

58TH ANNUAL
WACO
CONVENTION
AND TRADE SHOW

MARCH 17 - 21, 2021
TWILIGHT ZONE

Please note: Unfortunately our lives have changed during this pandemic. Please realize we do not have control over the rules of the State and facility. We are all working together to get you the best and safest experience during these trying times. Thank you so much for your cooperation!

New Owners Continental Breakfast Everyday at 7am
Hosted by Laurie Adams, Baraboo Hills Campground



Rookies & Newcomers - Meet & Greet

Mentoring...who knows what?!

How do I get the most out of convention?

Make some mentors right away! Zoom Friendly



Holiday Inn Hotel & Convention Center
1001 Amber Avenue
Stevens Point, WI 54481
(715) 344-0200





WACO BOARD OF DIRECTORS



Be our eyes and ears – if you hear about something that needs to be fixed, tell your Board or Executive Director!



Bud Styer- President
Jellystone Park™ Fort Atkinson
Email: mrbud@budstyerassociates.com
Phone: 608-592-2128
2012-2021
2021 Serve as Past President



Scott Kollock – Past President
Vista Royale Campground
Email: skollock@uniontel.net
Phone: 715-335-6860
2013-2019
Running for BOD 2021



Adam Malsack- First Vice President
Lake Arrowhead Campground
Email: adam@lakearrowheadcampground.com
Phone: 920-295-3000
2016-2022
Chair Elect – Legislative



Jim Button-Second Vice President
Evergreen Campsites and Resort
Email: evergreencampsites@gmail.com
Phone: 920-622-3498
2021 ARVC Representative Chair Elect



Mike Dricken -Third Vice President
Lake Lenwood Beach and Campground
Email: mmdricken@gmail.com
Phone: 262-334-1335
2016-2022



Joyce Stenklyft- Secretary
Stoney Creek RV Resort
Email: joyce@stoneycreekrvresort.com
Phone: 715-597-2102
2018-2021
Term ended 2021



Bert Davis – ARVC Representative Chair Elect
Dells Camping Resort
Email: info@campthedells.com
Phone: 608-305-8404
2018-2021
Running for BOD 2021



Julie Michaels- Treasurer
Scenic Ridge Campground
Email: scenicridgecamp@gmail.com
Phone: 608-883-2920
2020-
Appointed Chair Elect



Rob Brinkmeier
Merry Mac's Campground
Email: camp@merrymacscampground.com
Phone: 815-541-4934
2020-2023



Mark Stefan
Grand Valley Campground
Email: info@grandvalleycampground.com
Phone: 920-229-2001
2018-2021
Running for BOD 2021



Laurie Adams
Baraboo Hills Campground
Email: camp@baraboohillscampground.com
Phone: 608-356-8505
2018-2021
Running for BOD 2021



Jim Tracy
Fox Hill RV Park & Campground
Email: jim@foxhillrvpark.com
Phone: 847-682-3098
2018-2021
Term ended 2021



Patricia Lombardo
Equity Lifestyle Properties
Email: patricia_lombardo@equitylifestyle.com
Phone: 312-533-7255
2019-2022



Scott Grenon
Tunnel Trail Campground
Email: scott@tunneltrail.com
Phone: 608-435-6829
2019-2022



Peter Hagen
Pride of America
Email: petehagen@camppoa.com
Phone: 800-236-6395
2020-2023



Brian Huth
Camping in the Clouds
Email: brianhuth22@yahoo.com
Phone: 920-422-4315
2020-2023



Ashley Wegner
Wilderness Campground
Email: mweiss@wildernesscampground.com
Phone: 608-297-2002
2018-2021
Running for BOD 2021

Our goal is to make this conference easy for you to attend and enjoy. Please don't hesitate to tell a staff member immediately if you need assistance.

Our members mean the world to us and we are happy to help in any way we can.
If you have an experience that is not world class please let a member of the WACO Board or your Executive Director know immediately. Your experience here is important to us.

If you are new to the convention – just look for a STAFF member or a Board Member.

There are no silly questions – we are happy to help!



HOW MAY WE HELP YOU?



Lori Severson – Executive Director
 Address: P.O. Box 228, Ettrick, WI 54627
 Email: lori@seversonandassociates.com
 Phone: 608-525-2327
 Fax: 608-525-2328
 Cell phone 608-792-5915



Mark Hazelbaker- Attorney
 Address: 559 D'Onofrio Drive, Suite 222,
 Madison WI 53719,
 Direct Email: mhazel@tds.net
 Direct Line: 608-622-2300

WACO Staff

Have a question? We have the answer! Call any number below.

WACO Executive Director

Lori Severson 608-792-5915

Registration

Laurie Smith 608-399-4817

WACO Staff

Carla Brown 608-790-1756

Lisa Black 608-317-9238

Kori Hillestad 608-632-4379

Michelle Forsyth 715-225-3991

Vendor Set-up And Direction

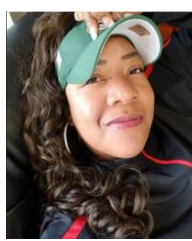
Rick Severson 608-498-3760

General Convention Questions

608-525-2327



Rick Severson



Carla Brown



Lisa Black



Laurie Smith



Michelle Forsyth



Kori Hillestad



Tina Severson



Danielle Todd



Karen Radomski



Becky Black



Mary Zeigler

Our members are out of this world! ...Tell us how to make your experience amazing!

Tuesday Evening Check-in & Registration

Tuesday evening early registration will be open for the WACO Convention from 5:00pm - 7:00 pm.

Our registration area is open 7:30 am on Wednesday, Thursday, Friday, and Saturday for your convenience. Registration is set up at the Holiday Inn Convention Center, directly outside of the Trade Show area. The hotel has the schedule of convention activities at the front desk if you have a question. The auction items and baskets should be taken to the registration table where they will be logged in.

Need Lori? Text 608-792-5915



CONSULTING OPTIONS



Make A Private Meeting With Your Personal Consultant!

Social Media for Beginners with Carrie Geary



Just getting started? We can help you schedule posts - Keep your life easy (Interactions, consistency). **Instagram** - How to grow your business and following (this can include contests, gaining followers, getting the information you want out there) **Pinterest** - How to use this as a marketing tool for customers. **Creating content** - Where do you start - Keeping it up, how to change up and keep it fresh. Get the social media training you need to get started on Facebook, Twitter, Pinterest, and Instagram. Sign up at the WACO registration area! Join in the Session on Friday. If you still need individual help Carrie can help. Just sign up for a time! Bring your iPad or laptop.

New Owners Continental Breakfast Everyday at 7am Hosted by Laurie Adams Baraboo Hills
Hosted by: The Young Professionals! Rookies & Newcomers - Meet & Greet – Mentoring...who knows what?! How do I get the most out of convention? Meet up with a mentor right away.

A must do for any new members. Feel like a part of the team now!

Need to know more about ARVC or WACO benefits?

Text Jim Button at 920-570-0764
 ARVC AREA 3 REPRESENTATIVE



Private Legal Consultations with Mark Hazelbaker WACO Attorney



Talk about your personal legal issues! Ask about Agreements Review Mobile Home Licenses, park regulations, employment issues, or general legal questions. You can see all the work Mark has done with our forms, waivers and agreements in the members only section. Bring your questions! What a great WACO benefit! Contact Mark by texting him at 608-220-7271 to set up your private session.

Update your Campground Listing with Carrie Geary

Update your Campground Listing on the **MAJOR WEBSITES** right at convention! Bring a flash drive & 4 or 5 pictures and we will do it right at convention for you! Listings and pictures on sites like
 .TravelWisconsin.com
 .WisconsinCampgrounds.com
 .GoCampingAmerica.com,
 .WisconsinCampingRentals.com

NO charge NO hassle! Set-up your appointment by texting Carla at 608-790-1756.



QuickBooks Consulting

Set up a time to learn more about QuickBooks, upgrading or getting started.
 Call or Text 608-385-8946
 Chris Metcalf (WACO Accountant)
 CSAW Associates.



John Jaszewski



Bring your P&L to convention and John's team will show you exactly what your park is worth now and will show you quick and easy ways to increase the value of your park.

Knowledge is Power. Whether you are thinking of selling or need more leverage for refinancing or expanding the park, schedule a confidential consultation and John can show you exactly what the Banker and Appraiser will be looking for. Schedule an appointment at convention by texting John at 507-450-5626.



THINGS TO KNOW



Money Made Simple

- Set up your Charge Card at WACO Registration on Tuesday Night. Your charge card will be included with your badge. *It will be the same number as your auction number.* Please be sure you receive a receipt with all of your purchases. Simply show your card with your auction number on it and sign for the charge.
- Your auction number can be used to bid on silent auction items, live auction items, buy raffle tickets, etc.
- PAC (Political Action Council) items are the only exception (they must be paid by personal check or cash).
- You may check your balance at any time during the convention.
- You can pay your balance by check, credit card, cash, WACO bucks or a combination!
- Plan to have your account balance settled no later than 9:00 am on Sunday.
- Not from Wisconsin? No problem! We take all "out of state" currency!

Valet Directory Pickup

Pick up your Wisconsin Association of Campground Owners directories at the show. Simply ask any trade show associate for help loading them to your vehicle. It can be done any time throughout the tradeshow. (Note: only throughout daytime hours please.) Distribute them to your community while getting our directories in the hands of your guests.

Earn 20 Golf Cart tickets by picking up your directories!

**Visit the WACO Website!
Scan me!**



Silent Auction Rules

- To place a silent auction bid, write your bidding number in the starting bid space or on the line following the highest current bid.
- Indicate your bid in the appropriate space on your bidding row.
- In order to be valid, all new bids must be higher than the previous bid by at least the minimum raise indicated at the top of the bid sheet. \$5.00 is the usual amount but please check each auction item.
- A bid is construed as an agreement to purchase the listed item(s) at the amount indicated.
- All bidders must be 18 years of age or above.
- All winning bids must be settled before 9:00 am on Sunday by cash, check or credit card.
- In order to protect the integrity of all bidders, please do not scratch out bids. Simply contact one of our volunteers for assistance if you wish to withdraw your bid.
- The auction will close at the announced time at which time the highest bid on each bid sheet will be declared the winner. If multiple people are still interested in bidding at the end – a final bid off will be allowed where each participant puts in a final sealed bid on a piece of paper. The highest final bid will be awarded the item.
- **Don't leave the convention without written documentation of what you have purchased and won.**
- **Bids may only be voided by an auction volunteer or staff member. Zoom option available for some auction items!**



**See something that needs attention?
Call Lori at 608-792-5915
Sunrise to sunset!**



THINGS TO KNOW



Can't Attend a Seminar?

All seminars and information (if provided by the speaker) are available for our members. If you were unable to attend a session, please feel free to pick up the materials near the WACO desk. This information is available on a first come, first serve basis and if seminar information is provided prior to convention. Information from seminars will also be available on the WACO Website in the "Members" tab the Tuesday after convention week.

Video taped seminars will be available on the website! Zoom in and see the completed seminars on the website.

Basket Social Bring the best campground basket and win bragging rights! Earn the traveling trophy for the basket with the best sales numbers on Friday night! The basket winner also gets \$1000 to spend at any supplier on Saturday! And EVERY campground that brings a basket gets tickets to win the golf cart. If you enter multiple baskets the **TOTAL** is added together! Ask your suppliers and communities to contribute and earn your community and campground a mention on the WACO Campground website & directory! Last year the winner was **Champions Riverside Resort**

**Earn \$4000
to spend at
the trade show!**

Show
\$\$\$

- **Earn \$1000 to spend at the trade show if you have the basket or combination of baskets, that raises the most money Friday Night! Yes you can combine several baskets!**
- **Earn \$500 if you win the PAC auction gift card!**
- **Earn \$1000 to spend at the trade show if you bought from the right supplier Friday. Winner drawn at Friday Evening Dinner.**
- **Win \$1000 to spend at the trade show if you purchase from the right supplier Saturday morning! Winner drawn Saturday at 3pm!**
- **Win an extra \$500 to spend at any Show Sponsor! Pulled at our Trade member Dinner Friday Evening.**
- **ALL money is to be spent at trade show**

How To Earn Tickets to Win The Golf Cart

50 tickets for Registering before January 31
50 tickets for presenting a class!
50 tickets for every auction item you bring.
50 tickets for every \$200 sponsorship level!
25 tickets for purchasing raffles from registration
20 tickets by picking up your directories.
10 tickets for each bottle of liquor you donate
20 tickets for bringing a bottle of wine!
5 tickets for each educational course you attend.
5 tickets for each course evaluation turned in.
15 ticket for every GBF Golf Cart Raffle ticket pkg
40 tickets for bringing a basket.
20 tickets for any PAC fund donation you make.

20 tickets for every \$100 you spend at the auction
10 tickets for each raffle item you purchase.
30 tickets for attending the round tables on Sunday
30 tickets for returning Convention critique on Sunday
20 tickets for participating in any Basket Raffle
20 tickets for attending the Wednesday night event
20 tickets for completing the WACO survey!
25 tickets for participating in the PAC auction!
25 tickets if you registered in advance!
5 tickets for introducing a new member!
30 tickets for every vendor you purchase from.

Bring your receipts to registration.

Participants are responsible for collecting their tickets. Sunday morning simply rip your tickets in half. You keep one half and the other half goes in the bucket for the drawing. Must be present on Sunday at 11:00am to win!

**Win a Golf Cart Sunday Donated by
Jim's Golf Cars
Earn your tickets!**

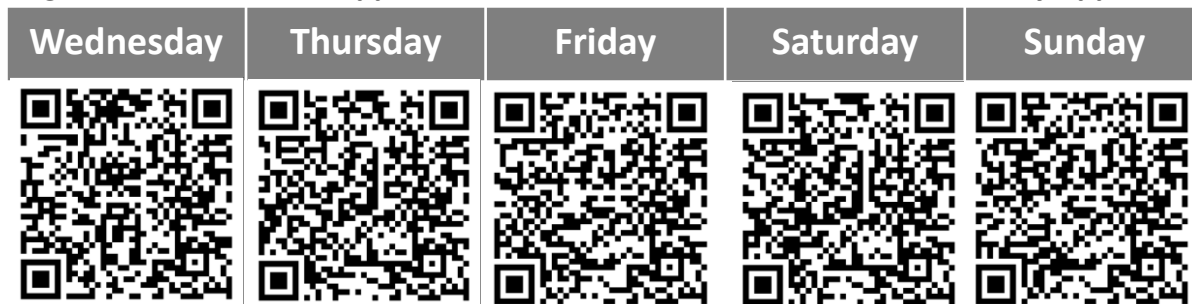


SUPER TECH - QR CODES



Sometimes having everything on your phone or tablet can be convenient. We understand that. You are now able to download each convention day's schedule onto your mobile device to ensure you are in the loop for that day's activities.

Using a QR Code Reader App, scan the codes above and watch as each day appears!



HAVE YOU JOINED OUR TEXT CLUB YET?



133 of your friends have!
Receive updates
& urgent messages
concerning WACO
on your phone!

Simply Text "WACO" to 25827

Feelin' Social? Tag Us!

#CampWithWACO



/wicampgrounds



@wicampgrounds



@wicampgrounds



/wicampgrounds



Get the convention schedule, trade show map, important alerts, and more!

GET THE WACO CONVENTION APP
Powered by campersAPP

Download on the App Store
GET IT ON Google play

DOWNLOAD **campersAPP**
www.campersapp.com/app
LOGIN WITH **WACO**

WACO Members who helped with a presentation for the WACO conference get 50 Golf Cart tickets per session!
Please get them at Registration!
Thanks so much for helping us all be a great industry!

Want to volunteer to help with WACO projects? Contact WACO or your Board of Directors!

Information from seminars (if available from presenter in digital form) will be available on the WACO Website in the "Members" tab the Tuesday after convention week.




SCHEDULE - WEDNESDAY (3/17)



Please note that there will be two different daylong classes available. *Must preregister**

- 8:30am – 4:15pm ServSafe – Top Shelf Little Bar
- 8:30am – 4:15pm Wednesday & Thursday CPO Pool School –Neuman Pools - Wisconsin Room

	Top Shelf Little Bar	Wisconsin Room	Amber Grill A	Woodland Room	Banquet Room	Amber Grill B
8:30 am – 9:30 am	ServSafe (8:30am–4:15pm) **NEW Programing Kama Teske	CPO – Pool School Neuman Pools (8:30am-4:15pm) <i>**Please note that lunch will be from 12:00pm – 12:30pm if you registered for this course.</i>	Panel on Rental units Q&A with Experts Jerry Anderson <i>Building Inspector, Jim Button</i>	Customer Service for front line employees What to say and how to say it! Severson & Associates	Stores from Another universe (8:30-12:00pm) No preregistration required! How to increase sales, Reduce inventory Display product	Politic &Government How does it all work ? How best to approach Licenses, State Highway signs, etc. <i>Jason Culotta & Joe Knilians</i>
9:45 am – 10:45am	<i>Participants should bring their own devices with internet access capability.</i>	Test will be taken on Thursday	Man Cave Topics Best equipment to buy? Leaf Pickup <i>Panel Jim Button, Bert Davis, Pete Hagen</i>	Give Em the Pickle Learn the 4 great things great companies & employees do to take care of the customers! Bud Styer	<i>Presentation by: Kari Buffalo Panel: Lisa Black, Tiffany Pargman, Julie Micheals, Joyce Stenklyft</i>	P&L for Food Service Food costs, profitable items, controlling waste. <i>Jim Doak, CCC Chief Creative Officer, Founder JWD Culinary Consultancy Chef/ Innovation Leader/ Owner</i>
11:00am – 12:00pm			IT Issues Cracker Barrel – <i>Led by Pete Hagen</i>	Housekeeping <i>Jessica Colson Executive Housekeeper at HCI</i>		Kitchen talk: Q&A on Food/ Menu/ Kitchen How to make your kitchen or expansion work for you. <i>Bud Styer</i>
12:00pm - 1:45pm	<div><div><p>Lunch & Learn - Banquet Room- Fundraising During the Twilight Zone! Show and Tell of the new website tool kit</p><p>Understand how the Gilbert Brown Foundation aids in developing relationships that help WACO!</p><div><p>Grab some free lunch and learn some great tips for gathering community support. Brainstorm ideas on what to do for GBF Camping for Kids - Presentation from campground owners who are currently raising funds – what works and doesn't work. Try out some actual raffles to see how they work! Leave with a book of ideas!</p></div></div><div><p>Lunch Sponsored by: Gilbert Brown</p><p>Pizza Donated by: Brew City Pub - Lotzza Motzza Pizza – Lasagna – Salad</p><p>Fruit – donated by Tunnel Trail Campground, Brakebush Chicken</p><p>Presentation by: Lori Severson: Examples from Campground Owners</p></div><div><p>Blackhawk Bank Donation</p></div></div>					
2:00pm - 3:00pm	ServSafe (8:30am–4:15pm) Kama Teske RECERTIFICATION	CPO – Pool School Neuman Pools (8:30am-4:15pm) <i>**Please note that lunch above.</i>	Master mind Groups for Campgrounds Learn the process of mastermind groups <i>Lori Severson</i>	It's all about the stuff Best ideas to make MONEY <i>Bud Styer</i>	WI-FI Always think of internet as your 4th utility. Planning is the key for a successful deployment of your Wi-Fi network <i>Pete Hagen</i>	Cracker Barrel Specific to best office practices, Best checklists, tracking equipment and employee management <i>Joe Walter, Hannah Piper/Jim Button, Laurie Adams</i>



SEMINAR DETAIL INFORMATION



SEMINARS - WEDNESDAY MARCH 17

Morning Seminar Descriptions

ServSafe

8:30am - 4:15pm

Kama Teske

Top Shelf Little Bar

The state of Wisconsin requires licensed foodservice operations to meet certain food safety and sanitation regulations, including having at least one manager or operator certified in food protection practices. Take this course at a reduced fee and be sure you can meet the State of Wisconsin Requirements.

CPO - Pool School

8:30am - 4:15 pm

Mark Othmer & Cody Butcher

Wisconsin Room

The CPO seal of approval is assurance to commercially owned pool and spas that their facility and their swimmers are under the supervision of trained professionals. CPO certification courses are designed to provide individuals with the knowledge, techniques, and skills of pool and spa operations. Including pool and spa chemistry, testing, treatment, filtration, maintenance, automatic feeding equipment, government requirements and more. The CPO certification program requires participation in either a two-day class taught by a certified instructor or the blended format that combines an online Pool Operator Primer Course and a one day Pool Operator Fusion Course. The CPO certification program requires participation in either a two-day class taught by a certified instructor or the blended format that combines an online Pool Operator Primer Course and a one day Pool Operator Fusion Course. The CPO certification program requires an open book exam and is valid for five years. Successful completion of the certification program provides eligibility for CEU credits and is good for 5 years.

Rental Units: Q&A with Experts

8:30-9:30am

**Jerry Anderson, and
Jim Button**

Amber Grill A

What do you need to build your own rental units? If you can't afford a cabin what are the alternatives? What types of units are available and what success or lack thereof have you had? What is the ROI on different units. Glamping unit discussion, treehouses, flying tents, what works and what doesn't work?

**Customer Service for
Front Line Employees**

8:30am-12:00pm

Severson & Associates

Woodland Room

Do you struggle with what to say when? Need to practice how to say it? This interactive course will give you practice time!

Stores from Another Universe

8:30am-12:00pm

Kari Buffalo & Panel

Banquet Room

How to increase sales, blow through inventory, display product and create promotions that drive traffic to your store! Learn how to research, get better deals, promote, display and how to use activities to drive customers to your store. Presentation by: Kari Buffalo
Panel: Lisa Black, Tiffany Pargman, Julie Micheals, Joyce Stenklyft

Politics & Government

8:30 - 9:30am

Jason Culotta & Joe Knilans

Amber Grill B

Politics & Government - How does it all work? Understanding the process is not easy, how can we can simplify the licensing process, clear and less costly alternatives for State signs on Highways, etc.



SEMINAR DETAIL INFORMATION



SEMINARS - WEDNESDAY MARCH 17

Morning Seminar Descriptions

Man Cave

9:45-10:45am

Panel

Amber Grill A

Panel discussion. Ask questions of the experts. Discussion on sewer issues, roads, maintenance and more!
Panel includes: Jim Button, Bert Davis, and Pete Hagen

Give Em the Pickle

9:45 - 10:45am

Bud Styer

Woodland Room

Learn the 4 great things great companies & employees do to take care of the customers!

P&L for Food Service

9:45 - 10:45am

Jim Doak

Amber Grill B

Learn menu development, food costs, what items are profitable? What should a menu look like. What items are trending? Practice analyzing a food item!

Cracker Barrel – IT Issues

11:00am - Noon

Pete Hagen

Amber Grill A

WIFI, Security, Ransomware/virus/malware, Backup, Disaster recovery (this is not backup) Networking, VOIP phones, Broader geek” topics: Digital signage, Security, Cameras, Direct TV/cable, Audio in bar/pavilion/pool.

Housekeeping

11:00am – Noon

Jessica Colson

Woodland Room

Learn about housekeeping checklists, equipment, time savers and more! Jessica Colson – Executive Housekeeper at HCI

Kitchen talk: Q&A on Food/Menu/Kitchen

11:00am - Noon

Bud Styer

Amber Grill B

What can I serve with what equipment I have? Do I remodel? How much do I budget? What are my options? Do I buy or lease? What can your facility accommodate? What do you want to be? A snack shop, buffet, full service, self service.

SEMINARS - WEDNESDAY

Afternoon Seminar Descriptions

Masterminds

2:00-3:00pm

Lori Severson

Amber Grill A

Learn how to create an amazing team working with a mastermind mindset. Learn how to use the tools then determine if you want to take it to the next level and actually do it. This tool will be practiced with your peers but can be used in your community, with your stake holders and others.

It's all about the Stuff

2:00 - 3:00 pm

Bud Styer

Woodland Room

Best ideas to make MONEY

Wi- Fi

2:00 - 3:00 pm

Pete Hagen

Banquet Room

The 4th Must have utility – How do I get started? Who can install? Free or charge

Cracker Barrel

2:00 - 3:00 pm

Panel

Amber Grill B

Specific to best office practices, Best checklists, tracking equipment, employee management, cabin cleaning, owner/manager monthly lists. Panel: Joe Walter, Hannah Piper/ Jim Button, Laurie Adams





SCHEDULE - WEDNESDAY (3/17)



Please note that there will be two different daylong classes available. *Must preregister**

- 8:30am – 4:15pm ServSafe – Top Shelf Little Bar
- 8:30am – 4:15pm Wednesday & Thursday - CPO Pool School – Neuman Pools – Wisconsin Room

	Top Shelf Little Bar	Wisconsin Room	Woodland Room	Banquet Room
3:15pm - 4:15pm	ServSafe (8:30am–4:15pm) Kama Teske	CPO – Pool School Neuman Pools (8:30am-4:15pm) <i>**Please note that lunch will be from 12:00pm – 12:30pm if you registered for this course.</i> Test will be taken on Thursday	Renovating Your Park on a Limited Budget Doing <u>SMART</u> , simple, noticeable projects will generate huge rewards! <i>Bud Styer</i>	Voice of the Camper Opinions, Attitudes and Expectations Adjusting your marketing plan & Guest services <i>Presented by Severson & Associates Tina Severson Danielle Todd Lori Severson Carla Brown</i>

4:00pm	<p>Cash Bar Opens Out of this world....Loaded or unloaded Lemonade ONLY \$3.00</p> <p><u>Special \$3 Pricing tonight compliments of CSAW!</u></p> <p>Thanks CSAW Accounting!</p> <p>Informal Networking!</p> <div>  <div> CSAW Associates, LLC <small>Coulee Region Bookkeeping and Tax</small> </div> </div> <div>  </div>			
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5:00pm	<p>Stay at the hotel and get an out of Body Experience! We will feature activities you can reproduce at the campground</p>			
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Craft Beer Compliments of Sand Creek Brewery

Sponsored By Severson & Associates
S&H Ad Specialties

Music ★ Fun ★ Entertainment

50/50 Raffle!

Winner drawn after Live

Auction, Friday evening

Schedule:
5:00pm Wine Tasting and Beer Tasting – You can do this at your campground – we will have you experience it and teach you different ways to make it work! *Nikki Great River Harbor*
Decorate your Wine or Beer Glass – Julie Michaels

Brats Sponsored by: Klement's Sausage

Food starts at 5:30 pm - Brats, Ham, Pulled pork, hotdogs, with chips, baked beans, & brownies.

6:00 pm – 8pm Bingo Night! Crazy out of this world fun with Carla Brown

GET YOUR FREE BINGO BAG COMPLETE WITH BINGO CALLER, YES your own bingo caller, your personal Dobber, SUPPLY INFORMATION & DIRECTIONS FOR ALL GAMES!

Dual BINGO – Bar Chip Bingo & Basket Bingo Learn how to run 2 bingos at a time!

Pick your number Bingo

Clothing Bingo – Tupperware Bingo – Basket Bingo – Networking Bingo and more!

Purse Bingo

Popcorn, & snacks sold along with Lemonade - Badger Popcorn

Mystery Boxes – Win WACO certificates to use at the show!

Win and Learn new ideas to use!

Not a Bingo Baller??? NO worries we have games and fun just for you!

Virtual bingo demo

Attending Virtually? Email us for the link!

Spin the Bottle
Win WACO \$ prizes and keep the wine
Wine Game

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SEMINAR DETAIL INFORMATION



SEMINARS - WEDNESDAY MARCH 17

Afternoon Seminar Descriptions

ServSafe

3:15-4:15pm

Kama Teske

Top Shelf Little Bar

(8:30am-4:15pm)

CPO Pool School

3:15 - 4:15 pm

Neuman Pools

Wisconsin Room

(8:30am-4:15pm)

***Please note that lunch will be from 12:00-12:30pm if you are registered for this course.*

Renovating Your Park on a Limited Budget

3:15 - 4:15 pm

Bud Styer

Woodland Room

We've all heard of the KISS theory! Doing SMART, simple, noticeable projects will generate huge rewards! Sometimes \$100.00... can generate \$1,000.00!

Voice of the Camper

3:15 - 4:15 pm

Severson & Associates

Banquet Room

Opinions, attitudes and expectations of campers today. Brought to you by real campers from 2020! This survey was produced by the WACO office and is filled with amazing discoveries! *Presented by Severson & Associates: Tina Severson, Danielle Todd, Lori Severson, Carla Brown*

WI - ServSafe CFPM Course & Proctored Exam

This is an 8-hour classroom course that meets or exceeds state requirements - includes the ServSafe CFPM Coursebook, 8-hour class, and Proctored ServSafe CFPM Exam. 8am-4pm

WI - ServSafe CFPM Proctored Exam

Individuals interested in the ServSafe CFPM Exam for re-certification. - includes only Proctored ServSafe CFPM Exam. Also, for those who have taken the ServSafe CFPM Exam and failed so need to re-take the exam. 3pm-4pm



JOIN THE FACEBOOK PARTY!



Wisconsin Association of
Campground Owners
(WACO)

Campground Members

**WACO Campground
Members**

Private group · 207 Members



+ Invite

Watch Party

Photos

Events

Files

Ever wonder how campground owners get information quickly from so many resources?

Join us in our Facebook group...

WACO Campground Members

It's a private group where you can ask anyone a question and they will give you their opinion!

You can buy and sell, ask questions, create a survey or show off something new in your park!

There is also an Activities Group specifically for WACO members as well. Gather up some great ideas any time of the year!

We currently have 207 members.

Come and join the party!



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: Setting You Up For Success <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</p> <p style="text-align: center;">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

We will discuss tips and tricks on how to make your social media channels stand out, how to stay relevant, and make social-media less time-consuming and more efficient. From scheduling tools, creating ads, editorial calendars, and the Do's and Don'ts of social media, you'll walk out of this presentation feeling refreshed and full of ideas to step up your social media game!

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!



SEMINAR DETAIL INFORMATION



SEMINARS - THURSDAY MARCH 18

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="471 170 1092 276"> STEAK FRY & SHRIMP! Sponsored by Vista Royale Sponsored by Bud Styer </div> <div data-bbox="1220 170 1416 276">  </div>
<div data-bbox="21 285 142 363"></div> <div data-bbox="149 285 349 363"></div> <div data-bbox="21 372 142 440"></div> <div data-bbox="21 450 142 537"></div>		
5:30pm - 6:30pm		<div data-bbox="471 556 1085 595">Tim Rout –CEO AccessParks Broadband -Sponsor</div> <div data-bbox="371 595 1192 643">ARVC 2021 Member Update Plus 20 Group Info</div> <div data-bbox="399 643 1163 681">Paul Bambei ARVC President/CEO - ARVC Via Zoom</div> <div data-bbox="1228 556 1416 681">  </div>
<div data-bbox="35 691 257 826"> Randy Romanski – Secretary-designee of the Wisconsin Department of Agriculture, Trade and Consumer Protection </div>		
6:30pm – 6:45pm	<div data-bbox="147 836 1416 923"> 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! </div> <div data-bbox="147 923 1416 1000"> 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! </div>	
6:45 pm - 8:30pm	PAC Auction with the Weiss Family	Auction & RAFFLES for PAC
<div data-bbox="556 1068 856 1193"> 50/50 Raffle! Winner drawn after Live Auction, Friday evening </div> <div data-bbox="147 1164 299 1203">PRIZES:</div> <div data-bbox="147 1213 1185 1802"> <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 </div> <div data-bbox="147 1812 763 1912"> The WACO PAC is a non-partisan fund supported by voluntary personal contributions by WACO members. For information pick up a PAC brochure. </div> <div data-bbox="749 1705 1063 1932"></div> <div data-bbox="1085 1725 1420 1932"></div>		
	<div data-bbox="1156 1329 1420 1512"> Devante Adams Autographed Package! </div>	DOLLAR AUCTIONS!



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
8:00am - 9:30am	Basics on Facebook and Instagram <i>Carrie Geary</i>	Sales Tax Questions To pay or not to pay! Trivia sales tax course <i>Holly Hoffman</i> <i>Sales & Income Tax Advisory Network</i> Sponsor	What is Broadband Wi-Fi, and how does it drive revenue? <i>Tim Rout</i> <i>CEO- AccessParks</i> Sponsor	Personality Styles Understand how to work with and deal with personality styles that are different than yours. <i>Lori Severson</i>	How New Treasury Technologies Can Move Your Money Like a Dream <i>Kim Lantta</i> <i>VP Treasury Management</i> <i>Blackhawk Bank</i> Sponsor
9:45am - 10:45am	Planning for Emergencies, Disasters & the Unexpected <i>Rich Durkee</i> <i>Secura Insurance</i> Sponsor	Maximize Your Park's Revenue: Marketing Exposure and Yield Management <i>David Mayfield</i> <i>ResNexus</i> Sponsor	Bar Promotions Tiki Bar Bloody Mary's & Bar Promotions <i>Sarah Krause</i>	Success Up; Stress Down - Project Management for Busy Campground Owners 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>	Drone Training Interested in learning more about Drone Driving? Here is your live practice session. <i>Carla Brown</i>
11:00am - 12:00pm	Electrical Trends and Cracker Barrel Discussion: Bring your questions! <i>Heidi Doyle</i> <i>Utility Supply Group</i> Sponsor	Canva Art work made easy. <i>Tina Severson</i> <i>Danielle Todd</i>	Lunch set up	Lunch Set up	RUN THE NUMBERS If you're looking to buy, sell, build up or restructure your financing – you need to “RUN THE NUMBERS”. <i>John Jaszewski</i> <i>Campgrounds4sale.com</i> Sponsor
12:00pm - 1:00pm	<div>  <div> <p>Lunch served in the Banquet Room</p> <p>Who Moved my Cheese?</p> <p><i>Lori Severson & Tommy Woog</i></p> <p>Sponsor - Water Wars</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.

Run the Numbers

11:00am - Noon

John Jaszewski

Amber Grill B

If you're looking to buy, sell, build up or restructure your financing – you need to "RUN THE NUMBERS". John with Campgrounds4Sale.com will show you just how to do that, and will give you spreadsheets to use to analyze your own business. This class will teach you how to look at the numbers on your park in the same way the banks and appraisers do. This will give you leverage when working with the bank to secure more money, or show you how to ensure your park looks the best financially when it may be time to sell!

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	Young Professionals Round Table "COVID Review- Activities & Technology Ideas" 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	Young Professionals Round Table "Transfer of Ownership Preparing & Process" 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	Young Professionals Annual Meeting 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 19th 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:

AccessParks Broadband

Campgrounds4sale.com

Jim's Golf Cars

ResNexus

Severson & Associates - S & H Ad Specialties

Coverra Insurance

Harris Golf Cars

Blackhawk Bank



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!



SCHEDULE - FRIDAY (3/19)



Evening Entertainment

Line-Up!

Your Hosts:

Gilbert Brown & Caden Dahl

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



- 6:45pm** Suppliers Welcome please RSVP on Jot Form
- 7:00pm** Dinner – Suppliers please join us!
Gilbert Brown Foundation Supporters Recognition
Top Campground Fundraiser Award – Announcement for June Camping for Kids
- 7:30pm** Gilbert Brown & Caden Dahl
Tickets are \$10 each or a wingspan for \$50! Win \$1000 in WACO Bucks!
Out of this world fundraising! Bid on your Alien Saver!
- 8:30pm** Live auction
- Packer Tickets
 - Autographed prints
 - 3 night employee retreat at Champions
- 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

AccessParks Broadband

Blackhawk Bank

Severson & Associates - S & H Ad Specialties

Coolest Auction ITEMS ending tonight!



SCHEDULE - SATURDAY (3/20)



8:00am - 9:30am	<div data-bbox="534 189 1016 239">ANNUAL MEETING</div> <div data-bbox="222 266 651 683"><p>Bud Styer – Call to order Secretary's Report - Approvals Treasurer's Approvals Nominations from the floor Nominations Elections PAC Report ARVC update Any other new business Adjourn</p></div> <div data-bbox="789 256 1322 326"><p>Learn where the organization has been & where we are going!</p></div> <div data-bbox="222 720 646 797"><p>Celebration & WACO Updates Board Member Recognition</p></div> <div data-bbox="188 848 1350 1039"><div>Bloody Mary Bar at Coverra Insurance Booth starts at 9:30am Tips go to the Gilbert Brown Foundation</div></div>
9:30am - 4:30pm	<div data-bbox="331 1122 1200 1325"><p>Saturday Trade Show 9:30am – 4:30pm <i>Greatest Show on Earth!</i></p></div> <div data-bbox="201 1427 1353 1673"><p>Remember placing orders at this show keeps your convention costs down! Please support our suppliers who support you! Please thank your sponsors!</p></div>
11:00am 1:30pm	<div data-bbox="372 1709 1179 1908"><p>Grab-N-Go Lunches Lunch served in the Banquet Room Vendors Welcome!</p></div>

3:00PM DRAWING

\$1000 VENDOR Drawing

If you bought from the vendor called you win \$1000
to be spent at the Trade show.

Must be in the trade show area to win!



BOARD OF DIRECTORS NOMINEES



2021 Nominees



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.

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.



KRISTI MLODZIK

Duck Creek Campground

Hi my name is Kristi Mlodzik, I was born and raised on a Dairy Farm in Green Lake County. I was always involved in 4-H, I love sewing, doing Crafts and just repurposing things. Was involved in Leadership programs in 4-H. When I graduated High School, I went to Cosmetology School in Green Bay. I have been a Hair Stylist for 36 years. I had my own Salon for 7 years and Managed other Salons while raising my children and also another business with my sister-in-law "Jill's of all Trades". I felt, I always had to stay busy! When Denny and I decided started to look at a business to buy after we 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 and Duck Creek Campground was our favorite place...I have always have been a people person so being in the Campground Industry is just perfect because it is everyone "Happy Place" We like it to be Fun and Relaxing for people to come and visit. I think 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 Campground that were WACO Members or not with the support behind them of WACO.... WACO is a wonderful organization of support and knowledge



HANNAH PIPER/ EHLAN

Evergreen Campsites & Resort

-Degree in Restaurant & Hotel Management

- 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 multiple years of outdoor hospitality schooling. 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.





BOARD OF DIRECTORS NOMINEES



SCOTT D. KOLLOCK

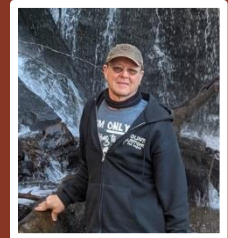
Vista Royale Campground

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.

Running for 2nd Term

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 enjoys camping with his family to this day.

Running for 2nd Term

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.

Running for 2nd Term

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 and helping organize the WACO Fall Tours with the Membership Committee.



BERT DAVIS

Dells Camping Resort

Bert Davis 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.



SCHEDULE - SATURDAY (3/20)



Be in the room for the auction by 5:30
and get 20 tickets!

WACO AUCTION 5:30PM-7PM

- Golf Cart from Jim's Golf Cars
- Golf Cart from Harris Golf Cars
- Good Sam's Certificate \$3500 towards print and digital Advertising.

DINNER BEGINS AT 7PM

PROGRAM AT 7:45PM

- Memory Slide show
- Hall of Fame Inductee –
- Hall of Fame Volunteer Inductee
- Campground Celebrations
- Board Member Introduction
- Drawings – Silent Auction closes at 7:30PM

IMMEDIATELY FOLLOWING PROGRAM

Crash Party!

Final Night of Networking! Use up all our leftover snacks!
Enjoy friends and family.

Music in the background

Bar Available in the Banquet area.
Plenty of room to stretch out!

2021 Hall of Fame Inductees

Pelican Lake Campground

Karl and Kathy Kemp

Green Lake Campground

Rick & Greg Pierce

Pelican Lake Campground



Green Lake Campground



**Your accounting team will be ready for you to check out until 9pm tonight.
Please settle up prior to 9am Sunday.**



SUNDAY ROUND TABLES (3/21)



9:00AM – 11:00AM

NEW! 9:00am -10:45am Structured Cracker Barrel

Topics include: (Listed presenters will bring 3 ideas to get us started!)

Lori Severson to Facilitate

- **Event planning – Carrie Geary**
- **Fundraising – Carla Brown**
- **Sexual Harassment – Mark Hazelbaker**
- **Techy- topics – Pete Hagen**
- **Can I be sued for..... – Mark Hazelbaker**
- **Employee Incentives – Bud Styer**
- **Social media Q&A – Hannah Piper**
- **Sales Tax trivia Q&A – Holly Hoffman**
- **Hiring – can I ask???? – Mark Hazelbaker**
- **Every Question you wanted to ask but were too afraid to!**

**We will have materials on all these subjects and more to hand out while your peers help give you information on what their personal history taught them!
Learn from those who have gone before you!**

10:45am Golf Cart Drawing

Donated by: Jim's Golf Cars



**Pick up hand outs that are still available - Drop off your badges
Say our good lucks & farewells**

End of Conference Drawings



PRESENTER INFORMATION



Aaron Eickhorst – Fox Hill RV Park & Campground

Hello, my name is Aaron. I currently own and operate Fox Hill RV Resort and Campground with my wife Hailey, and 2 sons Oliver and Lincoln. The camping lifestyle has been ingrained in me since an early childhood, I believe that because my parents started me out in this industry at such a young age, two years old! The past 10 years I have spent mostly doing photography and videography in the outdoor industry all the while, managing a resort in northern Minnesota. When I was a kid I remember growing up and doing all the fun things camping has to offer. When we purchased Fox Hill in 2019 and started a 65 full hookup site expansion right away, that took us a year to finish. In the last two years we have got multiple awards and we can't wait to see what we can accomplish in the next few years to grow our business. We have very ambitious goals for Fox Hill in the next 5 years and can't wait to share our progress with you all!



Andrew Nussbaum – Regional Tourism Specialist of Wisconsin Department of Tourism

Andrew joined the Department of Tourism in 2012, after having spent his entire professional career in hospitality, marketing, and tourism. His focus with companies and organizations has always been to grow their customer service effectiveness, a passion that began with his first restaurant job in 1984. Andrew refers to this as "Northern Hospitality". He loves traveling the state meeting with folks and helping them get the word out about all the great things there are to see and do in Wisconsin. Having worked with various regional and statewide collaboration efforts, Andrew enjoys bringing organizations together to share ideas and resources. Tourism is a large part of economic development in Wisconsin, and the visitor's experience here is paramount.



Ashley 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.



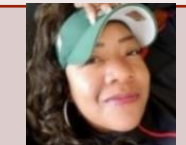
Bert Davis – Dells Camping Resort

Bert Davis 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.



Bud Styer - Bud Styer & Associates

In addition to over 40 years experience in the industry, Bud Styer is an owner and operations consultant for 14 campgrounds in Wisconsin and a National Consultant in the industry. He is the President of the Wisconsin Association of Campground Owners (WACO) and member of Association of RV Parks and Campgrounds (ARVC). Bud, a member of both State and National professional associations, not only attends National and State conventions, but has spoken numerous times for the National Association of RV Parks and Campgrounds (ARVC), Wisconsin Association of Campground Owners (WACO), University of Illinois, Lewis University, IL, St. Mary's College, MN, and numerous State wide training courses. Bud is a committee member for the State of Wisconsin DNR, Governor's Small Business Committee, NFIB's Small Business Committee and Wisconsin's Business Voice Small Business Committee. At the local level, he actively participates in the Chamber of Commerce in five different communities in towns/cities near the Madison area.



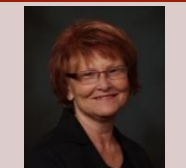
Carla Brown - Vice President of Severson & Associates

Born and raised in Detroit, MI to Leroy and Ann Brown. Carla is the fourth of five siblings. Leroy, Gilbert, Carlos and Joann. Studied at West Virginia University, She majored in Sports Management, and minored in Recreation. She also ran her own business called C Mac Productions, emphasizing on photography and video editing out of Michigan.



Carrie Geary - CRAVE Catering & Events

Carrie has been mastering the art of multitasking, attention to detail, and networking with the masses from the hospitality, event & marketing industries for over 10 years. She graduated from Winona State University majoring in Recreation & Tourism and minoring in Web Technology. With past experience working with the Minnesota Twins, Severson & Associates, The Gilbert Brown Foundation, and Simply Elegant Group Wedding Planners, Carrie has learned a wide range of knowledge regarding small to large-scale event planning, marketing, and overall hospitality. Carrie now resides in the Twin Cities focusing her marketing skills on CRAVE Catering & Events and their two large-scale event venues, Quincy Hall and Muse Event Center. As a side passion, Carrie also helps couples plan their dream wedding with various wedding planning services. When not making a client's dream a reality, she can be found exploring coffee shops, boating on the lake, or enjoying a patio with friends, family, and her English Springer Spaniel.



Chris Metcalf – CSAW Associates, LLC

Chris Metcalf is a native of Viroqua, WI who graduated from Viterbo University and Western Technical College in La Crosse. She has over thirty-five years of experience working in the accounting field. Prior to starting CSAW Associates, LLC – Coulee Bookkeeping and Tax she was employed in various positions such as Bank Controller, Office and Accounting Manager, and Staff Accountant. CSAW Associates works with a variety of businesses including restaurants, campgrounds, marinas, construction companies, rental properties, hair and nail salons, online businesses, exercise facilities and more. She has been married to Bill Metcalf since 1981. They have four children and nine grandchildren.



PRESENTER INFORMATION



Danielle Todd – Severson & Associates

Danielle Todd was born and raised in Wisconsin, where she began developing her entrepreneurial skills at a young age. She's always done her best learning with the hands-on approach and has developed her skills in many different areas; including the music, sports, fitness, and campground industries. Owning a few small businesses herself, her skills and passion lie with website/business management and social media marketing. She currently serves on the Chamber of Commerce Board and Downtown Business Alliance Board in her hometown and was recently co-chair of the Promotion & Tourism Committee for the Chamber as well. Danielle has been a lifelong camper and looks forward to continuing to work within the campground industry!



David Mayfield - ResNexus

David Mayfield has been working with unique properties for over 12 years. He is the Senior Executive of Sales and Marketing for ResNexus a family run and operated company based in Utah. He is one of the owners of ResNexus and is involved in new projects and onboarding new customers. He is passionate about helping campground owners achieve their full potential through innovation and cutting-edge technologies. David enjoys sharing ideas that he has gathered from working with some of the best campgrounds around the country. If David isn't working, he is traveling with his wife of 19 years and their two children.



Dennis Plantenberg – Chapparral Campground

Dennis Plantenberg has 30 plus years in the restaurant industry owning a supper club, and 21 years in the camping industry owning Chapparral Campground, LLC.



Eric Haun – Coverra Insurance

Eric Haun grew up in Sparta, WI. He attended college at the University of Wisconsin-Lacrosse and received his Bachelor of Business Degree in Marketing. Shortly after graduation, Eric started working at Coverra Insurance Services Inc. He has earned his CIC-Certified Insurance Counselors professional designation and continually participates in opportunities to further his knowledge and expertise in the industry. In his free time, Eric enjoys spending time hunting, golfing, cooking, shooting billiards and spending time with friends & family. He also enjoys time relaxing at the cabin in Chetek, Wisconsin. Eric resides just outside of Sparta, Wisconsin with his wife and 2 children.



Hannah Klein-Director of Partnerships Stevens Point Area Convention and Visitors Bureau

Hannah graduated from UW-Stevens Point in 2016 with a Degree in Communication with an emphasis in Public Relations and Media Studies. Hannah had been the Director of Partnerships at the Stevens Point Area Convention and Visitors Bureau for the past 3 years. She helps manage the Bureau's social media platforms, staying relevant on the latest trends in the social media world. She also works very closely with community groups, organizations, and stakeholders in the community to better promote the area to visitors and locals.



Kortnee Hass- Social Media Administrator Elite Realty Team- Coldwell Banker Real Estate Group, Social Media Specialist Stevens Point Area Convention & Visitors Bureau

Kortnee graduated from The University of Wisconsin Stevens Point in May 2019 with a degree in Business Administration with an emphasis in Marketing. She has been with the Elite Realty Team since July of 2019. Kortnee has worked at the Stevens Point Area Convention and Visitors Bureau since May of 2018 which started with an internship as a Marketing and PR Specialist and evolved into a part time position. She manages the social media platforms along with many other tasks for the Elite Realty Team and creates content at the SPACVB.



Hannah Piper – Evergreen Campsites & Resort

Hannah has been apart of the outdoor hospitality industry for over the past 14 years with Evergreen Campsites & Resort. She has a degree in Restaurant & Hotel Management. She currently has her Executive certification for outdoor hospitality from Arvc along with multiple years of outdoor hospitality schooling. 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.



Heather Gere – CampersApp

Heather is an outdoor enthusiast with a passion for camping. In 2015, I co-founded campersAPP, a software company that helps campgrounds and RV resorts effectively engage, market to, and support their connected guests. The platform improves communications at the park, streamlines the process of managing campground activities, cuts costs by nearly eliminating printing, and saves staff time by providing campers with everything they need before they ask. campersAPP can be used to build a presence on social media, drive more traffic into their campground stores, and can generate additional revenue through advertising and in app purchasing. To learn more about campersAPP, email me at heather.gere@campersapp.com.

My background is in graphic design, video production, and sales. I'm also an entrepreneur who loves problem solving and doing my part to make the world a better place. Over the past 15 plus years I have worked on a variety of communication teams as well as provided design services to non-profits, start-ups, and marketing firms. I have experience developing logos and company brands, designing marketing materials for print and web, and creating dynamic video content.



PRESENTER INFORMATION



Heidi Doyle – Utility Supply Group

Utility Supply Group headquartered in the Seattle suburb of Kingston, WA. Utility Supply Group was founded in 2001 as a nationwide distributor of electrical, gas and water utility supplies to RV and Manufactured Housing communities. Wade Elliott and the staff of Utility Supply Group collectively have over 50 years of experience designing electrical layouts in RV parks to meet the needs of the park and follow National Electric Code.



Holly Hoffman - Sales & Income Tax Advisory Network

Holly Hoffman is the owner of the Sales & Income Tax Advisory Network. She has a bachelors and master's degree in accounting and, for the last 8 years, she worked for the Wisconsin Department of Revenue as an auditor, speaker, and sales tax technical law expert.



James Kaplanek - Chief of Food Safety and Recreational Licensing Section with the State of Wisconsin-- Department of Health and Family Services

Currently the Chief of Food Safety and Recreational Licensing Section with the State of Wisconsin--Department of Health and Family Services. In the process of a merger with the Department of Agriculture, Trade and Consumer Protection - Will be the Chief of Technical Services for Retail Food and Recreational Businesses - Has been with the State for 15 years. •Before State employment spent 6 years with the Public Health Madison/Dane county - BS Environmental Public Health—University Wisconsin-Eau-Claire - Wisconsin Delegate to the National Conference for Food Protection - Registered Sanitarian



Jason Culotta - Wisconsin Manufacturers & Commerce

Jason Culotta is the Sr. Director of Government Relations at Wisconsin Manufacturers & Commerce. His policy focus areas include tax and transportation issues. In 2011, Jason served as a policy advisor to Governor Scott Walker and as administrator of the Division of Intergovernmental Relations in the Department of Administration. Prior to that, he worked in the Legislature for ten years, including as a policy advisor to Assembly Speaker John Gard. In his current capacity, Jason serves as a board member of the Wisconsin Transportation Development Association, Wisconsin DOT Freight Advisory Committee, and with the Wisconsin Central Group, an industry group promoting access to freight rail. In addition, Jason serves as a member of the Wisconsin Civil Justice Council, a broad coalition of trade groups working for a sound legal system. A native of Racine, Jason holds a bachelor's degree from UW-Oshkosh.



Jerry Anderson - Building Inspector for State of WI

I've been a life long resident in southeast WI. I am a Building Inspector fully credentialed for the past 12 years and have been employed by a local community for the past 8 years. I've been in construction for over 36 years. I served for 6 years in the U.S. Air Force and 2 years as Alderman in my hometown. Construction and home improvements have been my passion for most of my life. I've built conventional stick framed homes, log homes and some commercial building. I'm married with two awesome daughters

Jessica Colson – Executive Housekeeper at HCI



Jim Brandt - Jim's Golf Cars

Jim Brandt owns and operates Jim's Golf Cars in Reedsville WI. The business was established in 1995 and is an authorized Club Car dealer. The business does leasing of golf cars, utility vehicles and passenger transportation. They also sell and service golf cars. Over the past 25 years, the company has gone from 50 golf cars in the rental fleet to today's numbers of 2,500 plus cars including utility vehicles and passenger transportation cars.



Jim Button - Evergreen Campsites & Resort Owner

Jim Button has fulfilled his childhood dream of operating and owning Evergreen Campsites & Resort. Jim has been in the industry for 40+ years and has owned Evergreen Campsites & Resort for 22 years. Jim is very passionate about the industry and is an advocate for his state association (WACO) where he currently serves on the BOD. He attends and teaches at conferences, and participates in fall tours and workshops. Jim is also an advocate for his national association (ARVC) where he has participated in advocacy day on the hill, attends and teaches at national conferences, graduate from the OHEP program, OHE certifications, 2017-2018 Arvc Large/Mega Park of the Year, and 2017-2018 Arvc Campground Partner Award. He is also active on the National Group 20 #4 for the past 10 years. This group is devised of campgrounds throughout the USA striving to be the best they can be. Jim does not do this alone he is married to Dawn Button and has four children: Emily, Joey, Ricky, and Rebecca who have started to join the family business. Jim also is an active volunteer firefighter for Saxeville.



Jim Doak - Chief Creative Officer, Founder JWD Culinary Consultancy Chef/ Innovation Leader/ Owner

Award winning chef that consistently delivers results with innovative and break through products & concepts for multiple segments in the restaurant industry that drive sales and profits. Jim draws upon over 35 years of experience in companies such as Ignite Restaurant Group, Applebee's, Culver's and many other food service brands to strategically drive creativity to new heights. He is a creative visionary that conceives new product ideas that are executable and easily replicable resulting in consistency of experiences. Additionally, Jim has worked with some key food & beverage manufactures with hands on projects including: Fieldale Farms, Rich Food Products, Golden County Foods and Ventura Foods. His philosophy is that his Passion + Creativity = Innovative thinking and solutions for YOU. This is what he brings to your brand and business: A laser-focus on unlocking your brand's potential - growing sales and profits while supporting you to become a leader your industry. Together we will create a stronger tomorrow that will set your company apart from the rest!



PRESENTER INFORMATION



Joe Knilans – Former National Rural Affairs Advocate in Office of Advocacy

Joe Knilans, a Wisconsin native, is the former National Rural Affairs Advocate in Office of Advocacy. He also served as an Advocate for the Office of Business Development with the State of Wisconsin's Department of Administration. Joe worked primarily as a champion for Wisconsin small businesses and streamlining administrative rules within the state. In 2011, Knilans also served in the Wisconsin State Assembly, representing the City of Janesville, serving on the Small Business, Health and Transportation Committees. He earned his undergraduate degree from the University of Wisconsin-Whitewater and is actively involved in his community. Joe is looking forward to advocating for small businesses and rural areas across the nation and is excited to be a part of the SBA Advocacy team.



Joe Walter - O'Neil Creek Campground Owner

As a park owner, I'd like to live in a world where every employee is a rock star (showing up for every shift, and staying through Labor Day), and every camper spends as much as they can afford and goes to bed at 10:00pm every night. Sunny and 80° every weekend too! ;) I've been a small business owner for close to 30 years, in several different industries. My wife, Geri, and I fell in love with O'Neil Creek Campground (Chippewa Falls), and purchased it in early 2012. To say this industry has been good to us, is a real understatement. OCC, and this entire industry, has exceeded every expectation we ever could've imagined. If you're new to the industry, or to WACO, I encourage you to spread your wings at this convention. Don't hesitate to introduce yourself to any WACO member, I promise, you won't be disappointed. WACO and ARVC are both filled with high quality individuals that will be there for you EVERY step of the way. I'm excited to meet you, and hear your story!



John Jaszewski - Realtor/Broker/Owner Properties Plus

20 years in corporate management focused on Information Technology and Manufacturing automation. For the past 8 years opened a real estate company and sold over \$64 million dollars in real estate. Focused on real estate investments for customers and built a portfolio program for all investors. Currently has just under 250 tenants and owns or manages over \$10 million of rental property.



Joyce Stenklyft – Stoney Creek RV Resort & Campground

Joyce retired in 2008 and spent 6 years catching up with family and friends. In 2014 she partnered with her daughter Deneen and Son-In-Law Brian Pedersen to purchase Stoney Creek RV Resort in Osseo, WI. Joyce is excited to be serving on the WACO Board and being back in the camping business. To her, it feels like she's back home fulfilling her dream and reaching her destination.



Julie Michaels - Scenic Ridge Campground

Julie is the owner of Scenic Ridge Campground in Whitewater, WI. She, along with her family, has owned and operated the campground for 22 plus years. Growing up in a large family and running a business with her siblings, as she would put it, has been quite an adventure but extremely rewarding. Family is very important to her so being able to pass along the rewards of providing other families a safe and enjoyable place to create those memorable family moments is what she believes makes her job and this industry so special. When not tending her responsibilities at the campground, she enjoys spending her time crafting, painting and decorating. In turn, she uses these talents to create a visual atmosphere throughout the campground.



Kama Teske - ServSafe Instructor

Kama has been teaching ServSafe for initial and re-certification for 4 years. She also teaches Family & Consumer Science and Health Science at Arcadia High School in Arcadia, WI.



Kara Traxler – Dell Pines Campground

Kara Traxler is a certified Project Management Professional (PMP) and has been hired to direct three start-up organizations in the last eight years, all of which are growing and thriving today. She, along with her husband Rob and four daughters, became first-time campground owners of Dell Pines Campground near the WI Dells two and a half years ago.



Kari Buffalo - Product Design and Development Professional

Kari Buffalo is a Product Design and Development professional with over 20 years' experience creating fashion lines for Men, Women and Children while working in New York, Paris, Milan and Minnesota. She currently works as a Product Development Consultant and Educator helping hundreds of entrepreneurs bring their product ideas to life. She has helped to create products ranging from functional athletic wear to technology integrated medical garments and has even created her own line of Rock 'n Roll inspired protective salon wear. In addition, Kari is a freelance health and (continued) beauty consultant who is passionate about helping others live with a sense of adventure & creativity while pursuing a healthy, balanced and joyful life! She is always in search of a good glass of wine! Kari lives with her husband Wally and two sons in Saint Paul, MN. Contact Kari at karibuffalo@gmail.com



PRESENTER INFORMATION



Kim Lanatta - VP Treasury Management, Blackhawk Bank

Kim Lanatta has two decades of industry experience, having held positions in portfolio management, commercial lending and retail banking. Kim is responsible for helping businesses of all sizes, municipalities, and non-profits understand and utilize the many treasury management products and services Blackhawk Bank offers. In turn, she assists them in efficiently collecting, disbursing and investing their cash, while keeping things secure via numerous fraud protection products. Growing up in a family-owned business in southern Wisconsin allows Kim to have a deep understanding and appreciation of the challenges facing business owners today, and their need for greater efficiencies. She holds a Bachelor of Business Administration Degree in Finance from University of Wisconsin - Whitewater and a diploma from the Graduate School of Banking from the University of Wisconsin.



Laramie Weiss – Wilderness Campground

I am a third generation, future campground owner alongside my sister Ashley Wegner, of Wilderness Campground in Montello, WI. Our campground has been in the family since 1969 when my grandparents, Elmer & Bea Weiss purchased the property. I have been involved and enthusiastic about the campground industry my entire life. There's not a time where I don't remember going to the WACO convention and it's something I look forward to every year. I believe Campground Outdoor Hospitality Industry to be a unique fast paced business where none fit a cookie cutter mold. That's what attracts so many of us to owning, operating, & managing Campgrounds. There is no shortage of roles in the life of a campground owner, operator, or manager. I'm always willing to pitch in ideas and learn new skills, ideas, practices, etc. whilst improving upon our own business. It's a demanding way of life but at the end of the day it's well worth the time & effort. What I've experienced at my own family campground and learned about others has shaped me as a person entirely.



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 and helping organize the WACO Fall Tours with the Membership Committee.



Lisa Black - Champions Riverside Resort

Lisa was a previous Design Manager for Knitcraft in Winona, MN for 19 years. From there, she pursued a business venture with her brother. She currently is the Campground Manager for Champions Riverside Resort in Galesville, WI. She enjoys working with the seasonal campers, facilitating parties & events, and using her creative skills to design the camp store each season. Lisa has two children and three grandchildren that she loves spending time with in her free time.



Lori Severson - Severson & Associates

Lori has owned Severson & Associates for 20+ years, a training, consulting and marketing company. Her energetic presentations are filled with forward thinking ideas you can immediately put to use in your business. Her interactive training style allows you to gather ideas from your peers as well. Her passion for success and management excellence will inspire, challenge and encourage you to take action toward continuous improvement in yourself and your organization. Lori has presented to companies like Walt Disney World, Camp Snoopy, Six Flags, IBM, Global Access, TRW, WinCraft, Behrens, Crenlo, GKN, Artsway, Wells Fargo, Merchants Bank, Farmers Bank, Ho-Chunk Nation, ARVC, Jellystone Parks, McDonalds, St. Mary's University, TACO, CONY, KOA, PCOA, Iowa Campground Association, along with a wide variety of other companies that help her bring a strong knowledge of today's business to you. She owns Champions Riverside Resort along with her husband Rick. She is the Executive Director for WACO, the Wisconsin Association of Campground Owners, and volunteers for the Gilbert Brown Foundation.



Mark Hazelbaker - Kasieta Legal Group

Mark Hazelbaker focuses on delivering high-quality legal services equal to the standards that big law firms follow without the costs of a flashy law office, making us the more affordable attorneys without sacrificing what is important.



Mark Othmer – Neuman Pools

Mark works with the smaller commercial accounts as a technical sales and support specialist. He started with NPI as a service technician and progressed thru the ranks as the Service Manager, warranty supervisor and technician, Service sales and support technician and now does rehabs of pools and equipment rooms. He is a Certified Pool Operator Instructor and will do private classes at your own facilities. With over twenty years in the pool business and over twenty years in electrical and maintenance of manufacturing facilities, coupled with his love of the aquatic industry, he can make your pool "pains" disappear. See Mark to help you with the strategic planning of your repair/ rehabilitation/resurfacing of your facility.

Mary Ellen Bruesch - WI Department of Agriculture, Trade and Consumer Protection

Mary Ellen Bruesch is a Recreational Technical Specialist, responsible for the Public Pools and Water Attractions Program. She has been in this position for about a year, having transitioned from Campgrounds and Recreational and Educational Camps. She has a BS in Biology and a MS in Microbiology, and is a Registered Environmental Health Specialist and Certified Pool Operator. When she's not working, she can be found hanging out with her cats or on a paddle board or skis, or hiking.



PRESENTER INFORMATION



Mike Dricken – Lake Lenwood Beach and Campground

Mike and his wife Mary own and operate Lake Lenwood Beach and Campground with 130 sites in West Bend. Mike's parents Len and Rhea started the campground in the early 60's and were charter members of WACO. Mike, Mary and their three children started operating in 1983 and are purchasing it from the family. Mike believes strongly in WACO and is willing to share what he has learned from operating a small campground with limited staff to other members.



Mike Henry – Silver Springs Campground

Hello, I'm Mike Henry from Silver Springs Campground in Rio. My wife and I purchased the campground from her mother three years ago. I have a background in Facilities, Human Resources, Store Operations, and Construction. I'm happy to help or answer any questions you might have.



Paul Bambei - National Association of RV Parks & Campgrounds (ARVC)

Paul Bambei is a marketing and business development expert and entrepreneur with a track record of success at some of the nation's best-known companies, including Time Inc., and Comcast Corp. He is now the president and CEO of the National Association of RV Parks & Campgrounds.



Pete Hagen – Pride of America Camping Resort

Our family has owned Pride of America Camping resort since 1974. As a second generation owner I have the unique experience of 46 years of growing up with the RV industry. At age 8 I started my career as a "Trash Picker Upper" and moved on to grounds and maintenance to help finance my way through the University of Wisconsin where I earned a BS in Mechanical Engineering. After 8 years of designing custom machinery, I changed careers and began working for the UW-Madison in Information Technology. In 2001, after we bought out our final partners, I started managing the IT department at the campground as my second full time job. I brought my knowledge of Information Technology to the business just as the industry was moving towards an embrace of technology. I am retiring from the UW in the near future and looking to become much more involved in growing and improving our industry. I feel my variety of skills and experience can be of great benefit to our organization as we all need to adapt to the ever changing world of technology and the move towards digital marketing.



Phil Whitehead – Blackhawk Bank

Phil carries nearly three decades of expertise and proficiency in developing commercial banking relationships aided not only by his years of experience in the industry, but also by being a licensed CPA and Certified Financial Planner. He knows the southern Wisconsin region intimately, having spent a majority of his banking career working and living in Rock County. He has a long history of helping clients develop their business to its fullest potential by providing solid advice and banking services geared to attaining specific goals. Phil earned a Master of Science Degree with an emphasis in Accounting and a Bachelor of Business Administration Degree with an emphasis in Marketing from UW - Whitewater. He received an Associate Degree from UW - Rock County. Civic involvement has always been one of Phil's priorities. His volunteer efforts include a Board membership with the Blackhawk Technical College Foundation and SSM St. Mary's Janesville Hospital Foundation. In addition, he is a member of the Janesville Kiwanis Club and Downtown Janesville Incorporation. Phil formerly served as Board member for Forward Janesville, the Junior Achievement Board of Rock County and the Green County Development Corporation. Currently living in Janesville, Phil and his wife, Lisa, have lived in the Janesville/Milton area for the past 15+ years, where they raised their four children and enjoy spending family time.



Rebecca Henry – Silver Springs Campground

Hello, I'm Becky Henry from Silver Springs. I am a 3rd generation campground owner of Silver Springs in Rio, WI. I grew up in the industry and am happy to continue our family tradition. We are 52 years in business this year. We do activities at our campground. We've tried all sorts of things over the years and am happy to help or answer any questions you might have.



Rebecca Kleefisch - Jobs Ambassador for Associated Builders and Contractors of Wisconsin

Rebecca travels the state to encourage more Wisconsin workers to choose well-paying jobs in construction trades. The former Executive Director of the Women's Suffrage Centennial Commission, Kleefisch spent much of 2019 in Washington DC, leading the country's efforts to commemorate and educate America about the 100th anniversary of women earning the right to vote. Previously, Rebecca served as Lieutenant Governor of Wisconsin where she championed workforce and economic development for 8 years. She is well known for her efforts in fighting poverty, focusing on prison reentry reform, where she pushed for the placement of job centers at corrections facilities. She helped create and chaired the Interagency Council on Homelessness which produced Wisconsin's first action plan to end homelessness as we know it. Rebecca also co-chaired the Governor's Task Force on Opioids Abuse and the Task Force on Minority Unemployment. Rebecca started the Governor's Small Business Summit, a symposium for small business owners to gain exclusive all-day access to state leaders and Small Business Academy, a free half day seminar designed for minority and female potential entrepreneurs. She is the former Chairman of the Aerospace States Association, which articulates and advocates for aerospace and aviation policy across the country. She is the former Chairman of the Republican Lieutenant Governors' Association. Rebecca is a member of the Town Bank and the Joseph Project Boards of Directors, former owner of a small media and marketing firm and a "recovering journalist". She lives in Concord, WI with her husband Joel and daughters Ella and Violet.



Reed McRoberts – WI Department of Agriculture, Trade and Consumer Protection

Reed McRoberts, R.S. is the Program Manager for Campgrounds with Food Safety and Recreational Licensing in the Bureau of Environmental and Occupational Health, Wisconsin Department of Health Services. As Program Manager for Campgrounds, he provides direction on campground code issues and monitors trends in the camping industry. He has over 20 years' experience working with environmental health programs.



PRESENTER INFORMATION



Rich Durkee - Risk Management Consultant – Secure Insurance

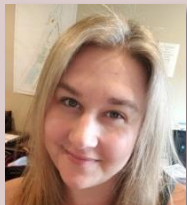
Rich Durkee grew up on a small dairy farm in Wisconsin where he learned the importance of safety at an early age. The knowledge he gained from working on the family farm carried over to his college job. He worked as a heavy equipment operator where he performed golf course construction in Kohler, Wis. During that time, he learned that safety never takes a vacation. The valuable lessons learned while working in construction and with heavy equipment allow him to relate real-life experiences to his clients.

After college, Rich managed the safety and health compliance for a Fortune 500 company with locations in Wisconsin, Kentucky, Missouri, and Mexico. The facilities encompassed machining, fabrication, punch press, foundries, and assembly operations. He has worked in the risk management field for more than 24 years, consulting with clients on their safety and risk management programs. He holds certifications in Workers' Compensation, Behavioral Aspects of Safety, Machine Guarding, and Ergonomics. He also has expertise in safety leadership and supervisor training. Rich graduated from the University of Wisconsin–Whitewater, one of the highest-ranking risk management schools in the nation. He holds a Bachelor of Science Degree in occupational safety and health. In his free time, Rich enjoys spending time with family and friends, cooking, being outdoors, hiking, kayaking, and golfing. He resides in Baraboo, Wisconsin.



Sarah Krause – CCO at C&D Hospitality

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.



Ted Tuchalski - WI Department of Agriculture, Trade and Consumer Protection

Ted Tuchalski, R.S. is an Environmental Health Technical Specialist with the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP). His primary focus at DATCP is lodging, which includes: hotels, motels, tourist rooming houses, and bed & breakfast establishments. Ted's environmental health career began as a food inspector in Salt Lake City, Utah and has spanned multiple program areas at the city, county, and state levels here in Wisconsin.



Tia Anderson – Stoney Creek RV Resort

Tia Anderson is the Operations Manager at Stoney Creek RV Resort in Osseo, WI. Tia was raised in the campground industry and has over 10 years experience working in campgrounds. At Stoney Creek, she manages the front desk/reservations and recreation; she also handles all of the online marketing, social media, web design/maintenance and promotional material.



Tiffany Pargman - Indian Trails Campground

Tiffany is a campground manager at Indian Trails Campground in Pardeeville, WI. She was born and raised in the campground industry, with her grandparents starting Indian Trails in 1965. She attended 2 years of the National School of Campground Management in Wheeling, WV and is passionate about our industry and enjoys all things store and gift shop related. Of all the buyer and gift shows across the nation, the Smoky Mountain Gift Show is here favorite one to attend. Tiffany has been married for 22 years and has two teenage boys who grew up participating in WACO Kids Kamp. Outside of the business, Tiffany enjoys... who are we kidding, do we really have a life outside of the campground?! When she does have the chance to get away, she enjoys hiking and spending time with family and friends.



Tim Rout – AccessParks

Tim Rout, Founder/CEO, AccessParks; Mr. Rout has a twenty-year history of leadership in the telecommunications industry. For the past 20 years he and his current team have been building innovative Broadband solutions for rural hospitality customers worldwide. AccessParks is the exclusive Broadband provider to the National Park Service, at Yellowstone, Grand Canyon, Glacier, Death Valley national parks and more. The company is also partnered with KOA, Jellystone, Guest Services, ELS, Xanterra and many other large operators to serve Broadband to 30 million annual guests in RV parks and lodging. Mr. Rout holds a Bachelor of Science in Engineering from the University of Arizona, and an MBA from the University of San Diego. He is an avid mountaineer, backcountry skier and sailor.



Tina Severson – Severson & Associates

Tina Severson was born and raised in the tri-state area, where her midwest mentality has always served her well in developing successful relationships. In the past 20 years, she has worked for non profit organizations and B2B companies in the construction, festival, education, and employment industries. The variety has given her insight to a common thread across all organizations - success in sales through stellar customer service and building solid relationships. Severson has worked with boards in the past and uses that experience to gain perspective as she sits as the VP on the Tornado Youth Hockey Association, as well as the President for the Onalaska Area Business Association.



Tommy Woog – Water Wars

Tommy Woog is the second generation owner of Water Wars, the Minnesota based manufacturing company that provides family oriented and interactive water attractions to the amusement park/water park/camping/rental/resort industries since 1989. Passionate about being a husband, dad, business owner, hockey coach and car nut, you might find him on the lake or golf course in the summer and always reading a good book!





LEGISLATIVE GUESTS



André Jacque- Wisconsin State Senator

André Jacque is an American politician and communications consultant. A Republican, he is a member of the Wisconsin State Senate, representing the 1st senatorial district since 2019. He previously served four terms in the Wisconsin State Assembly.



Alex Dallman – Wisconsin State Representative

Alex A. Dallman is an American politician. A Republican, he is a member of the Wisconsin State Assembly representing the 41st assembly district, which comprises most of Green Lake and Marquette counties, as well as the southern half of Adams County.



Jesse James – Wisconsin State Representative

Jesse L. James is a member of the Wisconsin State Assembly representing the 68th district. He was first elected in 2018. Before being elected to the state assembly, James was the police chief of Altoona, Wisconsin. He lives in Altoona, Wisconsin with his wife Vicki and his four children.



Jon Plumer – Wisconsin State Representative

Representative Jon Plumer has been an active member of the community for much of his life. He has previously served as president of the Lodi and Lake Wisconsin Chamber of Commerce. Jon started and continues to operate the Lodi Pride Concerts in the Park series, and he and his wife Chris co-founded the annual Lodi Pride free Thanksgiving dinner. Jon is a member of the Lodi Optimist Club, a member of the Lodi Rotary, and the Columbia County Board of Supervisors. Jon retired after 30 years of service as a route salesman for Kraft Foods. Currently, he owns and operates seven statewide locations of a martial arts schools. Through his small business and community involvement, Jon is in close contact with the residents of the 42nd Assembly District. Jon and his wife Chris have been married for 40 years. They have four grown daughters and seven grandchildren.



Patrick Testin – Wisconsin State Senator

Patrick Testin is an American Republican politician. He is the current President pro tempore of the Wisconsin State Senate (since 2021) and has served in the Senate since 2017.



DATCP GUEST



Randy Romanski – Secretary-designee of the Wisconsin Department of Agriculture, Trade and Consumer Protection

Randy Romanski was appointed secretary-designee of the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) by Governor Tony Evers in June 2020. Prior to this appointment, he served as DATCP deputy secretary since January 2019 and interim secretary since November 2019. He brings decades of experience in government administration and policy development to the department. Romanski has held leadership roles at multiple state agencies. He previously served as DATCP's deputy secretary and secretary under Governor Jim Doyle, working on issues such as farmland preservation, local foods, Farm to School, and renewable energy. Romanski has also served as the executive assistant for the Wisconsin Department of Natural Resources and Wisconsin Department of Transportation. From 2011-2019, Romanski served as the safety program chief in DOT's Division of State Patrol. Earlier in his career, he held staff positions in the state legislature, both in the Senate and Assembly. He has also served as a policy analyst for the Wisconsin Department of Justice. Originally from Wisconsin Rapids, Romanski earned his bachelor's degree in Political Science from the University of Wisconsin-River Falls and his master's degree in Public Policy and Administration from the Robert M. La Follette School of Public Affairs at the University of Wisconsin-Madison. Romanski resides in Monona.



2021 WACO CONVENTION NOTES





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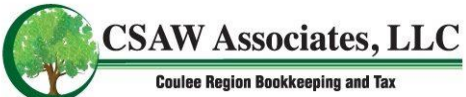
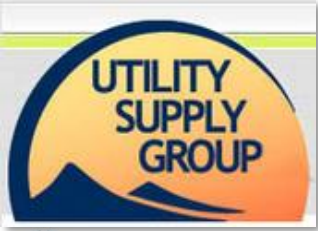
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