

FEBRUARY 2021

Spring is quickly approaching, although we wouldn't know it the first few weeks of February with all the polar vortex weather advisories we've experienced! Time to get ready for the WACO Convention, purchase our goodies for the upcoming season, and get educated on industry topics to ensure we've got a plan for our campgrounds. Be sure to check out the seminar schedule, ideas for auction gift baskets, and what we're doing to get directories into the hands of campers!

inside...



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4 ESSENTIAL STEPS for Survival & Recovery

1. Clear, Consistent Health & Safety Messaging
2. Recovery Starts with Locals & Drive Markets
3. Leverage High Traffic Platforms To Amplify Messaging
4. Communicate Across Media Channels

Follow Up from CAMP

P. 26

Letter from the Executive Director

Lori Severson, Executive Director of WACO



Dear Members:

As we start the 2021 season, with our convention right around the corner, let's remind ourselves of the power of being positive. We are so lucky to attend our convention in person, with Zoom options for those who choose to stay home. This group has always been such a strong positive force! It's fitting to remind ourselves of what is good in our world during these times, and our organization is excellent! I am so proud to brag to a group of my peers about the wonderful ideas and thoughts coming from our Association. Those beautiful things come about because of the people you elect to your board, the volunteer hours you put in, and the staff you have entrusted with your organization. In today's world, it's so easy to think nega-

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58TH ANNUAL

WACO CONVENTION

AND TRADE SHOW

Convention Updates on MANY Pages!

tively! Just turn on the news, and look at what you see! If we are lucky, we find 30 seconds of incredible, and the rest are, well, bleak!

That's because it's popular to talk negatively. It's crazy what negativity costs us. The Gallup organization tells us that negativity costs our economy between 250 – 350 billion dollars each year in lost productivity!

This number doesn't take into account the ripple effect of complaining and becoming negative out of habit. It's unbelievable how quickly

we mimic something we have heard from someone else, and before you know it, we believe it without actually looking into the situation ourselves. Center for Disease Control, who we have all gotten to hear about lately, says that 90 percent of doctor visits are stress-related! Too many negative interactions can rub off on customers, family, and friends. Negativity affects the morale, performance, and productivity of our teams. What's the most significant thing negativity takes from me? My energy!

When you have more stress and less energy, your creativity and ability to solve problems become significantly diminished. We have two choices and just two choices when we enter the room! You can be the negative force who sees everything wrong and nothing right. Or, you can be a positive force, someone who is loved and respected, and trusted. Often, when we hear someone complain, who does it all the time, we don't take them seriously, even when they have a real issue. Think of how many times you have done this with seasonals!

SPREAD POSITIVITY

We all have that person who does nothing but complains about everything! Tell me you don't turn off your ears when that person hunts you down. Granted, we all need time to vent! But get it out to the person who can make it better and move on. If you can't let it go, it eats at you, and likely doesn't bother the other person at all!

Give yourself a time frame to gripe – then stop! Or have great friends that will tell you, as my mother



used to say, "Let it go, Louie!" That was our cue that we were fussing about something that genuinely wasn't important, that we wouldn't even remember next month. Let it go, or let it lead you down the path of negativity. It's not always easy, but if you program yourself to see great things, you certainly won't miss any! Some techniques I've found that help:

TECHNIQUES THAT HELP

1. Practice Gratitude – what are you grateful for? Look back at history and remember how far your park has come, your relationships have come, and the good things that are in your life. I have a couple of members who reach out when I am beating myself up about a project that didn't work as great as I would like or a mistake we made at the office. They remind me where WACO was "back in the day" and that the fantastic things we have added built today's culture. That helps more than anything!

2. Praise Others – Instead of focusing on what your family, employees, friends, and customers are doing wrong – figure out what they are doing right. Praise them and watch them grow like a thirsty plant! We all need this from time to time. Of course, we have to point out mistakes to learn from them, but practice giving three times as much praise as criticism. We usually don't realize that all we talk to people about are what's wrong until they leave, that is! At that point, we quickly remember what worked well and all the things

we miss from that person!



3. Focus on Success – Keep your eye on the ball, and don't let the little things get you. For some of us "feelers" in the personality styles assessment, this

can be difficult! Each night look for one great thing that happened that day and think about one success you are doing to strive for tomorrow. It's amazing the results you will get!

4. Let it Go – Likely one of the more difficult ones for me! Focus only on the things you have the power to change. Let go of all those things that are beyond your control. It's incredible that the moment I stop trying to control everything, it all works out somehow!

We have two choices and just two choices when we enter the room! You can be the negative force who sees everything wrong and nothing right. Or, you can be a positive force, someone who is loved and respected, and trusted.

5. **Focus on “Get to” instead of “Have to”** - Shift your thinking to I get to. I don’t HAVE to go to work. I GET to work at a job I love, my dream job. Sometimes it’s hard to remember this is the life you wanted! Focus on feeling blessed, not stressed.
6. **Turn Complaints into Solutions!** Sometimes it’s so difficult when one person is complaining about things to know what to say! If you say nothing, they assume you agree with them. The goal is not to eliminate all complaining. Complaints are opportunities to make things better and to grow! The intent should be to eliminate the kind of mindless complaining that doesn’t serve a greater purpose and to allow complaining that is justified and worthwhile. With someone who has made mindless complaints a habit, ask them what they are personally willing to do about that. You will be amazed at the reaction. I think a big difference is an intent. With mindless complaining, you are talking to talk, not to take action. With justified complaining, you identify a problem, and the complaint moves you toward a solution. Every complaint represents an opportunity to turn a negative into a positive. When someone tells you all the wrong things about a person, remind them what is excellent. You can start a movement!
7. **Trust** - Trust needs to permeate through you and our organization. Trust that our leaders will do what’s suitable for the organization. Trust that you can share your best ideas with others, and there will still be plenty of business. Trust that you have a person you know you can lean on when you are down and negative. Trust your

employees to be the best they can be with the talents they have.

8. **Re-Energize** – I genuinely believe we must each take some time to do what generates excitement and energy for you. It might be a little vacation, time with friends and family, or something as simple as making time to take a walk.

I think about this as we head into the WACO Convention, one of the largest conventions in the United States, with some of the most educated people in the campground industry. It’s essential to make sure we share our successes and our failures with the new campground owners. Someone helped you be sure you take the time to give back if you can. Go out of your way to help people feel included and excited to join us.

Together we make a strong, unified force. You all demonstrated that when you worked so hard with us to get everyone open during the pandemic. It warmed my heart to see people who helped other campgrounds even before they were open. We need to be grateful for our connections with legislators, state officials, and Mark Hazelbaker. Without all that help and support, our last season could have been different! Thankful for our leadership, who give up countless volunteer hours to ensure our organization is strong and headed in the right direction. I am grateful for our staff and my crew of family & friends, who give up their vacation time to make this event a success. I wish to thank the members who have become so much more than customers. Together we are a force!

I’m excited to see you all at Convention. It will be different, but we will make it work!

Respectfully Yours,

Lori Severson, Executive Director
Wisconsin Association of Campground Owners

Pool Code Updates

Check out P. 20
for Seminar
date/time



FINANCIAL FORTE

Financial strategy, insurance, legal, and HR are the four most common pain points business owners wrestle with every day. The WACO Association is here to provide helpful tidbits wherever we can. Fortunately, we have Christine Metcalf and her staff at CSAW Associates to assist with our accounting concerns! Her last seven years of experience, specific to the campground industry, gives her a lot of insight, which translates to a lot of help for you.

5 Signs Your Accounting System Needs an Update

To maximize profits in your business, all of your business functions need to run smoothly, including your accounting department. Your accounting system is at the core of your accounting function. If it is old or lacks the features you need, your business may suffer. Here are five warning signs you can look for to determine if it's time to upgrade or replace your current accounting system with something more cost-effective.

1 NOT ENOUGH USERS

If your current system limits the number of users you can have in the system at any one time, this could be a major enough reason in itself to switch to a larger option. Luckily, most accounting software companies include an accountant user for free, so at least this type of user doesn't have to count toward your total requirements.

If you're not sure how many users you currently have a license for, we can help you check on that. It might be as easy as buying more licenses if you're not at the maximum capacity. But if you are at maximum, it may be time to look for a better accounting system with room for you and your business to grow.



2 OUTDATED

If your accounting system runs on desktop-based software that's upgraded every

year and you have not paid for or installed the upgrades, then your system is outdated. If it's been sunsetted, that means the software vendor no longer supports the software. You are at major risk for the software crashing, getting buggy, getting hacked, or worse, permanently breaking.

The cost of getting the system current may be better spent looking for a new alternative, or moving to a cloud-based system where updates occur automatically.

3 LACK OF FUNCTIONALITY OR SCALE

It is commonly the case that your business has grown so much that it's outgrown your original accounting solution. That's good news! It's time to find a solution that will scale better for your business.

You might be missing important features that are costing you more time and money than if you were on a system that offered those features. Common time-wasting activities in accounting include too much time spent on data entry and/or Excel spreadsheets to make up for what the accounting system can't do.



4 LACK OF REPORTING AND ANALYTICS

If you're unable to receive the reports and analytics you want to run your business better from your current accounting system, it may be time to switch. With better data comes

FINANCIAL FORTE

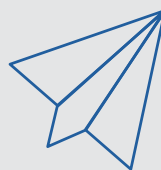
5 Signs Your Accounting System Needs an Update, *Continued*

better decision-making and if lack of data is costing you money, then it's time to find a more robust system.

5 LACK OF INTEGRATIONS

Thousands of apps exist to expand accounting systems' core functionality. If your current accounting system lacks integration capabilities or does not have apps that are built to integrate with it, you may be missing out on additional functionality. This include mobile apps; it's quite common now to do much of your accounting work from your mobile phone.

Does your current accounting system have any of these red flags? If so, please reach out. We can help you find a best fit for your accounting needs.



**CSAW Associates
Christine Metcalf**

608-779-2143 | couleebookkeeping@gmail.com



SHOW SPEAKER

Be sure to add "Making Decisions with Data & Goals" to your Convention Seminar Schedule!

As you prepare your campgrounds and resort facilities with an eye on the safety of your staff and guests, there are three products that you need to consider above all others!

The
BIOPROTECTUS™
System

The **BIOPROTECTUS™ System** uses patented, registered technologies that include an N List disinfectant to kill viruses, germs, and bacteria and a durable long-term antimicrobial surface protectant (for up to 90 days) that inhibits the growth of odor and stain-causing bacteria, mold, mildew, fungi and algae on both porous and non-porous surfaces.

SANITIZE

BIOPROTECT™ Hydrating Foam Hand Sanitizer is and FDA registered hand sanitizer that kills 99.99% of germs and bacteria on your hands. Infused with Aloe-Vera and free of fragrance, alcohol, dye, parabens and sulfates.



UP TO 6 HOURS OF PROTECTION

DISINFECT

SmartTouch®, a hospital grade disinfectant, NSF registered D2 sanitizer safe on food contact surfaces. Kills 99.999% of bacteria including E.Coli & Salmonella in less than 60 seconds

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of protection
PROTECT

BIOPROTECT™ RTU, a water based antimicrobial surface protectant that remains active on applied surfaces for up to 90 days. Non-leaching & extensively tested.

BIODOME is pleased to be the official Hand Sanitizer Sponsor for the 2021 WACO Convention and is offering WACO Members a **15% discount** for orders placed before 5pm March 20, 2021. Order at the Convention or enter **WACO15** when placing an order online at biodomeprotection.com

Be sure to register for our webinar <https://attendee.gotowebinar.com/register/7042531818143972878> March 11th at noon

NANCY MISTELE | (608) 575-8589 | NANCY.MISTELE@BIODOMEPROTECT.COM

Biodome will be offering a 15% discount to WACO members for orders placed between now and the end of the convention, 5pm on March 20, 2021.

SPONSORS

In a year where the Twilight Zone seems to be more accurate than imagined, we are incredibly appreciative to partners willing to stand by our Wisconsin Campground Owner's Association! Thank you to all of our sponsors for the 2021 WACO Convention.

A huge "thank you" to those sponsors at the \$5000 Show Sponsor level this year. Your dedication and loyalty to our group mean more than you know.

Our Members look forward to supporting you all back in the year to follow!

SHOW

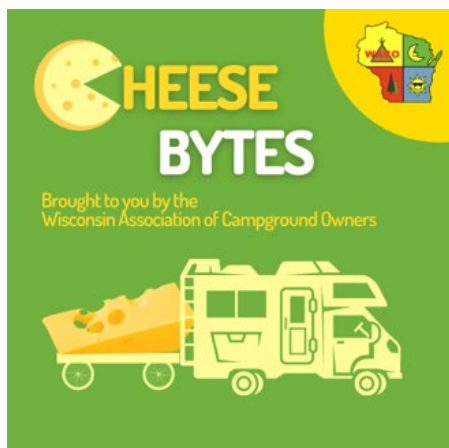
SPONSORS



THANK YOU

We appreciate our Sanitization Sponsor, BIODOME!





INTRODUCING WACO CHEESE BYTES FOR BUSY CAMPGROUND OWNERS

CAMPER FOCUSED ADVERTISING OPTIONS

Advertising can feel like a real rat race. Get better use of your cheddar by featuring your campground in a CHEESE BYTE geared towards your target market!

FIRST, we introduce the CHEESE BYTE concept to potential campers, with initial posts about general camping tips like, "Parking a problem? Let's talk about pull-through sites" and "New to camping? Let's walk through basic hookups on most RVs."

After that, we'll fill the topic slots with WACO Members, highlighting something they offer at their campground.

What topics? See the initial topic listing below!

A minimum of three, maximum of five Members will be included on every topic BYTE. BYTES are filled on a first-come, first-serve basis.

WANT MORE? A spot in a featured not enough you say? What about a CHEESE BYTE that highlights JUST your campground? We can do that too!

\$50 per HIGHLIGHT BYTE
\$250 per FEATURE BYTE
COMPLETE CHEESE BYTE
REGISTRATION FORM HERE

TOPICS TO HIGHLIGHT YOUR CAMPGROUND

- Camping = Fishing: Campgrounds that highlight fishing holes where the best fishing stories start
- Need a Waterpark? Don't worry, we've got you covered: Campgrounds with waterpark amenities
- More of a "Glamper" than a Camper? Parks who understand your style!: Campgrounds that specialize Glamping units
- I Just Wanna Dance with Somebody: Campgrounds with live music in their season
- Featured Food: Campgrounds known for their ____ (insert your dish name here!)
- Nature's Best: Campgrounds with rustic and simple sites to connect back with Mother Nature
- Keep these kids busy. Please.: Campgrounds that offer family fun for all ages.
- Crafts for Kids: Campgrounds that inspire Pinterest.
- Crafts for Adults: Campgrounds that make Martha Stewart jealous. (Because they offer pottery, painting, wine tasting, succulent classes, etc. Not because she knows Snoop Dogg)
- Activities on a Budget: Campgrounds that feature included amenities with your stay



Keepin' it Legal

Let's be honest. No one loves legal concerns, but we sure do love having access to a 27-year veteran like Mark Hazelbaker when those pesky legal troubles rear their head. Mark's firm, Hazelbaker & Associates, deals mostly with employment, zoning, and local government law, areas WACO members often question. "I started my career advising county officials, and I've been involved in zoning and employment

cases ever since," Hazelbaker said. "It's exciting to work with WACO and its members because I share their experience and frustrations as a small business owner myself." Mark Hazelbaker, WACO Attorney, is here to act as your legal guide. Mark's guidance is evident in several documents available in our Members Only section of the WACO website. We've also created an email specifically for your legal questions at wacolegal@gmail.com. Give the WACO office a call first to vet your question, and Lori can provide direction on the next steps.

THE CALM BEFORE THE WARM

Soon, spring will come, and with it, our guests' return and lots of activity. In this somewhat quieter time, we have the chance to think ahead to the coming season. Campgrounds should take the opportunity to assess where they stand with campground employees. With planning, we can work with employees to enhance their contributions to the camping experience.

Of course, we always prefer to hire qualified employees to perform their jobs immediately upon higher. In practice, we all know that it is difficult to find employees with specific knowledge of campgrounds, guest services, and the technical aspects of running a campground. Additional training and experience are always necessary to develop an employee. That process never ends.

People are amazingly adaptive, and they can always learn new skills. We should challenge employees to keep expanding their horizons. We also should take advantage of this offseason to think about employees and evaluate their future with the campground. That includes taking a hard look at employees who don't meet our needs. Every campground should think hard about and develop goals for each employee for the coming season.

Here are some considerations:

- 1. Attitude is everything.** An employee with first rate skills who never misses a chance to criticize the campground, comment negatively on guests, complain about their pay, bemoan the crush of work on busy days should not be rehired. Campgrounds are in the fun business. Every employee needs to be spreading positiv-

ity, energy, and enthusiasm in every interaction with every guest. They need to greet every guest by name. They need to ask if they can help. They need to be sure they've resolved a guest's problem or answered their question.

It's tempting to say that you can't teach attitude, but you can. It takes effort and perseverance, but it's a significant investment. No matter how skilled someone is, there will be limits to what they can do. But there is no limit to how positively they can act.

What should you do?

It starts with you. You need to be positive with your guests and employees and an example to your employees. If you are a Gloomy Gus or Debby Downer, they'll follow your lead. If you have an employee who is like clouds on a sunny day, you

Keepin' It Legal

Cont'd...

need to make the hard choice of replacing them. You may miss their skills, but you won't miss the negativity.

Your other employees can always get better at exuding positivity. They need training and reinforcement. It will be harder for some than others.

Some people are shy. That's not a fault. It's a characteristic, and characteristics can be developed. If the employee wants to learn to be more personable, help them.

2. Identify Your Needs and Possible Solutions. You may need someone who can sharpen mower blades or change the toner in the office's printers. It may well be that no one on your staff can do that. You could send the mower blades out for sharpening, or you could task a likely candidate with learning how to do it. Expect some mistakes along the way, of course.

It has never been easier to learn new things. You can search YouTube and find a video lesson on just about anything. You can learn how to weave African-style Raffia baskets. There are dozens of videos about how to sharpen lawn mower blades.

3. Involve Your Employees. Who knows the most about a job? American companies learned from the Japanese that it isn't managers. It's the employees! They're dealing with customers and using the technology and equipment daily, so their ideas can be revolutionary. Asking them for their opinions is incredibly powerful. It makes them feel invested in their work and part of a team.

Before the season begins, you should meet one-on-one with each of your employees. Please find out how they are. Ask them what they are looking forward to about the season and what they would like to try. They may surprise you. One of your employees might indicate an interest in doing something completely different. Try to find a way that their interests can mesh with the campground's needs.

4. Set Specific Goals, Not Vague Aspirations.

This is a difficult point, as it seems to contradict the first comment above.

Attitude is, after all, a vague and general thing. But employees' behaviors are not. That's why many stores have a "10-foot rule" – if you're within 10 feet of a guest, greet them! It's easy to gauge performance when you have parameters like this in place. So, set goals like that – greet every guest who comes within 20 feet of you. If you see a guest looking a bit lost, ask them if they need something. End every guest interaction with a statement like, "Have I helped you with everything you need? Thanks for being our guest."

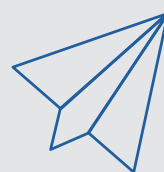
5. Don't Muddle Through. It's human nature to avoid conflict. No one feels it's pleasant to call attention to peoples' shortcomings. You have to think of the process differently. You're not cutting employees down. You're building them up! You're giving them perspective on how they can become more successful. That helps the campground, of course. It is also a valuable service to the broader community, which benefits from the training and experience we give to our employees.

Yes, it is difficult to interact with employees and tell them they need to do better. If the focus of that interaction is the employee's shortcomings, it will likely fail.

If the focus is the employee's capacity to do more for the campground and themselves, it will succeed.

Our employees are a huge factor in whether we have satisfied guests or disgruntled former guests. If you approach employees as valuable partners, you can help them contribute to a successful season.

Respectfully,
Mark



Mark Hazelbaker, SC
WACO Attorney

608-525-2326 | wacolegal@gmail.com



**Eric Haun,
Coverra
Insurance
Services, Inc.**

**COVERRA SPEAKER
REMINDER**

**Playground Panel
Discussion on
Thursday, March 18 at
WACO CONVENTION**

The Coverra Campground Connection

No two campgrounds are alike, so there is no cookie cutter, one size fits all insurance program for campground owners.

For example, does your campground offer winterizing or repair services to customers? If so, you may be at risk of an uncovered claim. If not properly addressed, you may be responsible to pay for damages sustained to your customer's property if the damage occurs while in your care, custody & control. There are specific insurance coverages to address these types of situations. Your insurance protection needs to be tailor-made to cover your unique exposures.

Coverra Insurance Services is the premier insurance agency for campgrounds, resorts, amusement parks and other entertainment venues. We provide insurance protection to camping and entertainment venues throughout the country.

We are here to help. Feel free to send me an email (ehaun@coverrainsurance.com) if you have any questions or concerns about your unique exposures to loss.

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AMP UP YOUR SOCIAL MEDIA GAME

CANVA WORKSHOP

Learn the basics of a program
that can instantly change your
social media game!

**SEMINAR AT
CONVENTION
11 on Friday**

CAMPERS VOICE SURVEY

Hear from hundreds of campers!
What guests are looking for and
how you can adequately present
what you have, bringing them to
your campground!

**SEMINAR AT
CONVENTION
3 pm on Wednesday**

DIRECTORY DISTRIBUTION EFFORTS VIA SOCIAL MEDIA



MEMBERS

- **OVERVIEW:**

We offered a \$100 Kwik Trip gift card to our WACO members for their help spreading the word about requesting a free directory on our website. To enter, they had to post on their social media pages and send an email to their customer list. To earn extra entries, they could request boxes of directories to distribute in their communities. We offered a variety of examples on where directories could be handed out. They earned one extra entry per box of 100 copies that they requested.

- **TIME FRAME:** This contest with the members ran from 1/22/21 - 2/5/21.

- **ENTRIES:** We had eleven campgrounds enter the contest. Ten of those campgrounds requested a combined total of 93 boxes of directories.



CAMPERS

- **OVERVIEW:** We offered a \$100 WACO gift certificate to campers. To win, they had to visit our website and fill out the form requesting their free 2021 directory, tag a camping buddy in the comment section of the post, and share the post to their personal page.

- **TIME FRAME:** This contest with the members ran from 1/26/21 - 2/5/21.

- **ENTRIES:** We had 138 comments, 212 shares on social media and 1,965 directory requests on the website. (NOTE - The number of directory requests is also from our members asking their customers to visit the website to request the directory.)



TOTALS

- 1,965 Individual directory requests on website
- 93 Box (9,300 pieces) requests by members
- 11, 265 total directories went out from this contest!

WINNER

Congratulations to Laurie Adams and the gang at Baraboo Hills Campground for being the lucky winner of the \$100 Kwik Trip gift card! Don't worry, we'll have more chances for you to participate!



GBF KICKOFF PACK



All the tools
you need to
kickoff your
next GBF Fundraiser!



Your GBF Kickoff Pack playbook includes everything you need to run successful fundraisers for your favorite WI-based charity, the Gilbert Brown Foundation! Take all the guesswork out of your next event with a pack that includes theme ideas, social media posts, flyers, and posters. Did we mention you can customize the posters and flyers? Craft and activity examples, as well as instructional sheets, a football thermometer to track your efforts, and volunteer sign-ups, are all available online! With five GBF Kickoff Packs to choose from and more to come, you'll be able to start your first few months of the season fundraising in style.

Fundraising is an easy way to get the feel-good vibes flowing in your campground while raising money for a great cause. **It also presents a fantastic opportunity to involve your Seasonal guests.** Make them the Sheriff for Western Weekend or the Coach in charge of your next GBF Kickoff Pack event. Including your Seasonals gives them a sense of pride while taking tasks off your checklist. ***Now that's a winning play!***

Check out these new **GBF Kickoff Pack's at WACO Convention**, and as we develop more, download your next kit from the Member's Only Section of the WACO Website.



WILD WEST Costume Contest!

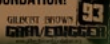
YEEHAW! GET READY FOR A ROOTIN' TOOTIN' GOOD TIME! DRESS IN YOUR BEST WESTERN GEAR AND HAVE FUN RAISING MONEY FOR A GOOD CAUSE!

WHEN:

WHERE:



PROCEEDS BENEFIT THE
GILBERT BROWN
FOUNDATION!



GET YOUR BASKETS READY!

Don't forget about the basket raffles happening at Convention! You are welcome to bring as many baskets as you want, filled with donated goodies. The campground or vendor with the highest combined dollars raised with their baskets wins \$500! Let's say you've done a basket or two for the past million (ok, we're exaggerating, but you get it) years and don't have any fresh ideas. Pump up your creativity with some recommendations here and nine more on the next page! And remember, if that basket you make every year brings in big money, don't change a thing! People love it, so keep giving them what they love.



1

Kitchen Favorites: Everyone needs new kitchen gadgets or replacements of commonly used items like towels and spatulas! A mixing bowl makes for the perfect basket.

2

BBQ Time: Sauces, spices, marinades, and grill utensils top off this basket of heat. Want to kick it up a notch? Add in a certificate for meat at a local market.

3

We All Scream for Ice Cream: Class up a childhood favorite with multicolored spoons, glass dishes, sprinkles, and toppings. Gear it towards the kiddos with plastics!

Make it easy!

Believe it or not, you probably already have the beginnings of a great basket!

Think of things YOU would want. Start with a bold color or unique item, and build your basket around that. Have a raffia carrot? Add pastels, a place setting, and candy - BOOM - an Easter basket.

A set of glasses can go into almost any basket, towels make a great filler, and everyone loves food. A basket full of the same color catches the eye and doesn't necessarily need any other theme.

Look at what ONE tin basket can get you to the left! The numbered baskets below correspond to images on page 9. Take a peek and get crafty!

4

Margaritas, Moscow Mules, Old Fashioned: Decide on a drink of choice, including all the fixings, unique glassware, and BOOM! Of course, you can always use the go-wine option here with a bottle stopper or corkscrew.

5

Keep it Clean: The example here shows everything one could need to keep their vehicle spotless, including dusting wipes, leather protectant, glass cleaner, and automotive rags - all packaged in a bucket perfect for suds! This same concept can work for the home with detergents, dish rags, sponges, etc.! Want to make it a "clean" basket? Use alternatives like Norwex products or Method brand, and include Swedish dishcloths!



6 New Home: Life events are always great baskets because someone in the crowd knows a family or person who could benefit from them! For a home warming basket, use a crockpot, large pot, or big bowl to hold all your goodies. Pop in bottles of champagne or a couple of craft beers, a clock, or even adhesive wall strips and batteries - all things we can use when moving in!

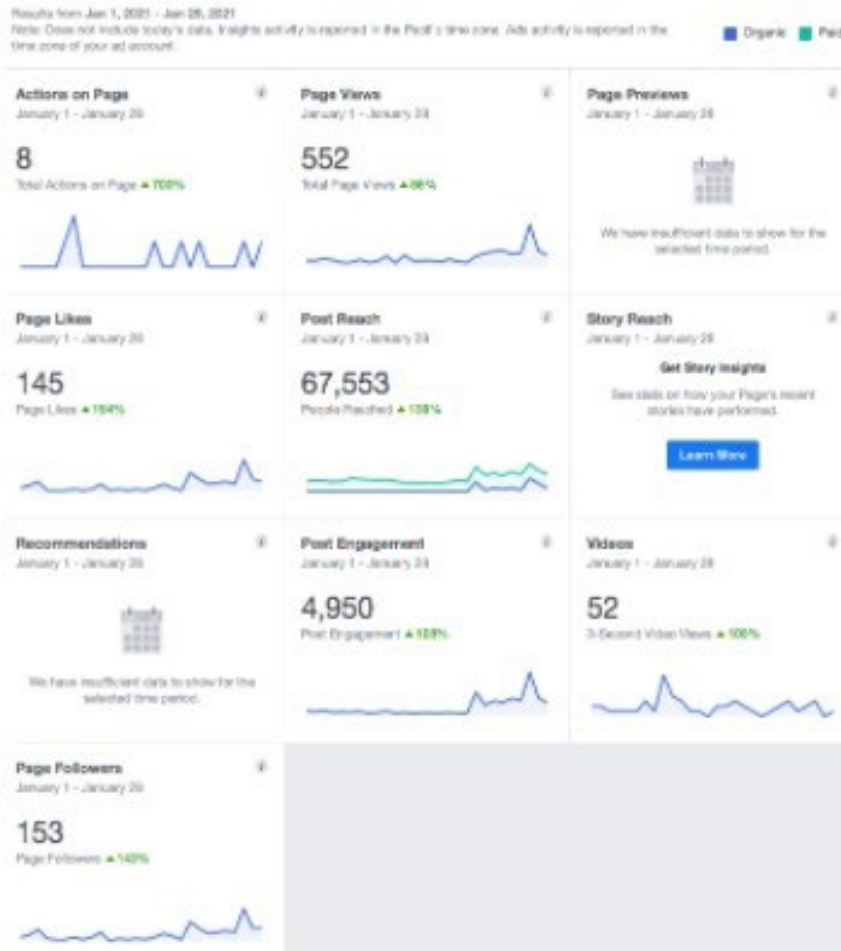
7 Pet's Life: Gear your goodies towards that special pup - or kitty cat - in someone's life. A great food or water dish makes the perfect basket - fill it up with toys, brushes, toys, and a soft blanket!

8 Bouncin' Baby: Another life event option and so fun to throw together! Keep it neutral or gear towards girl/boy and pick a theme - essentials for the bath, robe, towels all fit perfectly inside a baby tub. Use a cute storage crate and fill it with books, a nightlight, and PJs - lots of options here!

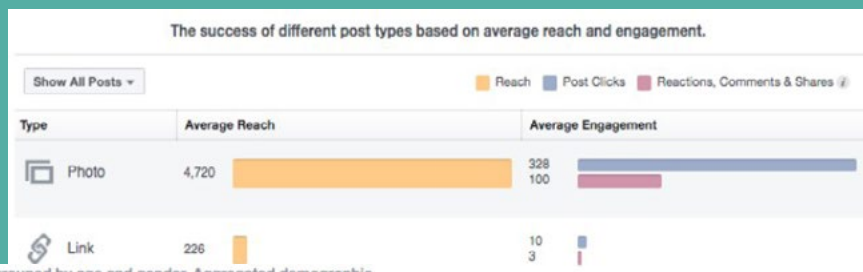
9 Garden Fresh: Herbs (clipped fresh, potted, or packaged) like basil, oregano, and sage, along with recipes, kitchen utensils, and baking dish, bring out the chef in us all! Switch things up to fresh garden salsa in cute jars, tortilla, or pita chips! Add in cilantro to top it off.

WISCONSIN CAMPERS SOCIAL MEDIA

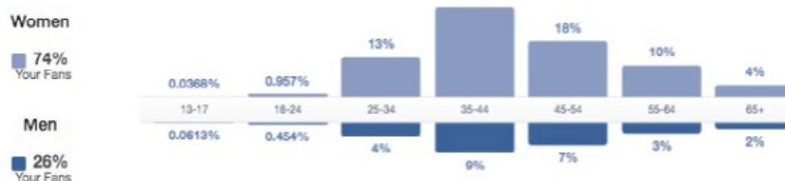
Social Media Insights - January 2021



Success By Post



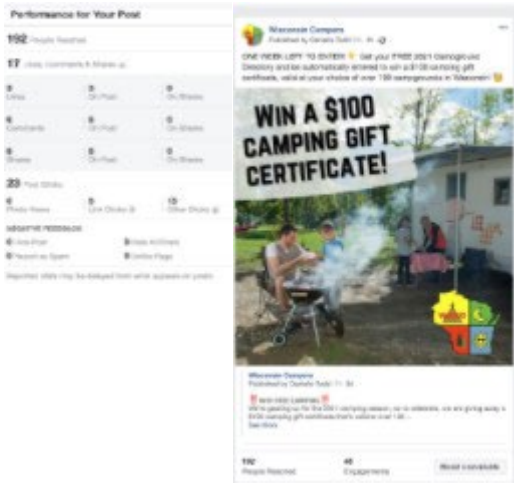
The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.



Summary of Page Fans

WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - January 2021



POST HIGHLIGHTS



Performance for Your Post

226 People Reached

3 Likes, Comments & Shares

3 Likes

0 Comments

0 Shares

10 Post Clicks

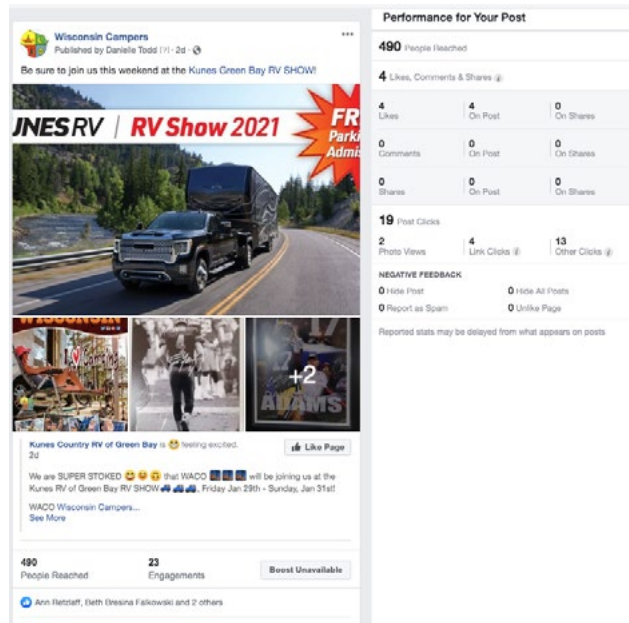
0 Photo Views

NEGATIVE FEEDBACK

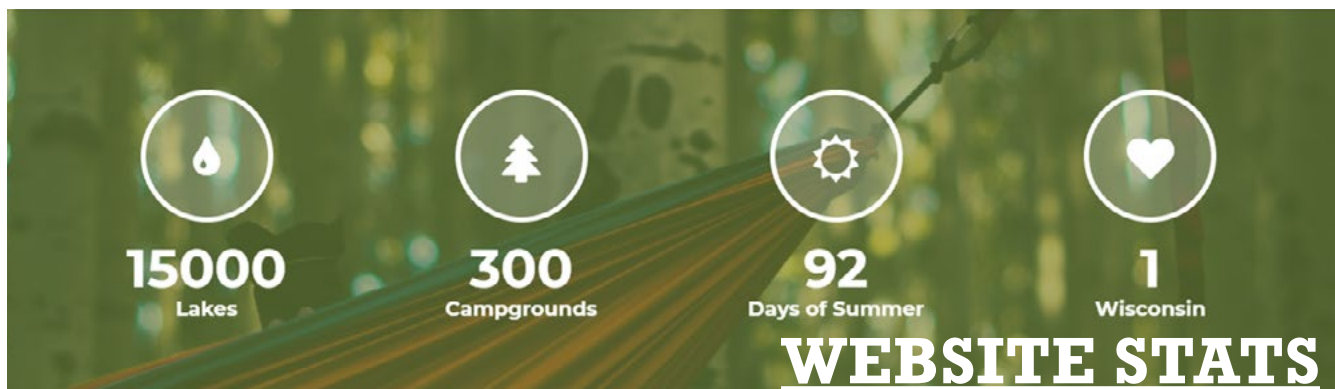
0 Hide Post

0 Report as Spam

Reported stats may be delayed from



We partnered heavily with the Kunes RV Show in Green Bay offering autographed prizes along with our distribution and show staffing!



- THE BAD NEWS:** A forced update from another analytics provider caused our Google Analytics to only record statistics to our site from Jan 1 - 15th. Luckily, we have access to the other analytics provider's information. Unluckily, it's difficult to combine/compare as we traditionally see the data. Expect to see this again in February as the problem was noted 2/6.
- THE GOOD NEWS:** The total stats for the month of January are off the charts and we owe most of that traffic to the directory distribution social media campaign and contests we ran in conjunction with email, FB, and our website!



Jan 2021 Compared to Jan 2020

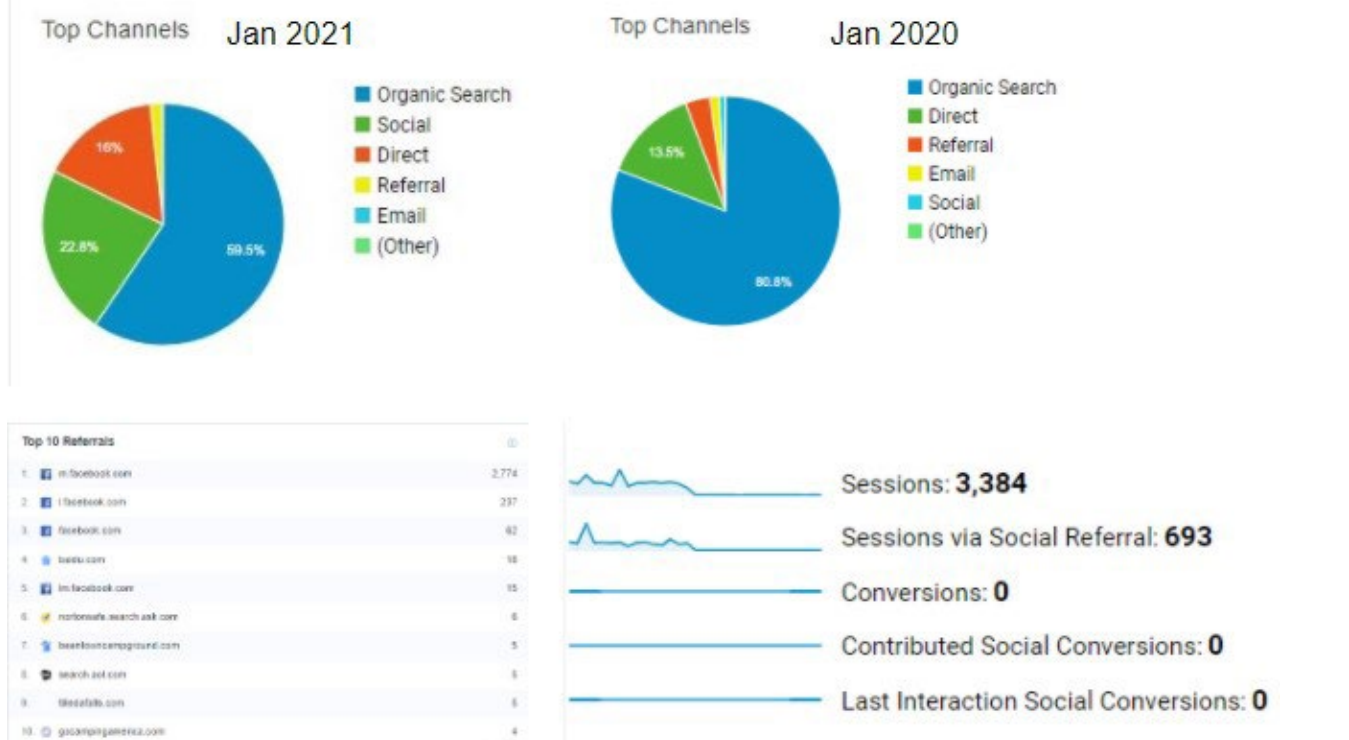
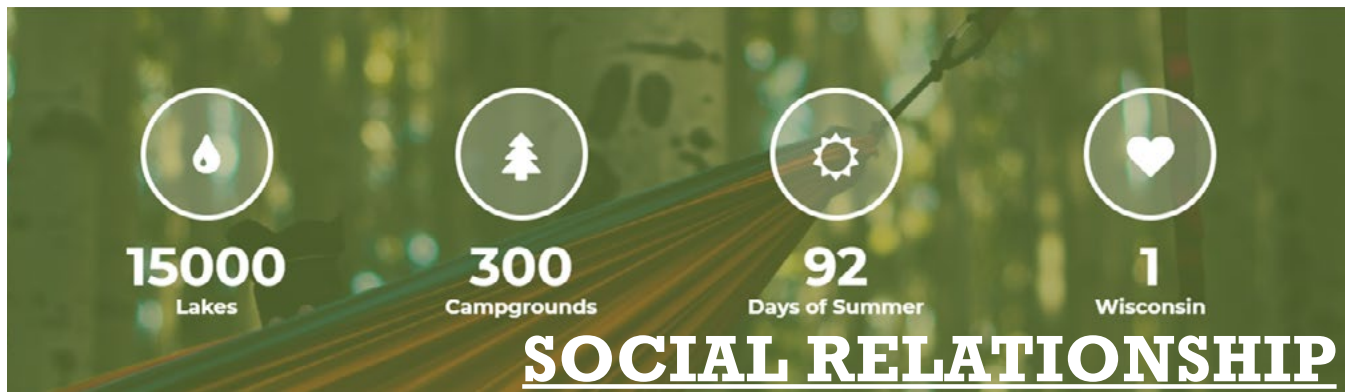
- 56% increase in Page Views
- 72% increase in Unique Sessions
- Analytics were combined from both providers to arrive at these stats

	2021	2020	% Change
Page Views	30,258	19,348	56.3% increase
Unique Sessions	8,602	4,987	72% increase



Unique Page Views & Sessions Show Significant Increase YOY





Social Relationship



- We've seen a steady increase in month over month traffic from our social media sites (mainly Facebook) pushing traffic to our website.
- Even with pulling information from two analytics, it's very clear that our social media campaigns are starting to work - specifically this last round with directory distribution!

Jan 2021 Compared to Jan 2020



January 2020	January 2021	% Difference
39	3781	96%

- Total of 3,781 sessions came from a Facebook link in Jan 2021
- Total of 39 sessions came from Facebook in Jan 2020
- **That's a 96% increase in traffic from social media!**
- Even with the missing pie chart information for the top channels, when you compare the barely visible pie slice of "Social" from the nearly 23% listed in Jan 2021, **its very clear that our social media tactics for the month of Jan worked!**



TOP 10 LANDING PAGES for Jan 2021

Top Posts/Pages

1. Camping Guide | Wisconsin Association of Campground Owners
2. Private Campgrounds | Wisconsin Association of Campground Owners
3. Wisconsin Campgrounds - Camping in Wisconsin - WACO
4. East Wisconsin Waters | Wisconsin Association of Campground Owners
5. Central Wisconsin River Campgrounds | Wisconsin Association of Campground Owners
6. — Browse By Region | Wisconsin Association of Campground Owners
7. Northwoods Region | Wisconsin Association of Campground Owners
8. Northern WI Campgrounds | Wisconsin Association of Campground Owners
9. Hidden Valleys | Wisconsin Association of Campground Owners
10. Southeastern Wisconsin | Wisconsin Association of Campground Owners



- Jan 1 - 15, 2020 shows a spike in activity on the Directory requests, as the page moved into the #9 spot.
- From Jan 15 - 31, 2020, the page rockets to the #1 spot with a total monthly page view of 3525
- What does this mean? **It means our efforts to increase awareness about the Campground Directory and get them into the hands of campers is working!**



DATCP Presentations at the WACO Convention & Trade Show

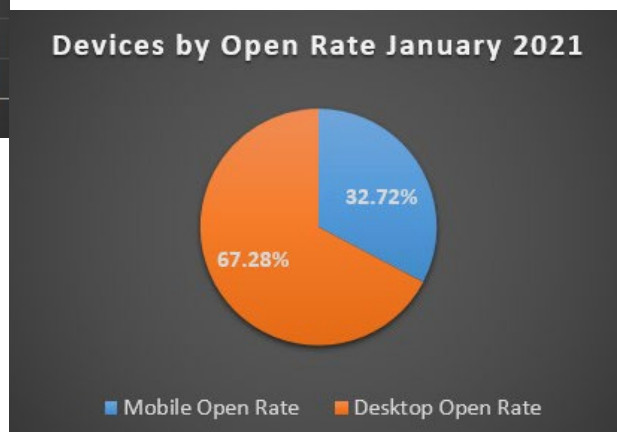
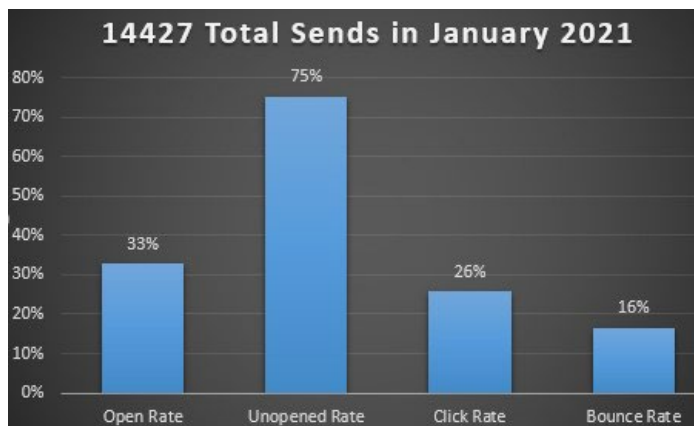
By Ted Tuchalski, Wisconsin Department of Agriculture, Trade and Consumer Protection

DATCP will be participating virtually on **Thursday, March 18**, at the 2021 WACO Convention & Trade Show. We will be available to answer questions via Zoom following the scheduled presentations below.

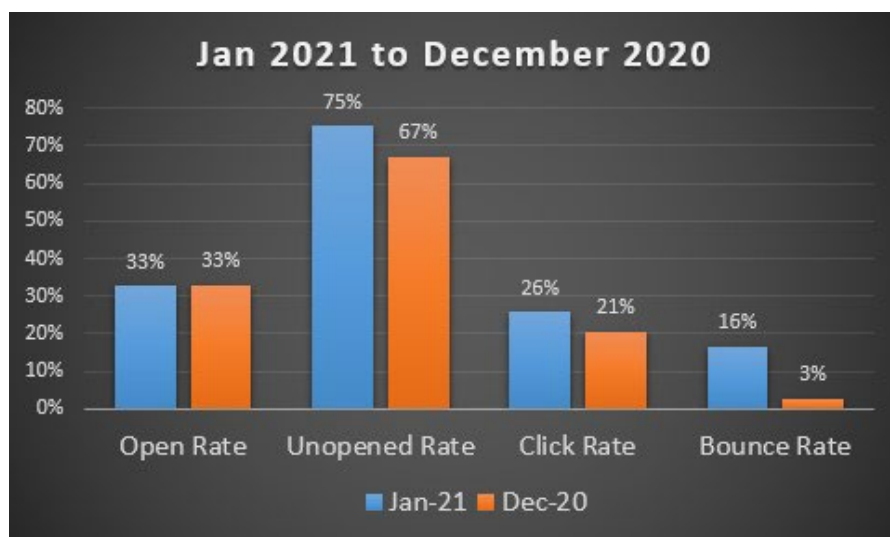
08:00 am – 09:30 am	Playground Safety Panel Discussion	Ted Tuchalski
09:45 am – 10:45 am	New Food Code	Jim Kaplanek
11:00 am – 12:00 pm	Pool Code	Mary Ellen Bruesch
02:00 pm – 03:00 pm	Campground & Lodging 2020 Year In Review	Ted Tuchalski
03:15 pm – 04:15 pm	Twilight Trivia	Reed McRoberts

Any questions that are not answered during the allotted time can be sent to DATCPDFRSRec@Wisconsin.gov.

EMAIL STATS JANUARY 2020



EMAIL STATS Dec 2020 Compared to Jan 2021



Notes to Consider:

- Similar to open rate when comparing Jan 2021 to December 2020 - however huge increase in sends from 14,427 in Jan 2021 to Dec 3645. Most of which can be attributed to Directory Distribution and requested related to that effort.
- The bounce back rate did jump up significantly, but most of that can be attributed to a send specific to a directory request. We'll be sure to take a peek at that list and make adjustments as needed.

Emergency Communications

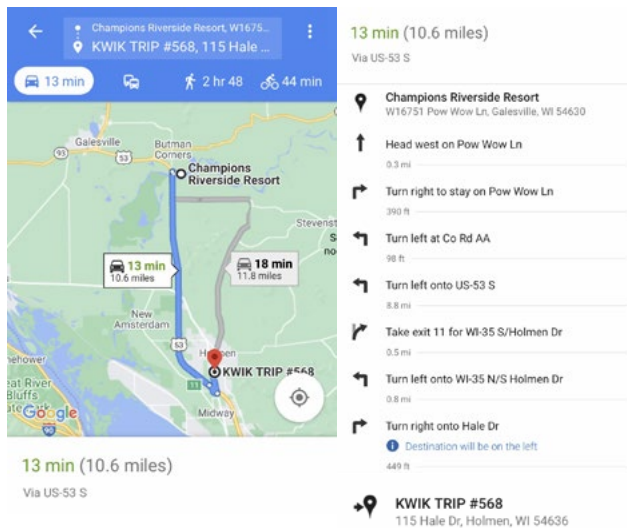
EMERGENCY COMMUNICATIONS

The nearest available telephone that can be used 24/7 to call for help is at: Kwik Trip 115 Hale Dr, Holmen, WI 54636

13 min 10.6 miles

Here is how to get to the nearest phone available 24/7

Directions/Map



REQUIRED SIGNAGE ALERT:

Signage explaining where guests can make a call in case of an emergency needs to be physically visible.

In the instance, there is an emergency outside your regular business hours and potentially when power is out, as an example - a true emergency - this would be how guests can make a call for help. The phone can be for the gas station that is open 24/7 etc. - It does not have to be a phone available on site, and if so, should include directions to the phone.

Your health inspector will ask the location of this sign. Be prepared by creating a simple sign like the example included here!

VISIT THE WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS BOOTH!
WE ARE GIVING AWAY
\$5,000 IN FREE CAMPING!
GRAB YOUR FREE 2021 CAMPGROUND DIRECTORY!
BOOTH LOCATED
ACROSS FROM THE STAGE!

DAILY STAGE SHOWS WITH THE GILBERT BROWN FOUNDATION!

FRIDAY: 3PM
SATURDAY: 3 & 5PM
SUNDAY: 2PM

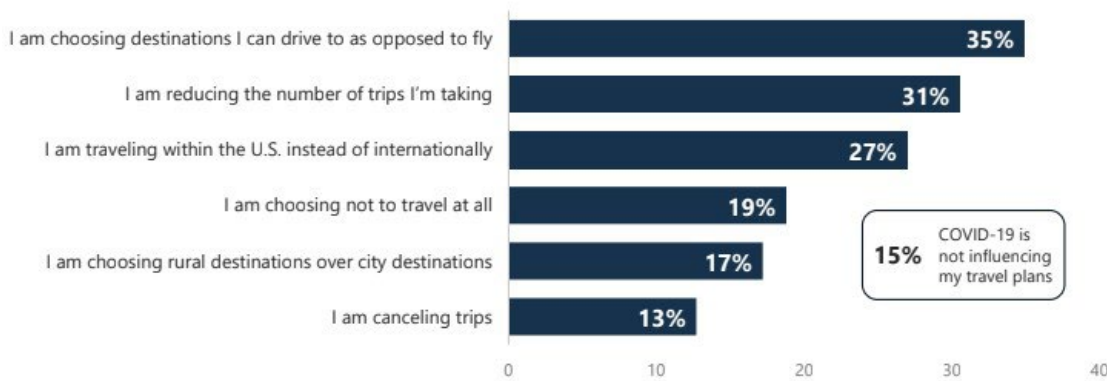
EXPLORE ALL THE GREAT FISHING AND BOATING OPTIONS THAT WISCONSIN CAMPGROUNDS



DIRECTORY DISTRIBUTION GREEN BAY BOAT SHOW

Getting creative with our Directory Distribution has been the name of our game this year! Prizes at the Green Bay Boat Show included \$5000 in free camping. Shining a spotlight on those campgrounds geared towards fishing and boating was extremely important to this show's host, and WACO didn't disappoint!

Influence of COVID-19 on Travel Plans in the Next Six Months



Great News from the Latest Longwoods Study

“The arrival of multiple coronavirus vaccines has reignited travel planning in the U.S.,” said Amir Eylon, President and CEO of Longwoods International. “The travel industry recovery appears poised to track in synch with the success of the mass vaccination program now underway across America.”

Vaccines are top of mind for American travelers with two thirds saying the vaccine will impact their travel plans. More than a third of travelers do not plan to travel until they are vaccinated, and a fifth of travelers do not plan to travel until a majority of Americans have received the vaccine

Travel Plans Wave 30 Study

The lowest percentage of cancellation plans and the highest rate of Americans stating they will travel since late last summer.

Increase to 81% of American Travelers report that they plan to travel within the next six months (up from 65% in mid-January, the highest level we have measured since last March!

Only 40% of American Travelers indicated the coronavirus is greatly impacting their decision to travel in the next six months (The lowest level since March 2020)!

American Travelers say the pandemic is causing them to change travel plans (63%), down 5% since mid-January (The lowest level since March 2020)!

Americans say they feel safe traveling outside their communities, (49%) back up to levels seen late last summer!

American Travelers say they will wait until they are vaccinated (35%) to travel, but 37% say the vaccine has no impact on their travel plans at all!



Importance of Password Security

Blackhawk Bank

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 cyber security. 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 cyber security or figuring out where to begin, here are some common things to do and avoid when creating passwords.

Avoid Common Words & 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 convenient, 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 Check-up](#) 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!](#)

**Respectfully Submitted
by Blackhawk Bank**

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

MEMBER DISCOUNT ALERT!

SWANK MOTION PICTURES, INC.

25% off

MOTION PICTURE LICENSE

Your license provides you exclusive coverage for thousands of Lionsgate films, as well as thousands of films from Sony, Columbia and TriStar Pictures.



****Disney is not covered under the site license anymore-we can only license it on a single event basis (one movie for the one date you choose)**

With our license you have peace of mind knowing your campground is covered for movie nights that:

- Highlight new services or features
- Encourage longer stays
- Increase camper spending through stores and concession stands
- Add to the diverse amenities your property offers guests

Contact: Kaitlyn Pollock
Senior Account Executive
Phone: (800) 876-5577
Email: kpollcock@swank.com

CAMP FOLLOW UP

Below and on the following page include excellent information on adjusting your business and advertising plan to COVID-19 fallout from Andrea Wood, Vice President of Marketing, Miles Partnership. We are approaching the first full year of living through the pandemic. **In her presentation at this year's CAMP, Wood revealed in the past months, our industry has learned much about our customers and their needs!**

TRAVELERS KEEN TO TRAVEL NOW ARE:

- SPEND MORE ON TRAVEL
- SKEWED SLIGHTLY YOUNGER
- MORE FAMILY FOCUSED
- MULTI GENERATIONAL TRIPS
- MORE OUTDOORS DESTINATIONS/ACTIVITIES
- MORE INTENSIVE MEDIA USE IN TRIP PLANNING
- HEAVY SOCIAL MEDIA USERS



Destination  Analysts

miles
PARTNERSHIP

4 ESSENTIAL STEPS for Survival & Recovery

1. Clear, Consistent Health & Safety Messaging
2. Recovery Starts with Locals & Drive Markets
3. Leverage High Traffic Platforms To Amplify Messaging
4. Communicate Across Media Channels

1. Clear, Consistent Health & Safety Messaging

Even if you, your staff, or your Seasonal guests are “over” COVID, the next guest who comes in may not be. They may be visiting for the first time, assessing that ever-important first impression. Be sure to keep up with your safety measures of sanitization, signage about capacity, and mask use as designated in your area. Erring on the side of caution shows your business is taking the moral high ground for the sake of your guests.

2. Recovery Starts with Locals & Drive Markets

Look around your campground. Your community is waking back up, and local businesses are some of the reasons for that! Activities still take place, with safety measures. People are still making purchases - maybe they are online, but business is still thriving. Get partnerships with companies that want to drive the market just like you do.

3. Leverage High Traffic Platforms To Amplify Messaging

Now might be a good time to check out that billboard you would’ve never advertised on before. Things like our directory and website with a broad audience base are the best to invest your advertising dollars in this coming year!

4. Communicate Across Media Channels

Storytelling has never been so popular, with more travel happening via the road trip. Magazine articles, website blogs, and videos capture more of those “traveling to visit friends and family locally” Americans. Great time for WACO to launch its new CHEESE BYTES, don’t you think?

While we will have our in-person Annual Meeting at the WACO Convention, we understand that some may not feel comfortable attending. Please be sure we hear your voice and count your vote! If you cannot vote in person, email the office to request an absentee ballot.

All votes must reach the WACO Office by March 10, 2021!



LAURIE ADAMS
Baraboo Hills Campground

Laurie currently owns and operates Baraboo Hills Campground with her husband Greg and two boys, Trent and Trevor. Laurie began working in campgrounds in 2004 as a reservationist and 10 years later she and Greg purchased the campground. She left her job with Baraboo School District as a school nurse and Greg ended his 27-year career with Sysco Foods to take this life-changing leap. Laurie **was elected to the WACO Board in 2018 and serves on the Membership Committee. Baraboo Hills has 50 seasonal sites, 42 rental units and 68 overnight sites for a total of 160 sites. Baraboo Hills has been a WACO member for 20+ years. Laurie enjoys working with the WACO members & helping organize the Fall Tours with the Membership Committee.**

BERT DAVIS
Dells Camping Resort

Bert is your past ARVC Area 3 directors for the last 6 years. He has also served on the ARVC Excom holding the seats of Secretary, Treasurer, Second Vice Chair, and currently the seat of Chair Elect. He also has been involved with the WACO Board of Directors for more than 10 Years. His proud membership with Waco started while being employed at Pride of America Camping Resort. After a 8 seasons as the Grounds Manager for Pride of America, Bert branched out with Business partners Mike and Pete Hagen to acquire Badgerland Campground. After 7 seasons managing Badgerland, Bert and his business partners once again decided to branch out by selling Badgerland and acquiring Dells Camping Resort where he is the current general manager. Please do not hesitate to contact him with any questions or concerns about your ARVC benefits and reasons to belong to the National Organization.



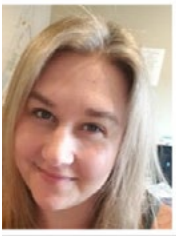
SCOTT D. KOLLOCK
Vista Royale Campground

Scott is a second generation owner of Vista Royale Campground in Bancroft, Wi. The park was built by his family 45 years ago and has been ran by them since day one. Scott has valuable long term experience with all aspects of the camping business. Scott loves camping and looks forward to promoting it and WACO into the future. Scott is now serving as Past President of the WACO Board of Directors.



SARAH KRAUSE
River's Edge Campground

I have been the manager of Rivers Edge Campground for going on 4 years now. Before taking on the responsibilities of running a campground I had owned a bar in Stetsonville, WI called the Roost bar and Crazy Cow Grill. Prior to that adventure I had spent my whole life in customers service. I am the longest running employee of a bar in Weston, 29 years this year (I do still moonlight there to keep my title) have owned a clothing boutique, managed 2 motels, and sold insurance. I love hospitality and customer service, I thrive on making people smile. I also currently am on the board for our local Bowl for kids sake. I enjoy running fundraisers and large events. I enjoy WACO and all it has to offer and would love to be a part of helping it continue to grow and help others grow.



MARK STEFAN
Grand Valley Campground

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



KRISTI MLODZIK
Duck Creek Campground

Kristi Mlodzik, was born and raised on a Dairy Farm in Green Lake County and always involved in 4-H, where she was involved in leadership programs. She loves sewing, doing Crafts and just repurposing things. After High School, she went to Cosmetology School in Green Bay and has been a Hair Stylist for 36 years. Kristi owned a salon for 7 years and managed other salons while raising children and working in another business with her sister in-law, “Jill’s of all Trades”. Always staying busy! When Denny and I started to look at a business to buy, we had camped for years with our family and Grandchildren. We had enough of working for someone else. We bought Duck Creek Campground after touring several Campgrounds. I have always been a people person so being in the Campground Industry is just perfect because it is everyone’s “Happy Place.” I would like to be on the Board of WACO. I am a firm believer of WACO. When we were on the hunt for Campground to buy we could tell the difference in Campgrounds that were WACO Members or not based on the support behind them. WACO is a wonderful organization of support and knowledge.

DENEEN PEDERSEN
Stoney Creek RV Resort

Deneen started her campground career in high school working the front desk at Jellystone in Warrens. She worked her way up to management in 4 short years. Over her 25+ years at Jellystone, she worked as Operations Manager and was monumental in growing the recreation program, developing a large successful retail store, and running day-to-day operations at a 1,000 site campground. In 2014, Deneen along with her husband, Brian, and mother, Joyce, purchased Stoney Creek RV Resort in Osseo, Wi. Deneen owns and operates Stoney Creek RV Resort with her family, Brian, Joyce, daughters-Tia and Amber, son-in-laws- John and Josh, and grandson- King Roy. She is excited to be welcoming her two new granddaughters this spring too! Stoney Creek has 200 sites and is currently undergoing an expansion to include additional RV sites, year-round cabins, swimming pond with inflatables, beach and new snack bar. Deneen has always loved the campground industry and enjoys working side by side with her family. As a member of WACO for over 30+ years, she is excited to share her knowledge and passion with the industry.



ASHLEY A. WEISS-WEGNER
Wilderness Campground

I am a proud third generation, future campground owner, of Wilderness Campground in Montello. We have around 390 sites and are in the Central Wisconsin River Country Region. I have been involved in day to day operations of the campground ever since I can remember. My very first memories involve the campground, and the WACO convention as a child. I graduated from U.W. Whitewater with my B.B.A. in Marketing in 2008. In 2010 I moved to Appleton, Wisconsin with my husband and took a position at Kimberly-Clark in the Consumer Services Department. We moved back to Montello in 2013 and I accepted a position in the Marketing Department for Brakebush Bros. In 2014, I decided I had enough experience outside the family business and went back to work at the campground full-time. I feel that my time away from the campground has helped me to realize that my passion and my skillset alike are really for the campground industry. It is a highly demanding, yet extremely rewarding career in which one must wear multiple hats. I truly am looking forward to helping continue the growth of our family campground.

HANNAH PIPER/ EHLAN
Evergreen Campsites & Resort

Hannah has been apart of the outdoor hospitality industry for over the past 14 years with Evergreen Campsites & Resort. She currently has her Executive certification for outdoor hospitality from Arvc along with a Degree in Restaurant & Hotel Management She is also well versed in 20 group 4. She Starting out working at the resort’s water slide to now being owner Jim Button’s facilities manager at the resort. Hannah is well versed in social media marketing, digital marketing, reservation systems, seasonal & daily guest experience. Currently holding the Social Chair on the National Association(Arvc)Young Professional Board. She has taught both at the State Association and National Association and is looked at as an industry leader.



58TH ANNUAL
WACO
CONVENTION
 AND TRADE SHOW



MARCH 17 - 21, 2021
STEVENS POINT, WI

© Join us in the Twilight Zone! ©

Have you registered yet for the 58th Annual WACO Convention and Trade-show?

Join us in the Twilight Zone (which should seem utterly normal after this past year) for invaluable networking with fellow members, industry education, and show specials!

Haven't registered yet? GET ON IT!

We are still meeting in person and keeping everyone safe with additional sanitization and virtual options.

Looking forward to seeing you all in just a few weeks - either in person or virtually!

REMINDERS:

Rates After Jan 31:

- Full Convention: \$300/person
- Full Convention Out of State ARVC: \$375/person
- Full Convention non ARVC Members: \$425/person

SHOW
INFO



"You unlock this door with the key of imagination. Beyond it is another dimension: a dimension of sound, a dimension of sight, a dimension of mind. You're moving into a land of both shadow and substance, of things and ideas. You've just crossed over into... the Twilight Zone."

~ Rod Serling, The Twilight Zone: Complete Stories ~

REGISTER TO ATTEND HERE!

Can't click because you're reading a paper copy? No worries! The Registration Form available on our Website under EVENTS

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THANK YOU

We appreciate our \$500 Silver Sponsor and \$200 Bronze Sponsor!

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WOODALL'S
CAMPGROUND MANAGEMENT
 The Independent Voice Of The North American Campground Business



Board of Directors

The WACO Board of Directors consists of dedicated members focused on determining the best options for your association. If you have ideas, questions, or want to get more involved, reach out to one of them or the WACO office!



Bud Styer, President
Jellystone Park™ Fort Atkinson
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
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Bert Davis, ARVC Representative
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Julie Michaels, Treasurer
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Rob Brinkmeier, Director
Merry Macs Campground
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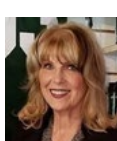
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