
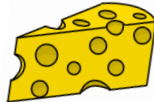




# SCHEDULE - FRIDAY (3/19)



**Buy your drinks at the Cash Bar set up inside the rooms when possible we have a minimum to reach in order to provide this service at no charge. Your support is appreciated!**

	Top Shelf Little Bar	Amber Grill A	Woodland Room	Banquet Room	Amber Grill B
<b>8:00am - 9:30am</b>	<b>Basics on Facebook and Instagram</b> <i>Carrie Geary</i>	<b>Sales Tax Questions</b> To pay or not to pay! Trivia sales tax course <i>Holly Hoffman</i> <i>Sales &amp; Income Tax Advisory Network</i> <b>Sponsor</b>	<b>What is Broadband Wi-Fi, and how does it drive revenue?</b>  <i>Tim Rout</i> <b>CEO- AccessParks</b> <b>Sponsor</b>	<b>Personality Styles</b> Understand how to work with and deal with personality styles that are different than yours. <i>Lori Severson</i>	<b>How New Treasury Technologies Can Move Your Money Like a Dream</b> <i>Kim Lantta</i> <i>VP Treasury Management</i> <i>Blackhawk Bank</i> <b>Sponsor</b>
<b>9:45am - 10:45am</b>	<b>Planning for Emergencies, Disasters &amp; the Unexpected</b> <i>Rich Durkee</i> <i>Secura Insurance</i> <b>Sponsor</b>	<b>Maximize Your Park's Revenue: Marketing Exposure and Yield Management</b> <i>David Mayfield</i> <i>ResNexus</i> <b>Sponsor</b>	<b>Bar Promotions</b> Tiki Bar Bloody Mary's & Bar Promotions <i>Sarah Krause</i>	<b>Success Up; Stress Down - Project Management for Busy Campground Owners</b> What is project management, why you need it, and six basic areas you can address to decrease frustration, overages, and downtime for your next venture <i>Kara Traxler</i>	<b>Drone Training</b> Interested in learning more about Drone Driving? Here is your live practice session. <i>Carla Brown</i>
<b>11:00am - 12:00pm</b>	<b>Electrical Trends and Cracker Barrel Discussion: Bring your questions!</b> <i>Heidi Doyle</i> <i>Utility Supply Group</i> <b>Sponsor</b>	<b>Canva</b> Art work made easy.  <i>Tina Severson</i> <i>Danielle Todd</i>	<b>Lunch set up</b>	<b>Lunch Set up</b>	<b>Campground Valuation</b> <i>What's it worth?</i> <i>How to get more money from the bank?</i> <i>Margins, P&amp;L, Money – Exit Strategy!</i> <i>John Jaszewski</i> <i>Campgrounds4sale.com</i> <b>Sponsor</b>
<b>12:00pm - 1:00pm</b>	<div>  <div> <p><b>Lunch served in the Banquet Room</b></p> <p><b>Who Moved my Cheese?</b></p> <p><i>Lori Severson &amp; Tommy Woog</i></p> <p><b>Sponsor - Water Wars</b></p> <p><i>If 2020 taught us anything – One big lesson learned was change happens!</i></p> <p><i>Learn how to move quickly through the change process!</i></p> </div>  </div>				



# SEMINAR DETAIL INFORMATION



## SEMINARS – FRIDAY MARCH 19

## Morning Seminar Descriptions

### Basics on Facebook & Instagram

8:00-9:30am

Carrie Geary

Top Shelf Little Bar

Getting started on Facebook & Instagram! This will be a beginner's crash course in making sure your business is set up correctly for your customers to find you on social media. We will cover your profile picture, about sections, banners, and more. You will leave knowing how to create a post, ideas to share, schedule posts and drafts simply, create events on Facebook, and ideal times to post.

### Sales Tax Questions

8:00 – 9:30am

Holly Hoffman

Amber Grill A

To pay or not to pay! Trivia sales tax course – Holly Hoffman, Sales & Income Tax Advisory Network

### What is Broadband Wi-Fi, and how does it drive revenue?

8:00 – 9:30am

Tim Rout

Woodland Room

New Member! AccessPark – With CEO Tim Rout- Sponsor

### Personality Styles

8:00 – 9:30am

Lori Severson

Banquet Room

Learn how to communicate to styles that are different than yours. Discover how to value the differences.

### How New Treasury Technologies Can Move Your Money Like a Dream

8:00 – 9:30am

Kim Lantta

Amber Grill B

Kim Lantta – Blackhawk Bank – Sponsor

### Planning for Emergencies, Disasters & the Unexpected

9:45 – 10:45am

Rich Durkee

Top Shelf Little Bar

Topics discussed will include evacuation plans, active shooter situations, handling PR, accident reporting, and other tips.

### Maximize Your Park's Revenue: Marketing Exposure and Yield Management

9:45 – 10:45am

David Mayfield

Amber Grill A

David Mayfield, ResNexus - Sponsor

### Bar Promotions

9:45 – 10:45am

Sarah Krause

Woodland Room

How to promote specialty drinks in line with activities. Creating the ambiance in your tiki bar.

**Want the Whole Family Educated?**

**Pets are allowed at the Holiday Inn Express for just \$25 per night!**





# SEMINAR DETAIL INFORMATION



## SEMINARS – FRIDAY MARCH 19

## Morning Seminar Descriptions

### Project Management

9:45-10:45am

Kara Traxler

Banquet Room

From implementing a new reservation process to building a 100 site expansion, projects are common in the campground industry. What isn't so common is effective project management. Sometimes it happens haphazardly, "I thought you were in charge of that!" resulting in frustrated owners, employees, contractors, or campers (or all of the above). However, when done through deliberate planning, leadership, and execution, the stress level goes down, and the success level goes up. Learning and applying some of the basic principles of project management will increase your ability to complete them the right way, with the right people, on time, and on budget. Participants will spend time drafting a simple plan for a current or future project.

### Drone Training

9:45 – 10:45am

Carla Brown

Woodland Room

Learn different types of drones to purchase. What to practice with – what options to go to the next level with.

### Utility Supply Group

11:00am-Noon

Heidi Doyle

Woodland Room

Electrical Trends and Cracker Barrel Discussion: Bring your questions!

Additionally, we will be hosting various demonstrations at our booth, throughout the expo including (but not limited to):

1. Hooking up a meter kit to your existing pedestal
2. Installing a Pagoda Light to your existing pedestal
3. Switching out breakers
4. Switching out receptacles

### Canva

11:00am-Noon

Tina Severson & Danielle Todd

Amber Grill A

Artwork made easy.

### Campground Valuation

11:00am - Noon

John Jaszewski

Amber Grill B

What's it worth? How to get more money from the bank? Margins, P&L, Money – Exit Strategy!

Campgrounds4sale.com **Sponsor**



Ron Dayne  
Wisconsin Badgers  
4-6pm Autographs  
Pictures  
Get your items to  
raffle for next year!  
Gilbert Brown Booth





WACO Young Professionals is a group open to all WACO Members between the ages of 18-40 who are associated with a Wisconsin Campground. This group aims to encourage young professionals in the Wisconsin campground industry to network, share common interests and ideas, learn more about our industry together and engage in the future of our organization.

	Wisconsin Room
8:00am - 9:30am	<b>Young Professionals Round Table</b>  <b>"COVID Review- Activities &amp; Technology Ideas"</b> Let's discuss what worked (and didn't) for us this year and share some ideas for going forward in 2021.
9:45am - 10:45am	<b>Young Professionals Round Table</b>  <b>"Transfer of Ownership Preparing &amp; Process"</b> Join us as we discuss the ins and outs of transferring ownership, the process leading up to it, and how others have achieved a smooth transaction.
11:00am - Noon	<b>Young Professionals Annual Meeting</b>  Open to all WACO Young Professional members and prospective Young Professional members.

**Space available in lobby area  
To spread out and catch a seminar on Zoom!**





# TRADE SHOW - FRIDAY (1-7 PM)



FRIDAY, MARCH 19<sup>th</sup> 1:00PM – 7:00PM

**TONIGHT: Campground Drawing to spend  
\$500 at any of these Show Sponsors:**

**\$500  
Show Dollars**

Campground Drawing to spend \$500 at any of these Show Sponsors:

Campgrounds4sale.com

Coverra Insurance

Jim's Golf Cars

Harris Golf Cars

ResNexus

Blackhawk Bank

Severson & Associates - S & H Ad Specialties



**Keep your registration costs low by shopping with these vendors!**

**Beer starts at 5:00pm Enjoy a beverage at these beer sponsors**



**MOUSE MIX  
GAMA SONIC SOLAR LIGHTING  
CAMPSPOT  
SEVERSON & ASSOCIATES**

**Earn \$1000 to spend at the trade show on Saturday just for shopping Friday!**

Show  
Dollars

**BUY.... BUY... BUY....WHY...WHY...WHY?**

Our suppliers need to take orders back to their offices to make the business piece work!

They are the reason we have a great show with amazing opportunities. Please help our show be the best we can be by asking any supplier you work with to show you their WACO

TRADE MEMBER Card – Please thank our suppliers by purchasing at the show!





## Evening Entertainment Line-Up!

Your Hosts:  
**Gilbert Brown & Caden Dahl**



**6:45pm Suppliers Welcome**

**7:00pm Dinner – Suppliers please join us!**  
**Gilbert Brown Foundation Supporters Recognition**

**7:30pm Gilbert Brown & Caden Dahl**  
**Top Campground Fundraiser Award**  
**Tickets are \$10 each or a wingspan for \$50!**  
**Out of this world fundraising!**

**8:30pm Live auction – Paid Basket Bragging!**

- Packer Tickets
- Golf Cart
- Autographed prints
- 3 night employee retreat at Champions

**50/50 Raffle!**  
Winner drawn after Live  
Auction, Friday evening

**Prizes like...**  
**Packer Tickets,**  
**\$1000 in WACO**  
**Bucks,**  
**Autographed**  
**Merchandise**  
**valued over \$1000**  
**– other prizes not**  
**so much 😊**

**9:15 pm Trade Show shopper drawing! \$1000 to spend at the trade show**  
**Show Sponsor drawing! \$500 to spend at any show sponsor**

**9:30pm Silent Auction Closes**  
**Campground Basket Winner announced at 9:30**  
**See which campground wins \$1000 to spend at the Trade Show for having**  
**the best basket!**

**Candy Bar Sale – Win great prizes – Golf cart tickets, Autographed pictures,**  
**Autographed Merchandise & Jerseys! Win up to \$500.00 in WACO Certificates!**  
**Spend at the show!**

**Campground Drawing to spend \$500 at any of these Show Sponsors:**

Campgrounds4sale.com

Coverra Insurance

Jim's Golf Cars

Harris Golf Cars

ResNexus

Royalle RV

Severson & Associates - S & H Ad Specialties

**Coolest Auction ITEMS ending tonight!**