



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 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>		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</i> <i>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	<p align="center">Lunch & Learn - Banquet Room- Fundraising During the Twilight Zone! Show and Tell of the new website tool kit</p> <p align="center">Understand how the Gilbert Brown Foundation aids in developing relationships that help WACO!</p> <div style="border: 2px dashed red; padding: 10px; margin: 10px;"> <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> <p>Lunch Sponsored by: Gilbert Brown Pizza Donated by: Brew City Pub - Lotzza Motzza Pizza – Lasagna – Salad Fruit – donated by Tunnel Trail Campground, Brakebush Chicken Presentation by: Lori Severson: Examples from Campground Owners</p> <div style="float: right; text-align: right;"> Blackhawk Bank Donation </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





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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>	Renovating Your Park on a Limited Budget Doing <u>SMART</u> , simple, noticeable projects will generate huge rewards! Bud Styer	Voice of the Camper Opinions, Attitudes and Expectations Adjusting your marketing plan & Guest services Presented by Severson & Associates Tina Severson Danielle Todd Lori Severson Carla Brown

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

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, and 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!

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

Spin the Bottle
Wine Game

Virtual bingo demo
Attending Virtually?
Email us for the link!

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CPO Pool School

3:15 - 4:15 pm

Neuman Pools

Wisconsin Room

(8:30am-4:15pm)

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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!