



SCHEDULE - THURSDAY (3/18)



	Amber Grill A	Top Shelf Little Bar	Woodland Room	Banquet Room	Amber Grill B
8:00am - 9:30am	Twilight Zone of legal questions from 2020! Understanding your seasonal agreements Waivers <i>Mark Hazelbaker</i>	Play Ground Panel Discussion <i>Eric Haun - Coverra Insurance , Ted Tuchalski - DATCP, Laramie Weiss</i>	Making decisions with Data & a goal <i>Bud Styer, Chris Metcalf, Phil Whitehead, John Jaszewski</i>	Social Media Using paid social media, how to better SEO, etc. <i>Hannah Klein Steven Point CVB Director of Partnerships</i>	Guest Services Great customer service leads to many benefits. Not only will you gain trust with your current customers, they'll also become a wonderful marketing tool as they spread the word about your business to other potential visitors. <i>Andrew Nussbaum</i>
9:45am - 10:45am	Adult Activities <i>Panel: Julie Michaels Laramie Weiss, Lisa Black</i>	New Food Code James Kaplanek Section Chief for Retail Food and Recreational Technical Staff and Field Services/Reed McRoberts.	Marketing to Diversity <i>Carla Brown Andrew Nussbaum</i>	Workload Management Panel Learn what others use to manage their time. <i>Pete Hagen, Ashley Wegner, Carrie Geary, Kara Traxler</i>	Lessons Learned Through the Years Do's & Never go there again! <i>Panel: Jim Button, Bud Styer, Mike Driken</i>
11:00am - 12:00pm	Managing Employees and Campers With Calm and Confidence <i>Mark Hazelbaker</i>	Pool Code <i>Mary Ellen Bruesch CPO Will join Water Technical Specialist</i>	CampersApp How does it work <i>Heather Gere Sponsor</i>	Making work fun – Using the FISH philosophy! <i>Severson & Associates</i>	Wisconsin Tourism Economics and Data Wisconsin Tourism and Economic Development Promotion ... What Did We Learn from 2020? <i>Andrew Nussbaum</i>
12:00pm - 1:45pm	<p style="text-align: center;">Lunch served in the Banquet Room – National Anthem National Anthem – Sarah Krause Salute to WACO Members who served</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  State Rep. Jon Plumer </div> <div style="text-align: center;">  State Rep. Alex Dallman </div> <div style="text-align: center;">  State Rep. Jesse James </div> <div style="text-align: center; flex-grow: 1;"> Legislator Luncheon Speaker: Rebecca Kleefisch, Former Lieutenant Governor of Wisconsin AWARDS: Presented by: Bud Styer National Anthem sung by: Sarah Krause Lori Severson Presentation </div> <div style="text-align: center;">  </div> </div>				
2:00pm - 3:00pm	Preventing Employee Theft Mark Hazelbaker, Chris Metcalf, Dennis Plantenberg, Mike Henry, Aaron Eickhorst	Campgrounds & Lodging <i>Ted Tuchalski from the State Inspection team will take you on a fun journey of campground code & worst mistakes.</i>	Listening Session What should our government know about our industry and tourism? What do taxpayers want to see? <i>Rebecca Kleefisch</i>	Activities from Another Dimension <i>Panel: Rebecca Henry, Hannah Piper, Tia Anderson</i>	Brainstorming & Beer Jim's Golf Carts <i>Everything you wanted to know about golf cart rentals</i> Sponsor
3:15pm - 4:15pm	Room Unavailable	Twilight Trivia with Ted, Reed, Jim & Mary Ellen. <i>Test your ability to know the code and common mistakes!</i>	Man Cave Cracker Barrel Maintenance, Roads, Checklists, Sewer, etc. Bring your questions! <i>Facilitated by Mike Henry & Joe Walter</i>	Leadership Growing your support group, volunteers, family, students or J1 Students. Incentives & rewards <i>Lori Severson Bud Styer Carrie Geary</i>	Room Unavailable



SEMINAR DETAIL INFORMATION



SEMINARS - THURSDAY MARCH 18

Morning Seminar Descriptions

Twilight Zone of Legal Questions from 2020

8:00 - 9:30am

Mark Hazelbaker

Amber Grill A

Understand your agreement and learn the importance a word or two can make! Learn how the model works and why things change every year!

Playing Around

8:00 - 9:30am

Panel

Top Shelf Little Bar

Learn about playgrounds and equipment. This panel discussion will include industry leaders from insurance, State inspection, regulators and industry reps. Learn what the industry trends are, how to start reasonably, what pricing, and what's popular within campgrounds. Hear from your peers on what works and doesn't work for their campground. Panel includes: Eric Haun- Coverra Ins., Ted Tuchalski – DATCP & Laramie Weiss

Making Decisions with Data & a Goal

8:00-9:30am

Panel

Woodland Room

Different businesses = different goals. It can get tricky making decisions based on your insurance, your banker, paying taxes, and what your exit strategy is when you enter the twilight years... Learn about measurements that make a difference in each area. Panel includes: Bud Styer, Christine Metcalf, Phil Whitehead, and John Jaszewski

Social Media

8:00 - 9:30am

Hannah Klein

Banquet Room

With expert Hannah Klein, Director of Partnerships for the Stevens Point Area Convention and Visitors Bureau.

Guest Services

8:00 - 9:30am

Andrew Nussbaum

Amber Grill B

Great customer service leads to many benefits. Not only will you gain trust with your current customers, they'll also become a wonderful marketing tool as they spread the word about your business to other potential visitors. Whether in person, or on social media, the word travels fast. And, whether it's positive or negative feedback about a product or service, people are freely sharing their experiences. In the long run, treating people fairly and with respect will bring business to your company today and in the future. Every customer has to be treated fairly and with respect and dignity. Even angry customers. In your customers' eyes, you are the business. So even though the customer may be angry with something that you were not involved with, to the customer, you represent the business, so it is your job to fix the problem.

Adult Activities

9:45 - 10:45 am

Panel

Amber Grill A

From crafting to wine tasting events, to bingo, and raffles, adults like to be entertained too! Learn what other campgrounds do! Panel includes: Julie Michaels, Laramie Weiss, Lisa Black

New Food Code

9:45 - 10:45am

James Kaplanek, Reed McRoberts,
& Mary Ellen Bruesch

Top Shelf Little Bar

James Kaplanek, Section Chief for Retail Food and Recreational Technical Staff and Field Services/
Reed McRoberts.

Marketing to Diversity

9:45-10:45am

Carla Brown & Andrew Nussbaum

Woodland Room

Come experience an exercise that helps you tailor your message to more people looking to camp!



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Morning Seminar Descriptions

Workload Management Panel

9:45 - 10:45am

Panel

Banquet Room

Learn what others use to manage their time. Panel includes: Pete Hagen, Ashley Wegner, Carrie Geary, Kara Traxler

Lessons Learned Through the Years

9:45 - 10:45am

Panel

Amber Grill B

Do's & Never go there agains! Panel: Jim Button, Bud Styer & Mike Dricken

Managing Employees and Campers With Calm and Confidence

11:00am - Noon

Mark Hazelbaker

Amber Grill A

Hazelbaker & Associates has a strong emphasis on employment, zoning, and local government law, areas WACO members often deal with. Learn some tricks to managing employees and guests.

Pool Code

11:00am - Noon

Mary Ellen Bruesch, Water
Technical Specialist

Top Shelf Little Bar

Get the latest updates with Mary Ellen Bruesch.

CampersApp

11:00am - Noon

Heather Gere

Woodland Room

How does it work?

Making work fun

11:00am - Noon

Severson & Associates

Woodland Room

Using the FISH philosophy!

Wisconsin Tourism Economics and Data

11:00am - Noon

Andrew Nussbaum

Amber Grill B

2019 was the best year for tourism economic impact in Wisconsin Followed by 2020 which needs little discussion about the challenges, but deserves much analysis about the opportunities that were identified. How do we position our communities for 2021 and beyond, and what have we learned? A positive attitude and great public relations will find solutions that will continue to grow the economic climate in our communities.

Lunch served in the Banquet Room – National Anthem

National Anthem – Sarah Krause Salute to WACO Members who served

Legislator Luncheon

Speaker: Rebecca Kleefisch,

Former Lieutenant Governor of Wisconsin

AWARDS

Presented by: Bud Styer

National Anthem sung by: Sarah Krause

Lori Severson Presentation



State Rep.
Jon Plumer



State Rep.
Alex Dallman



State Rep.
Jesse James





SEMINAR DETAIL INFORMATION



SEMINARS - THURSDAY MARCH 18

Afternoon Seminar Descriptions

Preventing Employee Theft

2:00 - 3:00pm

Panel

Amber Grill A

Panel includes: Mark Hazelbaker, Chris Metcalf, Dennis Plantenberg, Mike Henry & Aaron Eickhorst.

Campgrounds & Lodging

2:00 - 3:00pm

Ted Tuchalski

Top Shelf Little Bar

Ted Tuchalski from the State Inspection team will take you on a fun journey of adhering to the campground code. You will learn best practices & worst mistakes.

Listening Session

2:00 - 3:00pm

Rebecca Kleefisch

Woodland Room

What can we do to promote camping to all cultures, & races?

How can we do a better job educating legislators about what camping truly is?

Activities from Another Dimension

2:00 - 3:00pm

Panel

Banquet Room

What has gone well, what hasn't?

Panel includes: Rebecca Henry, Hannah Piper, Tia Anderson

Brainstorming & Beer

2:00 - 3:00pm

Jim Brandt

Amber Grill B

Grab a beverage and brainstorm with Jim from Jim's Golf Cars. Have a casual conversation on what works and doesn't work in campgrounds when it comes to golf carts. Learn about renting and buying options. *Sponsor*



Twilight Trivia

3:15 - 4:15pm

Panel: Ted, Reed, Jim & Mary Ellen

Top Shelf Little Bar

Test your ability to know the code and common mistakes! Zoom

Man Cave Cracker Barrel

3:15 - 4:15pm

Mike Henry & Joe Walter

Woodland Room

Maintenance, Roads, Check lists, Sewer, etc. Bring your questions!

Facilitated by Mike Henry & Joe Walter

Leadership

3:15 - 4:15pm

Lori Severson


Banquet Room

Whether you are working with volunteers, family, students or J1 students, learn how you set the example. Learn how to work with what you have! Different strokes for different folks! Incentive programs – morale boosters – Where to get great employees and how to retain them.



SCHEDULE - THURSDAY (3/18)



4:15pm	Cash Bar Opens – Beer Tasting & Root Beer Tasting by Point Brewery	
4:45pm	Root beer Floats Sponsors: Point Brewery & Taylor Soft Serve	<div data-bbox="482 189 1088 247" data-label="Section-Header"> <h2>STEAK FRY & SHRIMP!</h2> </div> <div data-bbox="521 251 753 328" data-label="Text"> <p>Sponsored by Vista Royale</p> </div> <div data-bbox="842 256 1078 334" data-label="Text"> <p>Sponsored by Bud Styer</p> </div> <div data-bbox="1220 183 1399 334" data-label="Image"></div>
<div data-bbox="21 285 142 363" data-label="Image"></div> <div data-bbox="149 285 349 334" data-label="Image"></div> <div data-bbox="21 372 149 430" data-label="Image"></div> <div data-bbox="21 450 121 527" data-label="Image"></div>		
5:30pm - 6:30pm	 <p>Randy Romanski – Secretary-designee of the Wisconsin Department of Agriculture, Trade and Consumer Protection</p>	<div data-bbox="561 556 1006 585" data-label="Text"> <p>Tim Rout –Ceo AccessParks Sponsor</p> </div> <div data-bbox="375 595 1188 633" data-label="Section-Header"> <h2>ARVC 2021 Member Update Plus 20 Group Info</h2> </div> <div data-bbox="404 643 1159 681" data-label="Text"> <p>Paul Bambei ARVC President/CEO - ARVC Via Zoom</p> </div> <div data-bbox="289 691 1273 730" data-label="Text"> <p>Staff Members: ARVC Chair/Jim Button/Joe Walter Group 20 Member</p> </div> <div data-bbox="589 739 971 778" data-label="Text"> <p>Lori Severson from WACO</p> </div> <div data-bbox="378 782 1185 821" data-label="Text"> <p>ARVC and WACO As Partners: How Members Benefit</p> </div> <div data-bbox="1228 546 1416 681" data-label="Image"></div>
6:30pm – 6:45pm	<p>All the money goes to the PAC Fund for WACO! Buy as many paddles as you like \$20 per paddle – bid for each item for only a dollar!</p> <p>We sell paddles for \$20 each or 6 for \$100. When an item comes up for auction it then costs an additional \$1 per paddle to bid on an item. Buy more paddles and pay ahead to get a discount! Weiss Family Production!</p>	
6:45 pm - 8:30pm	<p>PAC Auction with the Weiss Family</p> <p>50/50 Raffle! Winner drawn after Live Auction, Friday evening</p> <p>PRIZES:</p> <ul style="list-style-type: none"> • \$500.00 VISA Card to be used at the WACO Show • Mystery Box • Autographed Badger Jonathan Taylor Print • Autographed Brett Favre Print • Autographed Devante Adams Print • Champions Indoor Club Packer Tickets • Wellness weekend tickets for 4 people – 2 rooms • Tavern Tour Tickets with Lodging • Boat Tour tickets for 4 people • Collector Helmet Autographed by Multiple Players • Booze Basket • Wine Basket 	<p>Auction & RAFFLES for PAC</p> <div data-bbox="1163 1072 1416 1284" data-label="Image"></div> <p>The WACO PAC is a non-partisan fund supported by voluntary personal contributions by WACO members. For information pick up a PAC brochure.</p> <div data-bbox="1206 1593 1385 1690" data-label="Text"> <p>DOLLAR AUCTIONS!</p> </div> <div data-bbox="421 1690 792 1922" data-label="Image"></div> <div data-bbox="721 1700 1035 1922" data-label="Image"></div> <div data-bbox="1092 1729 1416 1922" data-label="Image"></div>