator of that knowledge. This collaborative spirit is especially true of ARVC's 20 Groups, which are composed of non-competing member campgrounds that connect to exchange of experiences, problems and ideas at regular meetings.

INDUSTRY NEWS

“The campground industry is built on passing knowledge on from one generation to the next, especially with so many businesses being family-owned and operated, so this generous gift continues in that tradition,” says Paula Horwitz, ARVC Foundation executive director and the ARVC executive director of education and events. “National School is such a vital part of the outdoor hospitality industry, and for 20 Group IV to provide the opportunity to assist those who need a little bit of help is such an amazing gift.”

20 Group IV announced the donation to the ARVC Foundations Vice Chair Michael Hobby earlier this month during OHCE, the second year in a row the group has surprised the ARVC Foundation with a donation. These donations have served as a great kickoff to the ARVC Foundation’s fall fundraising push, which also coincides with the annual ARVC Foundation Auction and a Giving Tuesday campaign. These efforts provide the bulk of the money raised by the ARVC Foundation to support scholarships and disaster relief for those in need in the industry.

“We cannot thank 20 Group IV enough for their efforts to support the ARVC Foundation and everyone in our community,” says Horwitz. “This scholarship is just one of a number of ways that this group, and all ARVC members, join to make our industry such a strong and amazing family!”

Support the ARVC Foundation Giving Tuesday fundraiser at arvc.org/donate or learn more about the ARVC Foundation’s efforts at ARVCFoundation.org. ARVC 20 Groups are composed of non-competing member campgrounds voluntarily and mutually associated to provide a confidential exchange of experiences, problems, and ideas at regular meetings. Learn more and apply to join a 20 Group here: arvc.org/ARVC-20-Groups.

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:

- 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



IN THE KNOW

WHY YOU SHOULDN'T WORRY ABOUT PPP LOAN FORGIVENESS YET

It's been more than six months since the federal government created the Paycheck Protection Program as a pandemic lifeline to small businesses. Millions of business owners have used their loans to pay workers and cover essential costs in that time. Whether you're an independent contractor or the CEO of a tech startup, one of those PPP loans might belong to you.

Since the launch of PPP, lenders, accountants, loan marketplaces, and a wealth of other experts have been hearing the same question from loan recipients: What do I do about loan forgiveness?

PPP loans are forgivable—converted into grants—if the business owner uses them according to the program's guidelines. Many small business owners are in the dark, however, as to how exactly to apply for forgiveness. Some are worried that advice from their lender, or unclear government guidance, will end up costing them.

In general, it's good policy to not panic if you can help it. And that holds true here for PPP loan forgiveness. Our advice to borrowers has largely been the same over the past few months as we field questions on forgiveness: Don't worry about it just yet.

Why the relaxed attitude about business-saving loans during a pandemic? There are a few key reasons.

The Loans Were Designed To Give You Time To Apply For Forgiveness

Originally, PPP loans had to be used within eight weeks of receiving the money. Later in the year, Congress agreed to extend the "covered period" to 24 weeks through the PPP Flexibility Act. This same act also extended the deferment date of the first payment on the loan to 10 months after the end of the covered period.

In plain language, that means after using their loan, borrowers will have up to 10 months to apply for loan forgiveness without needing to make any payments on their loan.

Therefore, virtually all loan recipients can put off applying for forgiveness until Q1 of 2021 at the earliest. For many, it will be even later into 2021. There is no penalty for using this period to decide how to proceed.

At the end of that 10 months, you might decide that you're not going to apply for forgiveness after all, but use funds as a 1% interest loan. Or perhaps in that intervening time (as we'll get into below), the federal government will make alterations to the program that will make it even easier to achieve full forgiveness.

In fact, the Small Business Administration (SBA) and the Treasury Department have already made a number of guideline changes and clarifications to the forgiveness process. They've also released two simplified forgiveness forms (the SBA Form 3508EZ and SBA Form 3508S) to make the forgiveness process easier on small business owners. And many people believe there's more streamlining to come.

There's An Expectation Of Blanket Forgiveness (At Some Point)

A number of politicians, trade groups, business owners, and other interested parties have thrown their support behind a popular concept: That the federal government allows for automatic forgiveness of loans under a certain dollar amount, such as loans of \$150,000 or less.

Nothing is official yet. But this proposal is popular for a number of reasons. It would remove the burden of paperwork and calculations from the desks of business owners, many of whom are concerned with keeping their businesses afloat at the moment. It would acknowledge the fact that many of these loans went to sole proprietors and self-employed workers, who are simply using the loans as 100% compensation replacement and should receive full forgiveness anyway. Additionally, lenders would no longer need to worry about processing many (relatively) small-dollar loan forgiveness applications.

The mere possibility of this happening is why many small business owners haven't applied for forgiveness yet. Ac-

IN THE KNOW

cording to a recent survey from Fundera, 62% said they expected the government to auto-forgive their loans. Why go through the trouble of applying if eventually the government will make that effort moot?

The SBA and Treasury have moved closer to this line of thinking with the 3508S form, which is for loans under \$50,000. This "Simple" form doesn't require small business owners to have maintained pre-pandemic salary or headcount levels. In the eyes of many, it's worth holding out a little longer to see what comes next.

The Bottom Line

It isn't fun having debt or uncertainty or confusion hanging over your head as a business owner. Operating a small business during a pandemic—not to mention simply surviving and maintaining your mental and physical health—is already stressful enough. Some PPP recipients may want to get this PPP loan off their books as quickly as possible, and who could blame them?

That being said, from everything we're seeing, the vast majority of PPP loan recipients will have time to successfully apply for and receive forgiveness. And there's a strong indication that waiting will pay dividends, in the form of even easier application processes or even an agreement to wipe out loans under a certain amount altogether.

This is not one-size-fits-all advice, as every business's situation is different. But if you can, don't worry about PPP forgiveness just yet. If there's anything we've learned from this pandemic, it's that small businesses power our economy and our communities. Even in such dysfunctional times, there is too much riding on the collective success of America's small businesses for our government to leave us all hanging.

Appreciate Chris from CSAW passing along this article from Jared Hecht Contributor Small Business Strategy, October 27, 2020! Always looking out for great information to pass along to our WACO Members.



608-779-2143
couleebookkeeping@gmail.com



CSAW Associates, LLC

Coulee Region Bookkeeping and Tax



MEET THE STAFF

Kori Hillestad has been working in the campground industry for the past 7 years, just recently as the Office Manager for a campground right here in Wisconsin. Ever since she was little, some of her favorite memories took place camping with friends and family in Wisconsin Campgrounds. "I'm excited to take on my role as Marketing Director for Severson & Associates!"

Kori has been on the receiving end of WACO Member benefits and is now excited to be on the creation side. She's looking forward to assisting in creating value for members. "My goal is to use my organizational skills to help make the WACO Office run even smoother and more efficient!"

Please join us in welcoming Kori to our WACO family!

FACEBOOK STATS OCTOBER 2020



Wisconsin
Campers ✓
@wicampgrounds



WISCONSIN CAMPGROUNDS

Total Likes Currently: 7,945 (+45 from September)

SUCCESS BY POST TYPES

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

Show All Posts ▾

Reach Post Clicks Reactions, Comments & Shares ⓘ

Type	Average Reach	Average Engagement
Photo	2,256	101 66
Status	1,146	37 16
Video	928	15 11
Link	839	31 28
Shared Video	331	6 3

SUMMARY OF PAGE FANS

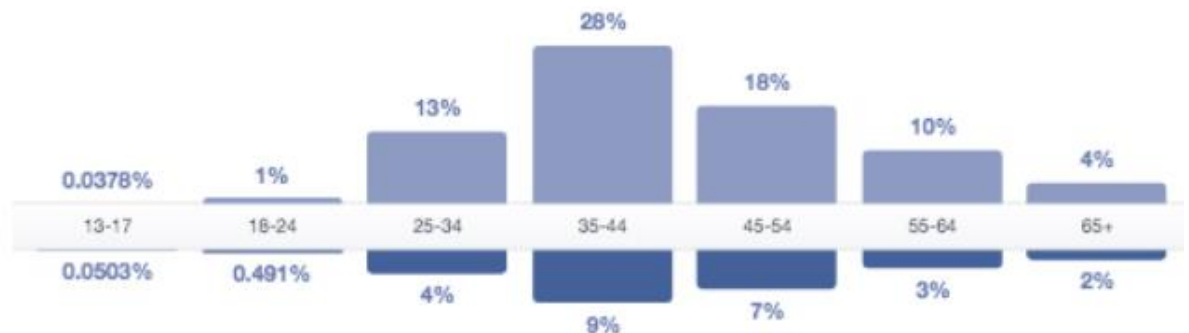
The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.

Women

73%
Your Fans

Men

26%
Your Fans



FACEBOOK STATS OCTOBER 2020

Page Summary October 1—28, 2020*

Results from Oct 1, 2020 - Oct 28, 2020

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

Actions on Page

October 1 - October 28

2

Total Actions on Page ▲100%



Page Views

October 1 - October 28

538

Total Page Views ▲31%



Page Previews

October 1 - October 28

1

Page Previews ▼80%



Page Likes

October 1 - October 28

64

Page Likes ▼39%



Post Reach

October 1 - October 28

2,730

People Reached ▼17%



Story Reach

October 1 - October 28

Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn More](#)

Recommendations

October 1 - October 28



We have insufficient data to show for the selected time period.

Post Engagement

October 1 - October 28

158

Post Engagement ▲13%



Videos

October 1 - October 28

120

3-Second Video Views ▲380%



Page Followers

October 1 - October 28

66


Page Followers ▼38%



*** Just a reminder that our Facebook statistics can only be ran for a previous 28 day increment, per the Facebook analytics provided. Its not that we didn't feel October 29, 30, and 31st were not important :)**

FACEBOOK STATS OCTOBER 2020


Best Performing Post in October 2020

**Wisconsin Campers**
Published by Danielle Todd [?] · October 1 · 🌐

Want to save some money? Join our team! Register for the [Virtual Gravedigger Fun Run/Walk](#) and join under the team "CAMP" to save \$! Join us in raising funds for The Gilbert Brown Foundation...from anywhere you are!

You choose how many miles you want to complete, and you do it wherever you choose! Indoors, outdoors, in your home, at the gym...anywhere!

Register here 🖱️ <https://form.jotform.com/202614076920046>



Performance for Your Post

654 People Reached

1 Likes, Comments & Shares ⓘ

1 Likes	1 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

5 Post Clicks

0 Photo Views	3 Link Clicks ⓘ	2 Other Clicks ⓘ
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

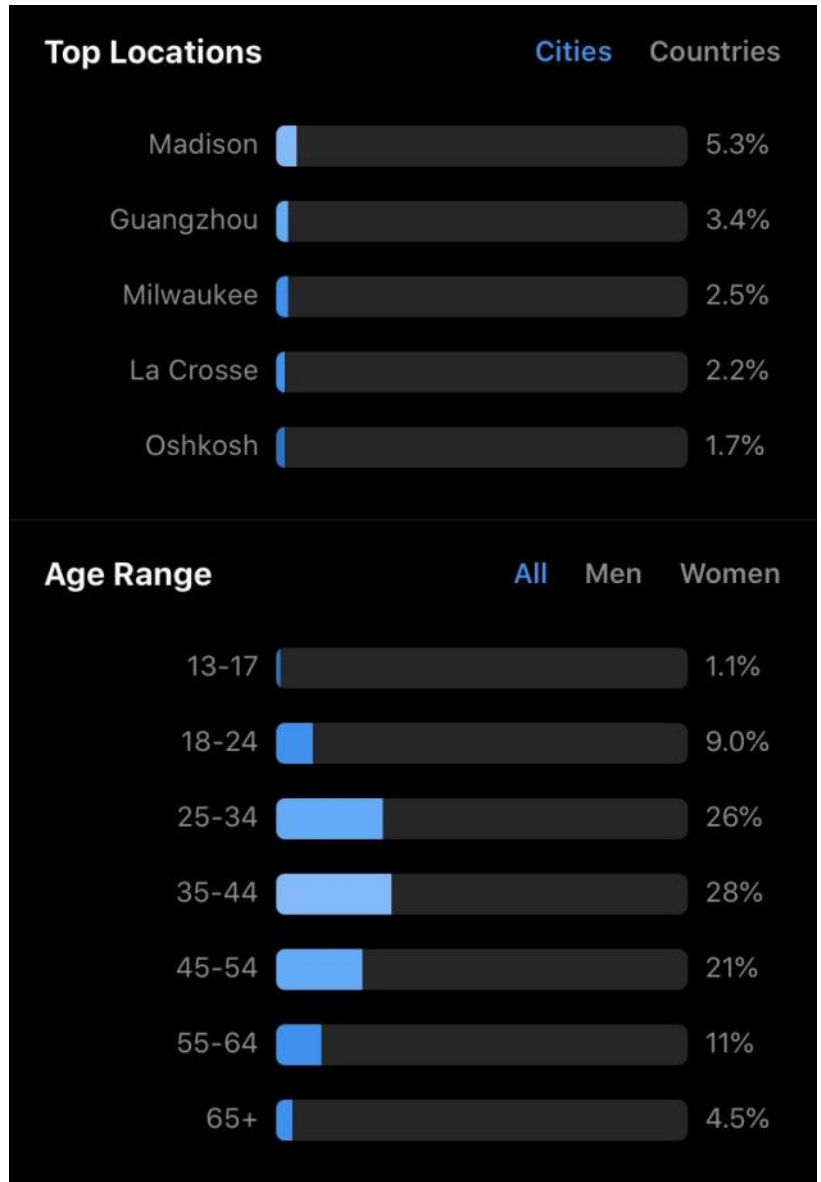
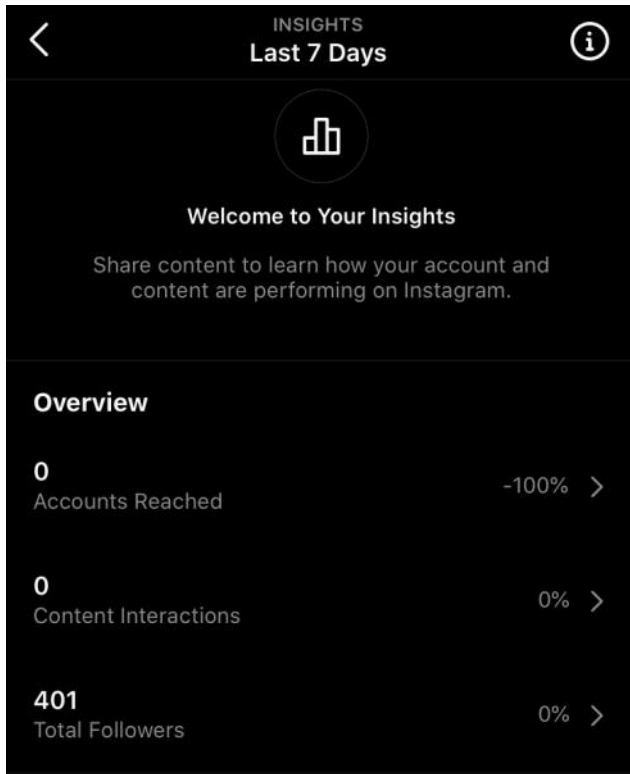


WACO FACEBOOK MEMBERS

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/>.

INSTAGRAM SUMMARY OCTOBER 2020

401 Total Followers (+7 from Sept.)



WEBSITE ANALYTICS

Comparing Oct to Sept 2020



15000

Lakes



300

Campgrounds



92

Days of Summer



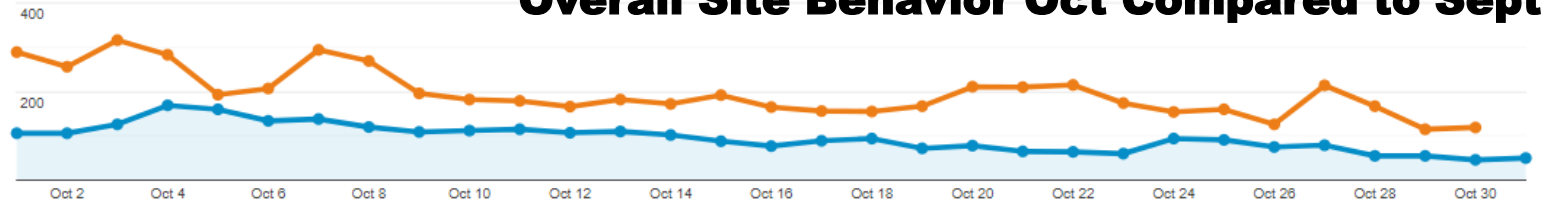
1

Wisconsin

Oct 1, 2020 - Oct 31, 2020: ● Users

Sep 1, 2020 - Sep 30, 2020: ● Users

Overall Site Behavior Oct Compared to Sept



Users

-50.23%
2,654 vs 5,332



New Users

-50.17%
2,475 vs 4,967



Sessions

-50.34%
3,150 vs 6,343



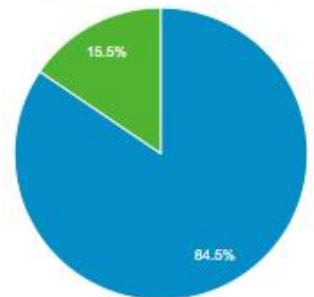
Number of Sessions per User

-0.23%
1.19 vs 1.19

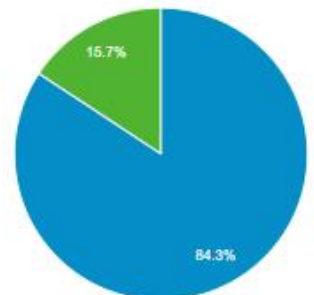


■ New Visitor ■ Returning Visitor

Oct 1, 2020 - Oct 31, 2020



Sep 1, 2020 - Sep 30, 2020



Pageviews

-57.02%
11,663 vs 27,138



Pages / Session

-13.46%
3.70 vs 4.28



Avg. Session Duration

-17.80%
00:03:02 vs 00:03:41



Bounce Rate

7.52%
50.41% vs 46.89%



USER INSIGHTS:

- Decrease in users, sessions, and page views
- Looking at MOM for Sept/Oct in 2019 see the same trend
- Considering WI did try going back to school in some areas, end of the season for most, etc., these numbers make sense
- Fall/Winter are times to remind our users/guests on the site about their camping families. Set up those scheduled posts and we will do the same!
- Surge of users at the beginning of the month would reflect those getting in that last Fall getaway, booking for Halloween, especially knowing their area may or may not allowed it this year.

October 2020 Site

Users

2,654



New Users

2,475



Sessions

3,150



Number of Sessions per User

1.19



Pageviews

11,663



Pages / Session

3.70



Avg. Session Duration

00:03:02

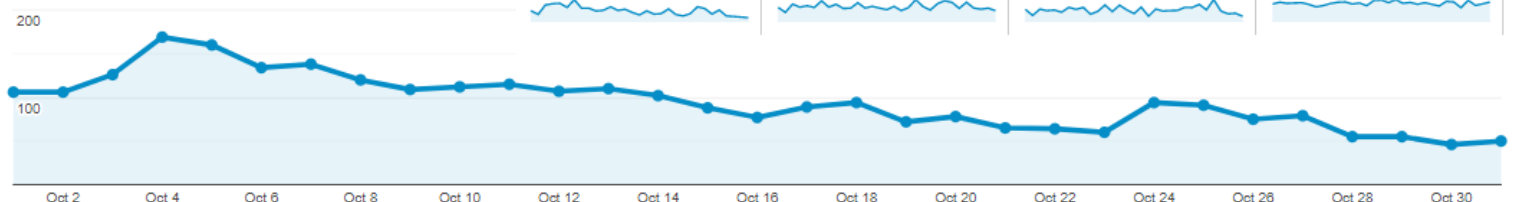


Bounce Rate

50.41%



● Users



WEBSITE ANALYTICS

Comparing Oct to Sept 2020



15000

Lakes



300

Campgrounds



92

Days of Summer



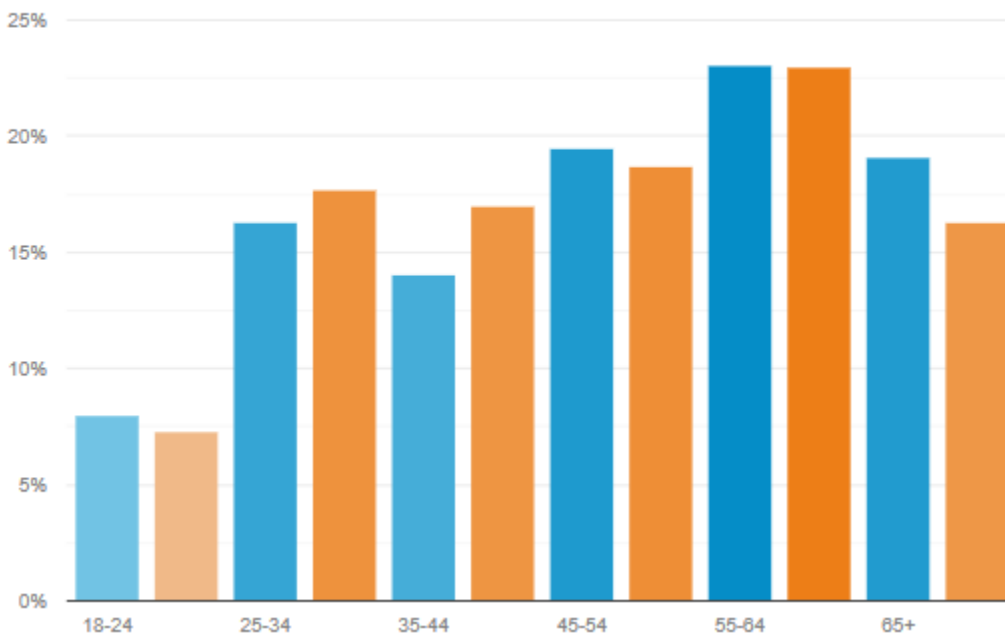
1

Wisconsin

Demographic Insights Comparing October to September 2020

Age

40.20% of total users



AGE INSIGHTS:

- 55-64 year olds, holding their top spot of users
- Users ages 45-54 take 2nd place and continue to keep their steady pace, slight increase this month
- 35-44 sees a slight dip and you can see the market share when to 25-34 and 18-24 year olds
- These younger age groups make up 70% of all “newbie” campers in 2020 per a study done by NACR in conjunction with KOA. Gen Z and Millennials

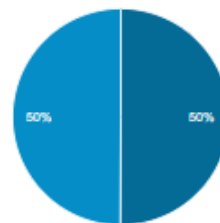
were present this year and will be back in 2021 - be prepared for that continued surge of guests that need more service/help!

GENDER INSIGHTS:

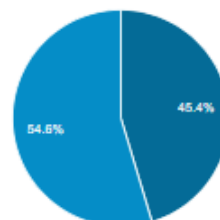
Our users continue to be a very even split of 50/50 Male and Female...in fact, EXACTLY 50/50 based on the 41.18% of all users logged in the month of October!

■ male ■ female

Oct 1, 2020 - Oct 31, 2020



Sep 1, 2020 - Sep 30, 2020



WEBSITE ANALYTICS

Comparing Oct to Sept 2020



15000

Lakes



300

Campgrounds



92

Days of Summer



1

Wisconsin

Top Pages Searched in the month of October 2020

Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
	11,663 % of Total: 100.00% (11,663)	8,341 % of Total: 100.00% (8,341)	00:01:07 Avg for View: 00:01:07 (0.00%)	3,143 % of Total: 100.00% (3,143)	50.41% Avg for View: 50.41% (0.00%)	26.95% Avg for View: 26.95% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	893 (7.66%)	652 (7.82%)	00:00:38	601 (19.12%)	28.12%	28.56%	\$0.00 (0.00%)
2. /campgrounds/	880 (7.55%)	536 (6.43%)	00:00:52	324 (10.31%)	39.20%	27.27%	\$0.00 (0.00%)
3. /central-wisconsin-river/	635 (5.44%)	251 (3.01%)	00:00:35	38 (1.21%)	36.84%	8.35%	\$0.00 (0.00%)
4. /east-wisconsin-waters/	632 (5.42%)	242 (2.90%)	00:00:38	26 (0.83%)	29.17%	8.23%	\$0.00 (0.00%)
5. /campgrounds/browse-by-region/	478 (4.10%)	306 (3.67%)	00:00:14	45 (1.43%)	13.33%	5.65%	\$0.00 (0.00%)
6. /southeastern-wisconsin/	465 (3.99%)	207 (2.48%)	00:00:24	72 (2.29%)	22.22%	13.76%	\$0.00 (0.00%)
7. /seasonal-camping-availability/	340 (2.92%)	279 (3.34%)	00:03:41	273 (8.69%)	42.75%	59.41%	\$0.00 (0.00%)
8. /hidden-valleys/	289 (2.48%)	122 (1.46%)	00:00:28	8 (0.25%)	50.00%	6.92%	\$0.00 (0.00%)
9. /northwoods/	243 (2.08%)	120 (1.44%)	00:00:27	12 (0.38%)	50.00%	9.05%	\$0.00 (0.00%)
10. /campgrounds/order-campground-directory/	181 (1.55%)	147 (1.76%)	00:01:38	51 (1.62%)	39.22%	43.65%	\$0.00 (0.00%)

Social Relationship Comparing October 2019 to 2020 and Oct/Sept YOY

Social Network ?	Sessions ?	Pageviews ?	Avg. Session Duration ?	Pages / Session ?
1. Facebook				
Oct 1, 2020 - Oct 31, 2020	88 (98.88%)	269 (98.53%)	00:02:20	3.06
Sep 1, 2020 - Sep 30, 2020	341 (100.00%)	1,229 (100.00%)	00:03:09	3.60
% Change	-74.19%	-78.11%	-26.17%	-15.19%

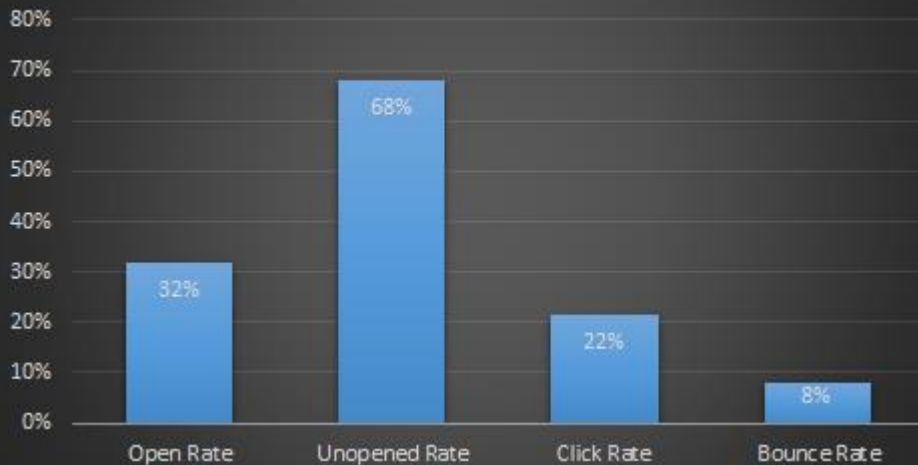
Social Network ?	Sessions ?	Pageviews ?	Avg. Session Duration ?	Pages / Session ?
1. Facebook				
Oct 1, 2020 - Oct 31, 2020	88 (98.88%)	269 (98.53%)	00:02:20	3.06
Oct 1, 2019 - Oct 31, 2019	54 (100.00%)	145 (100.00%)	00:01:03	2.69
% Change	62.96%	85.52%	121.10%	13.84%

WHAT DOES IT ALL MEAN?

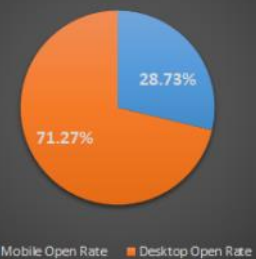
- First blush of the October 2020 social media stats show a drop in referrals to our website from Facebook, when comparing to September 2020 by about 74%, however be sure to take in account that our overall traffic was down, not helping this stat much!
- When we look at YOY Comparison of October 2019 to 2020, we can see an almost 63% increase in Facebook referrals to our site. Meaning 63% more of our visitors came from Facebook posts in October 2019, than they did in October 2020. Those are the numbers we absolutely want to see!

Constant Contact Updates October 2020

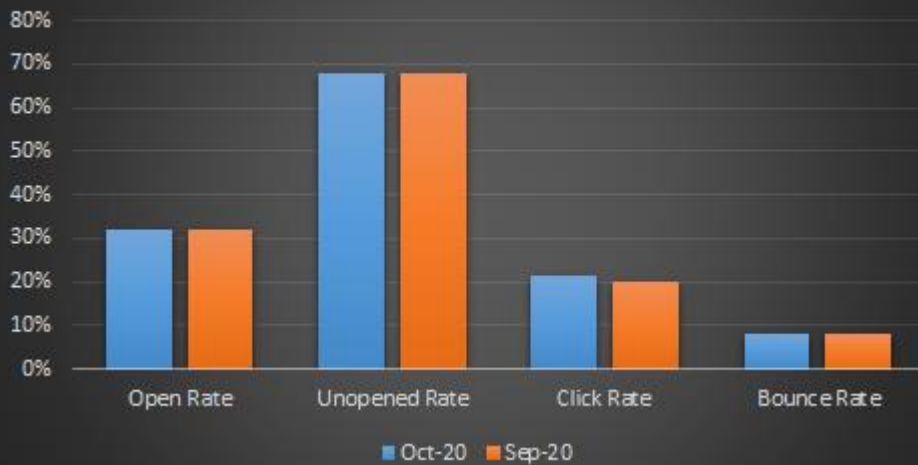
6217 Total Sends in October 2020



Devices by Open Rate



Constant Contact MOM Comparison



TOP PERFORMING EMAILS OF OCTOBER

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
Evers Issues New Order	227	140	66%	39.20%	60.80%	10	7.10%
RV Dealership 2021 Directory Ad	42	22	53.70%	16.70%	83.30%	5	22.70%
2021 WACO Convention Program - Members: What do you think?	217	108	51.20%	33.40%	66.60%	60	55.60%
DATCP Expectations During Retail Establishment Inspections	227	102	48.10%	42.20%	57.80%	59	57.80%
Madison RV Show 2021	217	98	46.70%	35%	65%	37	37.80%
October 2020 WACO Newsletter	453	185	45.20%	28.50%	71.50%	92	49.70%
2021 WACO Convention - looking for help on panels	227	91	42.90%	27.20%	72.80%	0	0%
Trade Member 2021 Advertising & Convention Information	228	81	40.50%	14.30%	85.70%	24	29.60%
DATCP Releases Webinars on ATCP 75 and Wisconsin Food Code	227	85	40.30%	26.10%	73.90%	15	17.60%
How can you participate at the WACO Convention	227	83	39.20%	33.30%	66.70%	5	6%

EVERGREEN PUTS WI ON THE MAP

Tips to Be Successful: Take Bites. Interview with Jim Button, written by WACO Office

"It's not me. These awards are about everyone. All those who have played their part in the campground from back in 1960 to now. All the owners, all the employees, past and present. I'm just the guy that pays the bills and buys things." This humble opening quote represents a common theme in my interview with Jim Button. Owner of Evergreen Campsites & Resort, and recent recipient of Best Park of the Year and Plan-It Green ARVC Awards, making Jim a "big winner" at the 2020 Outdoor & Hospitality Conference and Expo ARVC Convention.



About receiving the Best Park of the Year Award, Jim excitedly explains, "A Wisconsin park hasn't won this – so now Evergreen gets to put Wisconsin on the map! So many parks from Maine down the coast to Florida, Texas, California include a lot of history and quite honestly, money. Those are the parks that tend to always get recognized. Look at the map of the nation and look at Wisconsin in comparison." Button feels very honored to have his park awarded the 2020 Best Park of the Year Award.

PARK OF THE YEAR

One award, per park size category, is presented to an ARVC member RV park or campground that delivers an extraordinary guest experience as a result of all-around excellence in operations, professionalism, marketing, customer service and industry involvement. The nominee should be a park or campground that goes the "extra mile" for its guests and the industry.

Jim believes all parks are winners in their industry and this sentiment was evident more so than ever in 2020 with the COVID restrictions. "Our industry is a strong one, and even in bad times, campgrounds do well. People can stay close to home and visit a campground. And there's something to be said for all the things to do in Wisconsin. Wild Rose to La Crosse to Chetek – all the mind-blowing waterfalls and bluffs can be taken for granted for someone who lives here."

When asked about how he felt Evergreen got to where they are today, Jim immediately responded with two answers - knowledge and the right staff.

"Knowledge is power and I really learned a lot growing up while working at a campground. It taught me so many life lessons." Button didn't care for school and didn't have the drive for much in terms of great grades and college, but "found a lot of passion in this campground and suddenly couldn't get enough knowledge about the industry." Jim went on to say, "Whatever you decide to do, do it with a passion and a drive. You're the only one that can decide if you succeed or fail."

Button reminisced about his second year of owning Evergreen and how he attended ARVC's school. One of the classes included the following example: You're driving down the road and need to stop for the night. The hotel on the right has a pool and the hotel on the left has no pool. For the most part, people will go to the one with the pool.

The hotel is probably more expensive and you may not even use the pool. The point is you *perceive* it to be better. Why? Because it has a pool. Jim remembers this from so many years ago. Taking that knowledge, he applied it directly to Evergreen. Jim remembers thinking, "Ok, so let's do the pool thing at Evergreen, but then how do we



EVERGREEN PUTS WI ON THE MAP

he had to fire his attorney and accountant. While they were both great at their jobs, they were both still “working how his parents ran the park and didn’t want to try new things.” Jim’s vision didn’t align with the previous way things were ran. That was when Jim realized if he wanted to change the game, he needed the right staff in the right seats. “It felt like it was a baseball team and I needed to have players that were set up for winning games with my playbook, not the playbook that used to be in place.” Jim’s motto for success is to “surround yourself with the right people.” Button goes on to point out, “Those may seem like old words that have been said before, but how true they are!”



When I asked Jim why he felt his campground was chosen for Park of the Year, he circled back to doing the best they can with what they have in place. “We really strive to present the best family experience. We don’t do an activity every hour on the hour but do what we can to get families back together – to spend time together. And wow, we really saw that this year!” With COVID, Jim saw more families biking, kayaking, canoeing, etc. We both agreed that the world seemed to be moving too fast for its own good and Jim added, “that’s one good thing from COVID - families reconnecting.”

Reflect for a moment on how COVID impacted our service levels and guest expectations. People were (and in a lot of cases still are)

getting food, groceries, equipment, supplies, etc. all delivered to their homes. Expectations of service increased for several industries and the campground industry was no different! When we initially weren’t able to be open, we had to find ways to connect with what we could offer in terms of carryout or product delivery. Once we did open, the expectations were different. So many new campers who needed more help with setup and camping in general. And of course, there are the WiFi requests. Internet is definitely one area that several owners noted hearing about.



With many guests working from their camper, or students attending school virtually, the strain on the bandwidth at every campground was immense. Jim was honest in saying, “We’re a destination – we offer many things – but you aren’t going to come here and use our WiFi to work on certain projects.” He mentions setting that expectation bar clearly with a printout, clearly explaining what their WiFi can handle.

“We followed suit of some other campgrounds who made similar sheets explain, hey this is what you will get, this is what you might get, this is what you won’t get.” A perfect example of exceeding guest expectations! Sometimes being clear on what a guest WON’T get is even more important than explaining what they WILL get. The Park of the Year Award specifically mentions that “extraordinary guest experience.” Jim again humbly refers to and brings up his staff. “You are only as good as the people who you surround yourself with.”

Jim expressed how important it is to show appreciation to your staff, because in the end, “they make you look good and work hard, so why not show them you care?” He can relate to the busyness of a season and how sometimes taking care of your people can slip through the cracks. His suggestion? “At the end of a stressful day, throw a pizza party for your staff. It’s so easy to do on a whim and it’s immediate recognition.” Button mentioned giving VISA cards for employees spotted doing the “right thing” - another great way to say “thank you” immediately. Immediate recognition helps you and the staff – you so you don’t forget before you move on to the next tasks and to it encourages the employee to “do it right” more often. In the end, Jim follows a very simple rule regarding his staff and

EVERGREEN PUTS WI ON THE MAP

it's another oldie but goodie: "Treat all the employees the way I want to be treated. I don't ask them to do anything I wouldn't do. That's really created the culture Evergreen has become proud of and a big reason why we won the award."

"There are a lot of parks doing a lot of green things – we're just like any campground trying to do the right thing. We filled out the applications and the judges throughout the country voted on it. Everyone is trying to do the right thing by reducing, reusing and recycling." When a campground is seeking ARVC's Plan-It Green Award,

everything from chemicals to lighting comes into play. People think "going green, oh they must be recycling" and yes, that's a great start, but it's the tip of the proverbial iceberg! Jim once again shines the spotlight on his staff when discussing how Evergreen took the "Plan-It Green Award" home this year. "I have to say Hannah from my staff is a big reason we won this award. Being green is one of her passions. She put together the 38-page application and I started seeing some of the requirements were things Evergreen had just been doing because it was the right thing to do."

PLAN-IT GREEN AWARD

One award, per park size category, is presented to an ARVC member RV park or campground that is currently enrolled in the Plan-It Green Friendly Park program and continues to show leadership, innovation and commitment to running a green park.



One unique example involves compost! Evergreen has been composting all their leaves and needles offsite for a year. The campground was able to secure a Harley rake, allowing them to flip the soil twice a year and bring it back to their campground. "We are in such sandy soil so initially it was an investment, but now we are able to bring that soil back and make the campground look better so it's a win-win," says Jim. Evergreen also partners with the local power company. "About eight

years ago, we put in a large 125KW solar system, which cycles back to the power company for their use. In the summer, we need all the power we can get, so we filter back to them with a partnership." More efficient equipment, recycling including several bins at the front entrance to separate out paper, plastic, glass, and glass are a couple of other examples in which Evergreen practices being green! Some of the "green" practices have actually saved Evergreen money. Cottages are all supplied with a bag that includes towels for use, but for whatever reason, it really encouraged guests to cut back in using those toiletries. Button says, "That helps with water usage, chemicals going in the ground, and payments to the company we use to clean the laundry."



Advice from Evergreen:

I asked Jim if he had any words of wisdom regarding new owners, or maybe even those who've been striving for award achievements for several years. In my opinion, his best advice: "You can't eat an elephant in one sitting. Take small bites." We shared a laugh, but after a couple of explanations, I understood what Jim meant. While there are so many parks deserving of all awards being offered, no park can make every change and update on their checklist immediately. Factors like money, resources, location, etc all come into play when looking at goals to improve your park, or being more green.

There is literally a multitude of reasons why one park can't do what another can. For example, Jim mentions he's fortunate to have a location and the right equipment (dump truck, tractor, and Harley rake) to use for the com-

EVERGREEN PUTS WI ON THE MAP

expand that idea to the entire campground?” That’s when Button started to look at the overall theme and asking himself questions like, “Do I want this to be a family-focused place and have amenities for all ages or teens or people with grandchildren? Should I have a bar and restaurant? What will set Evergreen apart from other campgrounds?”

When Jim first bought Evergreen, very shortly after their first season, these kinds of awards because you deserve to be recognized! A lot of great parks are really deserving – to me, it just means we were recognized. Jim’s “holy grail park” is Normandy Farms by Fox Burrow. “That is a beautiful park with tons of history. When you drive in, you think ‘wow, this is exactly what a Park of the Year should look like.’ I know Evergreen will never be that park, but we will continue to strive to be the best park we can be with our location, resources, etc. And those are the bites of the elephant we take every year.”

Jim contributes his campground's success to him, and other staff, attending WACO’s convention, ARVC, networking, and mingling with successful camp owners. Button goes on to say, “Don’t be afraid to take advantage of WACO’s members for help and guidance.” When Jim mentions “networking” he doesn’t necessarily mean the traditional route. Some partnerships are formed in sharing and being there for each other. “Why not share your equipment with another owner or business in need? Take my wood processor for example. If you let equipment sit, it will get mold/rot. But if another owner needs to borrow it, and it gets used, then that’s a win/win for everyone. Lend something here, we borrow something there – we all work together.” When a park owner experiences devastation of some kind, the same can be said. “If there is a storm, injury, or death – we all rally together for each other at WACO. And same with ARVC on the Foundation side – they find the unfortunate situations – how can we as ARVC help you, how can we at WACO help you? If it means I get in my car and help you split wood, or move damaged property, then that’s just what we do. Our industry is strong like no other it seems like in terms of helping each other out.”

Becoming Area 3 Director for ARVC

Jim chuckled when I asked him about the process of becoming ARVC’s Area 3 Director. “I did it backward! Usually, you get nominated for a Board seat, then go to Foundation. I started on the Advocacy Board, then transitioned to the Foundation board, and now sit as a Director – complete different direction than traditional.”

Obtaining the seat in an untraditional route makes our group all the more fortunate.

Jim now possesses the knowledge that someone new to ARVC may not have. Advocating for Area 3 will be Jim’s focus. “I just want to be their voice, for any person, to get their concerns and ideas to ARVC.” Button plans to attend their meetings, and be present in as

CONGRATS FROM THE WACO OFFICE

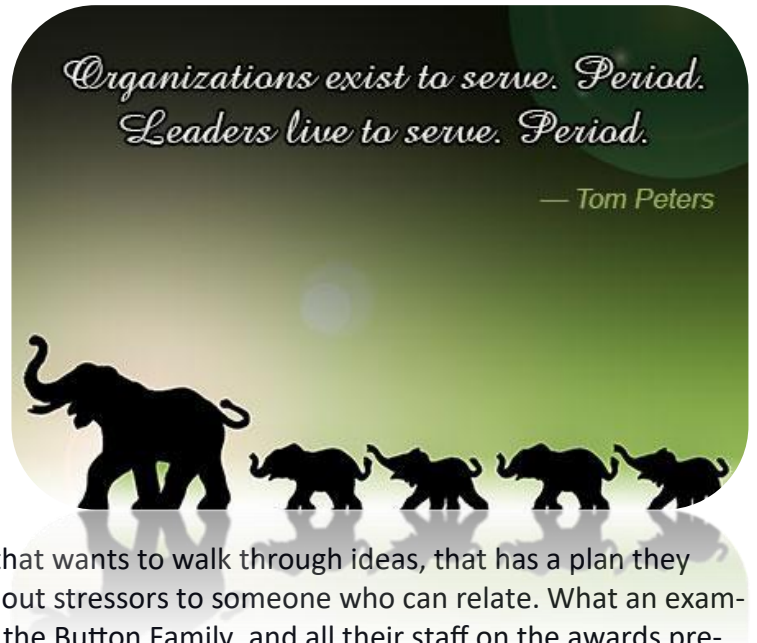
Congratulations to Jim Button on being elected to the ARVC Board of Directors Area 3! The WACO office sent out more than 16 emails to over 400 recipients each time to help get the word out. In these emails were reminders of dates and how to vote, surveys, videos created by the WACO office, Evergreen Campsites & Resort, and Jim Button himself, testimonials, and links to articles showcasing Jim’s achievements. In addition, the WACO office sent out 14 Facebook posts on Jim Button for ARVC Board of Directors - Area 3 page, and spent countless hours preparing and sending out three snail mailings – 2 with small gifts, and one with a card on who Jim Button is. Everyone’s hard work paid off!

WACO OFFICE STAFF

many conversations and conventions as possible to be an ear and gather all questions, big or small.” Keeping Area 3 “in the know about current info and what’s to come” and being “available for someone and being responsive” are some of Jim’s promises to Area 3. Essentially, Jim wants to be a solid servant leader.

Jim mentioned several times that he couldn’t have gotten this board seat without Lori and her WACO office team. Developing creative ways to get the word out about Jim and his platform was crucial to his position. “We started campaigning back in Feb or March. Lori and the team at WACO really did a phenomenal job on spearheading this election and me getting the seat I’m now on.” Wisconsin will now have a voice at ARVC. “Wisconsin holding a seat at the table is HUGE!”, exclaimed Jim, who went on to say, “There was a time when we really needed a voice at ARVC with partnering and non-partnering for example and we didn’t have it.” Button is excited and proud to be that voice for our Area. When I tried to end the interview with “Congratulations on your awards Jim!” he quickly replied with the following: “The congratulations should go to Lori, the WACO staff, members who pushed for me and helped get the votes out there! It should go to my staff and my family for being such great hosts to our guests and coming up with new ways to be green. I am so thankful to be a strong advocate for the industry.” Button goes on to say, “going to the hill and working with RVIA, being on the WACO board, and having that inside information about the trends and things to watch for, things to look for – that’s what really makes this industry exciting.”

One word easily sums up Jim Button: HUMBLE. The man continuously mentions others in his life when discussing these accolades. He generously offers his ear to anyone that wants to walk through ideas, that has a plan they need another eye to review, or if you just want to talk about stressors to someone who can relate. What an example of an excellent leader! Congratulations to Evergreen, the Button Family, and all their staff on the awards presented at this year’s ARVC Convention. Cheers to many more years of success and thanks for showing us all that can be accomplished by taking bites!



10 on Tuesdays

Tune in for top business leaders discussing trending business topics with a little sales tax mixed in presented from Sales & Income.

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WACO ADVERTISING OPTIONS



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

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 newsletter)	\$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>			
Greater Wisconsin RV Show Jan 8th-10th 2021			Eau Claire RV Show (Date TBA)
Sign up for all 7 RV shows and we guarantee distribution of 27K - you can limit the number of brochures you choose to distribute.			
<i>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.</i>			

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

Printing and Certificate Donation Programs

Check out all the great
advertising options on pages
29-31

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



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.

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Phone (608) 525-2323

Fax (608) 525-2328

lori@seversonandassociates.com