

# Executive Director Report



Updated through Sept 1, 2020

# Covid Coping

Gathering and disseminating information was critical and time consuming! As you can see we spent a crazy amount of time working through this situation!

## The process of getting “Deemed Essential”

March 24, 2020 Stay at Home order Announced

April 14, 2020 First official documentation from the Governors office:

Dear Lori,

Thank you for reaching out to the Governor. As you stated the stay at home order does allow campgrounds to remain open while following social distancing guidelines and complying with section 13.b where appropriate.

I will forward your request to our folks, we do appreciate how difficult it is if communities are operating differently.

We do ask that you reach back out to your local governments and work directly with them in the local communities to discuss the specific needs of those communities as there are different challenges across the state.

Jamie

Jamie Kuhn  
Director of Outreach  
Office of Governor Tony Evers  
Office Phone: 608-266-7606  
Email: [jamie.kuhn@wisconsin.gov](mailto:jamie.kuhn@wisconsin.gov)  
*pronouns: she/her/hers*

# Governors Office

[govinfo@wisconsin.gov](mailto:govinfo@wisconsin.gov)

**Under supremacy in his March 24 order it is stated that local leadership can not supersede this order.**

**Jamie Kuhn**

**Director of Outreach**

**Office of Governor Tony Evers**

# DATCP

## Leadership

### Secretary-designee Randy Romanski



Randy Romanski was announced secretary-designee of the Wisconsin Department of Agriculture, Trade and Consumer Protection 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.

Since 2011, Romanski has been serving 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.

### Deputy Secretary Angela James



Secretary-designee Romanski named Angela James deputy secretary in June 2020. She had previously served as DATCP assistant deputy secretary since January 2019. Before joining the department, James was an attorney in private practice. Her experience includes work with water quality matters including National Pollutant Discharge Elimination System (NPDES) permitting, Total Maximum Daily Load (TMDL) engagement, and nutrient trading.

Prior to entering solo legal practice, James was an attorney with a large Midwestern-based law firm, served with the Wisconsin paper industry, and was responsible for environmental compliance as the in-house counsel at an integrated gas and electric utility. Through these positions, James also gained significant hands-on experience in air, water, waste, and OSHA regulations.

She has also served as a commissioner and secretary of the Madison Metropolitan Sewerage District. James has bachelor's, master's, and law degrees from the University of Wisconsin-Madison.

**Kaplanek, James H - DATCP**

**McRoberts, Reed L - DATCP**

**Ted Tuchalski, R.S.**

**Mary Ellen Bruesc - DATCP**

**7 AM Call  
every  
morning**

# WMC

## Wisconsin Manufacturers & Commerce

- Provided assistance with legal Resources to help research what counties were doing and if it was legal or not.
- Brittney the Lobbyist for Small Business assisted in helping reach out to the right legislators.
- Provided written letters to various counties.
- Set up zoom meetings with various legislators.
- Provided email addresses for correct schedulers.

# ARVC

# Resources We Used

- Western Wisconsin Women's Business Center
- CPR – Corona Virus Planning & Response
- SBA - Small Business Association
- WNB Financial
- Wisconsin Hotel & Lodging Association
- Wisconsin Restaurant Association WRA
- **AXLEY Attorney Group – Watch for incorrect information.**
- Wisconsin Department of Agriculture, Trade and Consumer Protection
- Wisconsin Legislative Reference Bureau

# Resources We Used

- CCF Banking
- Blackhawk Bank
- CSAW Accounting
- Hawkins Accounting
- **Mark B Hazelbaker** Kasieta Legal Group, LLC
- Wisconsin Department of Tourism
- Mayo Clinic
- Wisconsin Department of Health Services
- Tavern League
- Wisconsin RV Dealers Alliance
- Wisconsin Housing Alliance
- Nightclub & Bar Show
- Wisconsin Department of Agriculture
- Center for Disease Control CDC
- National Golf Course Owners Association
- Bar IQ



# Resources We Used

- Wisconsin Economic Development Corporation WEDC
- WEDC Justin Phillips Legislative Liaison
- Wisconsin Legislative Reference Bureau Christopher Webb - Legislative Analyst
- Counties Association
- Towns Association
- Association of Wisconsin Health Inspectors
- Jason Colutta
- Individual RV Dealers who have connections with Legislators.



# These are citizens who sit on the board of directors of DATCP and are appointed to provide a voice for the Wisconsin people to have a voice ..... FYI during a Pandemic they have NO voice

[DATCP Home](#) > [Board members](#)

## Board members

Meet the nine board members of the Wisconsin Department of Agriculture, Trade and Consumer Protection.



**Chair Miranda Leis (Term June 12, 2017 – May 1, 2023)**

Miranda Leis, a project manager for CROPP Cooperative/Organic Valley in LaFarge, is presently Director of the Monroe County Farm Bureau. She has been an active member of the Wisconsin Farm Bureau since 2005, currently serving on the Policy Development Committee. Previously she held the position of Young Farmer and Agriculturalist Chair on both the county and state Farm Bureaus. Miranda is also involved with the La Crosse Chapter of the Project Management Institute and received her degree in animal science with an emphasis in dairy production and nutrition.



**Paul Bauer (Term October 11, 2017 - May 1, 2023)**

Paul Bauer has been the CEO of Ellsworth Cooperative Creamery in Ellsworth, Wisconsin since 2008. He received a degree in Agricultural Business from the University of Wisconsin – River Falls. He previously held positions with the Burnett Dairy Cooperative, Antigo Cheese and Blackfoot Cheese, and Kraft Foods.



**Andy Diercks (Term June 12, 2017 –May 1, 2023)**

Andy Diercks, along with his father, owns and operates a 2,800-acre potato and vegetable farm in Coloma. Andy has been farming since 1993 and received his bachelor of Science degree from the University of Wisconsin-Madison in Agriculture Engineering. He was elected President of the Wisconsin Agricultural Stewardship Initiative in July 2001 and was elected President of the Wisconsin Potato and Vegetable Growers Association in February 2002.

### **Patty Edelburg (Term August 5, 2019 – May 1, 2025)**

Patty Edelburg is a dairy farmer from Scandinavia in central Wisconsin. A graduate from the University of Wisconsin-River Falls, Edelburg currently serves as the Vice President of the National Farmers Union. She has also served as the Wisconsin Farm Service Agency (FSA) State Executive Director as well as on the FSA State Committee. She played an instrumental role in the implementation of programs across Wisconsin as a result of the 2014 Farm Bill. She has been involved in numerous state and local agricultural organizations for years, becoming a vocal advocate for farmers across Wisconsin.

### **Kurt Hallstrand (Term January 5, 2017 - May 1, 2021)**

Kurt Hallstrand and his wife Christina own the original family homestead farm founded in 1884, located in Prentice, Wisconsin. Kurt, along with his family, operates a registered Black Angus Ranch. The ranch consists of about 1600 acres of hay, corn, oats, and pasture land. Kurt also owns and operates a timber harvesting business. He is active in many other cattle organizations and is currently the President of North Central Wisconsin Cattlemen's Association. Kurt has three children and one granddaughter.

### **Paul Palmby (Term April 13, 2015 - May 1, 2021)**

Paul Palmby has served as Executive Vice President and Chief Operating Officer at Seneca Foods Corporation since 2005. He grew up on a farm in Southeastern Minnesota and is a 1985 graduate of Iowa State University with a Degree in Agricultural Business. In his 28 years with Seneca, he has served in various management roles in the company beginning in the agricultural department and progressing through various operations responsibilities to his current role. Paul has served on the Board of Directors of the Northwest Food Processors Association, the Midwest Food Processors Association, the American Frozen Food Institute and Wisconsin FFA Foundation. He has also served as board member and Chairman of the Board for the Wisconsin FFA Sponsor's Board as well as the Produce for Better Health Foundation. He served two appointments by Secretary of Agriculture Ann Venneman and Secretary Mike Johanns to USDA's Fruit and Vegetable Industry Advisory Committee from 2002-2006 and currently serves on the

### **Doug Rebout (Term July 8, 2020 - May 1, 2021)**

Doug Rebout is a partner in Roger Rebout & Sons Farms near Janesville. The farm includes over 4,200 acres of cropland, 280 Holstein and crossbred steers, and 400 custom-raised heifers. Rebout is actively engaged in public and community service, currently serving as the president of the Wisconsin Corn Growers Association and as a member of the Governor's Task Force on Climate Change.

### **Dan Smith (Term May 21, 2019 – May 1, 2025)**

Dan Smith is currently the President and CEO of Cooperative Network. In his years of experience working with farmers, cooperatives, and rural communities, he has also served as the Administrator for DATCP's Division of Agricultural Development and the Chief Executive Officer of Midwestern BioAg. He is a graduate of UW-Madison and was a dairy producer for 30 years on his home farm in Freeport, IL.

### **Carla Washington (Term August 9, 2019 – May 1, 2025)**

Carla Washington currently serves as the Senior Director of Strategic Partnerships and Shelter Services at the Sojourner Family Peace Center in Milwaukee. She earned her bachelor's of science in business and marketing from Marquette University and holds an MBA in management from the University of Wisconsin-Whitewater. She has 20 years of experience in program development and coalition building in the human services field, serving as a valuable advocacy voice to protect older consumers and the workers who care for them.

# **72 Counties And Their Bosses!**

**Hi Lori,**

**One additional thought that I wanted to bounce off of you.**

**In the counties where you have a health department that is not following the Governor's order. Have you also reached out to the County Board Chairmen and/or county administrator/county executive and posed the same question to them? Show them the email from Zach Madden that I think is pretty clear and ask them why their county health department is failing to following the Governor's directive.**

**Bill Cosh  
Policy Advisor  
Office of Senator André Jacque  
1<sup>st</sup> Senate District  
(608) 266-3512**

# Copy of 72 Counties with tracking on open dates

|   |                       |
|---|-----------------------|
| Adams County  | YES                   |
| Ashland County  | ?                     |
| Barron County   | YES                   |
| Bayfield County   | ?                     |
| Brown County  | MAY 15TH              |
| Buffalo County  | YES                   |
| Burnett County  | ?                     |
| Calumet County  |                       |
| Chippewa County   | YES                   |
| Clark County  | YES                   |
| Columbia County   | YES                   |
| Crawford County   |                       |
| CZAUKEE COUNTY  |                       |
| Dane County   | YES                   |
| Dodge County  |                       |
| Door County   | YES                   |
| Douglas County  | ?                     |
| Dunn County   | YES                   |
| Eau Claire City-County  | YES                   |
| Florence County   | No                    |
| Fond du Lac County  | YES                   |
| Forest County   |                       |
| Grant County  | YES                   |
| Green County  | YES                   |
| Green Lake County   | YES with restrictions |
| Iowa County   |                       |
| Iron County   |                       |
| Jackson County  | NO not even seasonals |
| Jefferson County  |                       |
| Juneau County   | Closed till May 14    |
| Kenosha County  |                       |
| Kewaunee County   | YES                   |
| La Crosse County  | YES with restrictions |
| Lafayette County  |                       |
| Langlade County   |                       |
| Lincoln County  |                       |
| Manitowoc County  |                       |
| Marathon County   |                       |
| Marquette County  |                       |
| Marquette County  | YES - seasonals       |
| Menominee Counties  |                       |
| Milwaukee County  |                       |
| Monroe County   | YES                   |
| Oconto County   | May 1st               |
| Oneida County   | YES                   |
| Outagamie County  |                       |
| Ozaukee County  |                       |
| Pepin County  | ?                     |
| Pierce County   | ?                     |
| Polk County   | ?                     |
| Portage County  | YES                   |
| Price County  |                       |
| Racine County   | YES                   |
| Richland County   | YES                   |
| Rock County   | YES                   |
| Rusk County   | ?                     |
| Sauk County   | YES                   |
| Sawyer County   | YES                   |
| Shawano-Menominee Counties  | YES                   |
| Sheboygan County Health and Human Services, Division of Public Health |                       |
| St Croix County   | ?                     |
| Taylor County   |                       |
| Trempealeau County  | YES                   |
| Vernon County   |                       |
| Vilas County  | YES                   |
| Walworth County   | YES                   |
| Washburn County   | ?                     |
| Washington Ozaukee County   |                       |
| Waukesha County   |                       |
| Waupaca County  | YES                   |
| Waushara County   | YES FOR SEASONALS     |
| Winnebago County  | YES                   |
| Wood County   | YES                   |

# 72 Counties

## 72 different answers!

|   |                       |
|---|-----------------------|
| Adams County  | YES                   |
| Ashland County  | ?                     |
| Barron County   | YES                   |
| Bayfield County   | ?                     |
| Brown County  | MAY 15TH              |
| Buffalo County  | YES                   |
| Burnett County  | ?                     |
| Calumet County  |                       |
| Chippewa County   | YES                   |
| Clark County  | YES                   |
| Columbia County   | YES                   |
| Crawford County   |                       |
| CZAUKEE COUNTY  |                       |
| Dane County   | YES                   |
| Dodge County  |                       |
| Door County   | YES                   |
| Douglas County  | ?                     |
| Dunn County   | YES                   |
| Eau Claire City-County  | YES                   |
| Florence County   | No                    |
| Fond du Lac County  | YES                   |
| Forest County   |                       |
| Grant County  | YES                   |
| Green County  | YES                   |
| Green Lake County   | YES with restrictions |
| Iowa County   |                       |
| Iron County   |                       |
| Jackson County  | NO not even seasonals |
| Jefferson County  |                       |
| Juneau County   | Closed till May 14    |
| Kenosha County  |                       |
| Kewaunee County   | YES                   |
| La Crosse County  | YES with restrictions |
| Lafayette County  |                       |
| Langlade County   |                       |
| Lincoln County  |                       |
| Manitowoc County  |                       |
| Marathon County   |                       |
| Marinette County  |                       |
| Marquette County  | YES - seasonals       |
| Menominee Counties  |                       |
| Milwaukee County  |                       |
| Monroe County   | YES                   |
| Oconto County   | May 1st               |
| Oneida County   | YES                   |
| Outagamie County  |                       |
| Ozaukee County  |                       |
| Pepin County  | ?                     |
| Pierce County   | ?                     |
| Polk County   | ?                     |
| Portage County  | YES                   |
| Price County  |                       |
| Racine County   | YES                   |
| Richland County   | YES                   |
| Rock County   | YES                   |
| Rusk County   | ?                     |
| Sauk County   | YES                   |
| Sawyer County   | YES                   |
| Shawano-Menominee Counties  | YES                   |
| Sheboygan County Health and Human Services, Division of Public Health |                       |
| St Croix County   | ?                     |
| Taylor County   |                       |
| Trempealeau County  | YES                   |
| Vernon County   |                       |
| Vilas County  | YES                   |
| Walworth County   |                       |
| Washburn County   | ?                     |
| Washington Ozaukee County   |                       |
| Waukesha County   |                       |
| Waupaca County  | YES                   |
| Waushara County   | YES FOR SEASONALS     |
| Winnebago County  | YES                   |
| Wood County   | YES                   |

# Authority under 252.03.

It was the legislative liaison and I don't have an email – I talked to him on the phone the day SAH was extended as I had another issue and one of the first contacts that came through was about campgrounds, so I mentioned it to him at that time.

Then, pretty much each day last week myself/Rep. Kurtz had been reaching out to our locals – mainly Juneau County, as most of our constituents who were concerned with campgrounds were from Juneau County. The Juneau County Health Officer had mandated all the campgrounds were to remain closed until May 14<sup>th</sup> last week – again citing the authority under 252.03.

-SIDE NOTE- I live in Juneau County down the road from a few different campgrounds. We actually had an issue in our Township on April 18<sup>th</sup> as one of the campgrounds had opened and allowed campers in, that Saturday some of the campers had made a bonfire to cook food (allowable under the DNR's burn ban), that rekindled and spread burning a handful of acres at the farm next to that campground – The Sheriff's Department was called and I'm certain that our Health Officer found out due to this incident.

On Wednesday last week, the sheriff's department made one of the campgrounds down the road from where I live put up a "CLOSED" sign and barrier to their campground last Wednesday. The owners took that down Thursday as they had reached out to their own private attorney who thought that the order could be challenged. Friday was when we received the information from Juneau County Health Officer that seasonal folks were ok but non-seasonal folks were not.

That is all I know. I have not been in contact with the Governor's office directly. I called WEDC again this afternoon and I guess they will be putting out a formal statement on campgrounds soon.

Best Regards,



# André JACQUE

STATE SENATE



## Bill Cosh

**Email:**

Sen.Jacque@legis.wisconsin.gov

**Voting Address:**

1615 Lost Dauphin Rd.  
DePere, WI 54115

**Staff:**

Bill Cosh

Nik Rettinger

Hannah Sievert

Bill.Cosh@legis.wisconsin.gov

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Hannah.Sievert@legis.wisconsin.gov

### Current Committees

- Committee on Agriculture, Revenue and Financial Institutions
- Committee on Health and Human Services
- Committee on Judiciary and Public Safety (Vice-Chair)
- Committee on Local Government, Small Business, Tourism and Workforce Development (Chair)
- Joint Committee on Information Policy and Technology (Co-Chair)
- Joint Legislative Council
- Speaker's Task Force on Water Quality



# Many Key Legislators Key WACO Members!

- Jon Plumber
- Glenn Grothman
- John Plumber
- These are just a few – YOUR Board members and members of WACO worked very hard to get counties opened!

# PAC REPORT

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## ABOUT PAC

Your WACO PAC (Political Action Committee) is making a difference in legislation that affects your campground business!

WACO Board members are instrumental in working with our Legislators and Mark Hazelbaker (WACO Attorney) to keep our members informed on all the latest information that is being reviewed in Madison that can affect the campground industry.

Politics can affect your tax rates, the wages you pay your employees, the amount you pay for insurance, when you can schedule teen employees to work, your licensing fees, and the list goes on!

The WACO PAC is a non-partisan fund supported by voluntary personal contributions by Wisconsin Association of Campground Owners members.

As a contributor to WACO PAC, your donation will be combined with those of your fellow WACO members to create a sizable fund with great impact.

Our PAC's active involvement in campaigns will then help to elect candidates with small business experience or pro-business attitudes on the state and local level as well as help create a positive legislative environment.

With your contribution, you can help make WACO one of the strongest political forces in the state!





WISCONSIN DEPARTMENT  
*of* HEALTH SERVICES

**The Department of Health Services DHS has more than 6100 employees**

# Secretary-designee Andrea Palm

## Secretary-Designee Andrea Palm

Andrea Palm most recently served as Senior Counselor to the Secretary of the U.S. Department of Health and Human Services (HHS) under President Obama, where she oversaw the public health and human services agencies, encompassing more than 60,000 staff. She also served as the Chief of Staff for HHS from 2013-14. Her executive career spans more than two decades, with key leadership positions for the U.S Department of Health and Human Services, Senator Hillary Clinton, and Congressman Robert Matsui. She was a Senior Advisor at the White House Domestic Policy Council during the implementation and rollout of the Affordable Care Act. Palm received her undergraduate degree from Cornell University and a graduate degree from Washington University in St. Louis.

## Deputy Secretary Julie Willems Van Dijk

Julie Willems Van Dijk most recently served as the Director of County Health Rankings and Roadmaps, a national collaboration between the University of Wisconsin Population Health Institute and the Robert Wood Johnson Foundation, providing data, evidence, and guidance to over 3,000 counties who are building a culture of health. Prior to joining the Institute, she was the Marathon County Public Health Officer and served on the boards of Aspirus Wausau Hospital and Bridge Community Health Clinic, and as an elected member of the Wausau School District Board of Education. Willems Van Dijk earned a PhD in nursing from the University of WI-Milwaukee and is a Fellow in the American Academy of Nursing.

## Assistant Deputy Secretary Lisa A. Olson

Lisa Olson was recently the External Affairs Director at DHS before being appointed Assistant Deputy Secretary. Prior to joining DHS, Lisa spent nine years at the Wisconsin Primary Health Care Association, the statewide association of community health centers, serving most recently as the Policy and Program Director. She has a Master of Social Work degree and a BA from the University of Wisconsin. She is a board member for Share the Health, a free gynecology clinic for uninsured women in Madison.

# PPE- Grants- SBA OH MY

- Used our resources in the Banking and Accounting Areas for the multiple questions members had on this.
- The ever changing situations made this a difficult task that is still ongoing.

# **ZOOM MEETINGS**

**Record  
was 8 in  
one day**

| Time Sent      | Campaign Name       | Sends | Opens | Open Rate | Mobile | Desktop | C-Clicks | Click Rate | Bounces | Bounce Rate | Unsubscribe | Unsubscribe Rate |
|----------------|---------------------|-------|-------|-----------|--------|---------|----------|------------|---------|-------------|-------------|------------------|
| 1/2/2020 13:42 | RV Show INFORMATION | 178   | 81    | 46.60%    | 18.80% | 81.20%  | 16       | 19.80%     | 4       | 2.20%       | 0           | 0%               |
| 1/2/2020 10:56 | Milwaukee RV show   | 178   | 85    | 48.60%    | 19.50% | 80.50%  | 16       | 18.80%     | 3       | 1.70%       | 0           | 0%               |

# These are constant contacts sent out through August 28<sup>th</sup> Total of 174

- Constant contact information tells us who opens, who's emails "bounce" back – this can mean somethings wrong with the address, the receivers have indicated the message is spam, etc.
- Click rate means you click through to the message.
- Unsubscribe means you hit the button to unsubscribe and YOU need to allow us back.

# WISCONSIN CAMPERS

## SOCIAL MEDIA

Weekly Social Media Insights

August 2020

## Facebook Insights





Total current likes: 7,779 (+262 from July)

### Success by Post Types

The success of different post types based on average reach and engagement.

Show All Posts ▾

Reach Post Clicks Reactions, Comments & Shares ⓘ

| Type   | Average Reach | Average Engagement |
|--|---------------|--------------------|
|  Photo  | 2,419         | 121<br>81          |
|  Status | 907           | 21<br>13           |
|  Link   | 831           | 34<br>33           |
|  Video  | 721           | 15<br>11           |

### Summary of Page Fans

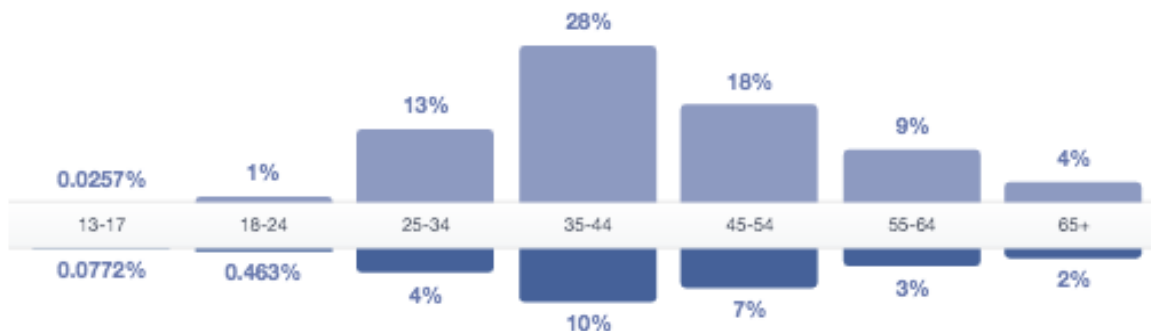
The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.

Women

73%  
Your Fans

Men

26%  
Your Fans







# WACO WEBSITE STATS

Analytics from August 2020  
Compared to July 2020  
[www.wisconsincampgrounds.com](http://www.wisconsincampgrounds.com)

WISCONSIN  CAMPGROUNDS

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**15000**  
Lakes



**300**  
Campgrounds



**92**  
Days of Summer



**1**  
Wisconsin

# Top 15 Performing Emails from January 1 - September 9, 2020

| Email Subject/Title                             | Sends | Open Rate | Mobile Open Rate | Desktop Open Rate | Clicks | Click Rate | Bounces | Bounce Rate | Time Sent          |
|---|-------|-----------|------------------|-------------------|--------|------------|---------|-------------|--------------------|
| Addendum To Seasonal Agreement                  | 222   | 79.30%    | 23.80%           | 76.20%            | 142    | 86.10%     | 14      | 6.30%       | 4/22/2020<br>13:50 |
| Memo From Mark Hazelbaker 2                     | 217   | 76.10%    | 32.20%           | 67.80%            | 134    | 85.90%     | 12      | 5.50%       | 3/26/2020<br>10:35 |
| COVID-19 Update: Multiple sources               | 222   | 75.40%    | 35.10%           | 64.90%            | 98     | 62.80%     | 15      | 6.80%       | 4/16/2020<br>18:05 |
| Best practices from Gov. Evers                  | 226   | 73.30%    | 28.30%           | 71.70%            | 123    | 79.90%     | 16      | 7.10%       | 5/11/2020<br>10:03 |
| Work Permits For Minors                         | 223   | 72.40%    | 35.40%           | 64.60%            | 106    | 69.70%     | 13      | 5.80%       | 4/9/2020<br>16:16  |
| COVID update from WDVCB                         | 223   | 72.20%    | 32.10%           | 67.90%            | 73     | 48.30%     | 14      | 6.30%       | 4/15/2020<br>16:46 |
| COVID-19 Toolkit                                | 224   | 72%       | 30.80%           | 69.20%            | 113    | 74.30%     | 13      | 5.80%       | 4/29/2020<br>15:30 |
| WMC Digest                                      | 222   | 71.60%    | 30.90%           | 69.10%            | 77     | 51.70%     | 14      | 6.30%       | 4/17/2020<br>17:15 |
| URGENT: Contact Your Legislators                | 222   | 71.60%    | 24.40%           | 75.60%            | 58     | 38.90%     | 14      | 6.30%       | 4/17/2020<br>14:18 |
| Memo From Mark Hazelbaker                       | 217   | 71.60%    | 40.40%           | 59.60%            | 118    | 79.20%     | 9       | 4.10%       | 3/21/2020<br>22:09 |
| Response to campgrounds staying open            | 223   | 71.40%    | 40.80%           | 59.20%            | 0      | 0%         | 13      | 5.80%       | 4/10/2020<br>16:26 |
| Picnic tables available from Bud                | 226   | 70.60%    | 22.80%           | 77.20%            | 2      | 1.30%      | 15      | 6.60%       | 5/4/2020 9:20      |
| WACO Marketing Video - Photo Submission Request | 222   | 69.10%    | 26.30%           | 73.70%            | 31     | 21.70%     | 15      | 6.80%       | 4/17/2020<br>14:31 |
| WMC Petition to Reopen Wisconsin                | 223   | 68.60%    | 27.20%           | 72.80%            | 51     | 35.40%     | 13      | 5.80%       | 4/14/2020<br>10:38 |
| Announcement From Scott Walker                  | 222   | 68.40%    | 23%              | 77%               | 0      | 0%         | 13      | 5.90%       | 4/27/2020<br>13:52 |

# **Work on Area3 BOD Position ARVC**

## **Constant Contact Emails to Date**

| <b>Date</b> | <b>Subject</b>            | <b>Open Rate</b> | <b>Click</b> |
|-------------|---------------------------|------------------|--------------|
| Aug 3       | Watch for Ballots         | 32%              | 8%           |
| Aug 6       | Bio                       | 35%              | 0%           |
| Aug 19      | Media announcement        | 34%              | 8%           |
| Aug 26      | Additional Bio stories    | 29%              | 4%           |
| Aug 31      | Testimonial David Berg    | 33%              | 3%           |
| Sept 4      | Cindy Testimonial         | 28%              | 4%           |
| Sept 7      | Gary Testimonial          | 28%              | 5%           |
| Sept 14     | Tim Testimonial scheduled |                  |              |

- **Acquired all emails for all area 3 ARVC members.**
- **Hannah did a great video of Jim used in all media.**
- **Bert got clarification on how to vote.**
- **Communication to watch for the email and how to get one if you didn't get it on all constant contact, member social media etc.**
- **Completed 2 print mailings to all on the voting list.**
- **Calling ARVC members from other States to see if they have made a choice.**
- **Gilberts endorsement will be taped 9/12/2020**



| Time Sent       | Campaign Name | Sends | Opens | Open Rate | Mobile | Desktop | C-Clicks | Click Rate | Bounces | Bounce Rate | Unsubscribe | Unsubscribe Rate |
|-----------------|---------------|-------|-------|-----------|--------|---------|----------|------------|---------|-------------|-------------|------------------|
| 8/26/2020 16:01 | Jim           | 406   | 98    | 26.90%    | 36.70% | 63.30%  | 4        | 4.10%      | 42      | 10.30%      | 0           | 0%               |
| 8/19/2020 16:00 | Jim's         | 406   | 123   | 34.10%    | 35.20% | 64.80%  | 10       | 8.10%      | 45      | 11.10%      | 0           | 0%               |
| 8/12/2020 13:17 | Ballot        | 406   | 97    | 26.80%    | 26.60% | 73.40%  | 1        | 1%         | 44      | 10.80%      | 0           | 0%               |
| 8/10/2020 11:39 | Cast your     | 406   | 104   | 28.70%    | 28.60% | 71.40%  | 2        | 1.90%      | 43      | 10.60%      | 0           | 0%               |
| 8/7/2020 10:40  | Untitled      | 407   | 95    | 26%       | 31.60% | 68.40%  | 9        | 9.50%      | 42      | 10.30%      | 1           | 0.20%            |
| 8/6/2020 14:30  | ARVC          | 407   | 129   | 35.30%    | 25%    | 75%     | 0        | 0%         | 42      | 10.30%      | 0           | 0%               |
| 8/6/2020 13:50  | Election      | 224   | 92    | 44%       | 25.80% | 74.20%  | 1        | 1.10%      | 15      | 6.70%       | 0           | 0%               |
| 8/3/2020 14:21  | Untitled      | 412   | 120   | 32.40%    | 25.90% | 74.10%  | 10       | 8.30%      | 42      | 10.20%      | 5           | 1.20%            |

Dear Area 3 Voters,

Jim has been involved in the Outdoor Hospitality Industry for 37 years and has owned Evergreen Campsites & Resort for last 24 years. Jim's commitment to his business and continuous improvement has elevated the Resort to serve as a premier, year-round, recreation destination for families all across Wisconsin and neighboring states. His dedication and trust in allowing his management team to try new and creative things in an effort to enhance guests experience along with regular staff meetings to evaluate the results and setting goals, Jim's support and guidance to WACO campgrounds are requested consistently from campground owners throughout the state. Jim mentors campgrounds throughout the country and is highly respected for his visionary ability.



Jim was featured in Woodall's Campground Management Article.

To read the article Click [Here](#)

Also be sure to check out [Jim's Facebook](#). He has a great message that everyone should hear.

**Vote Jim Button for ARVC Board Area 3!**

Have a great Week!

Jim Button for ARVC BOARD  
AREA 3!





# JIM BUTTON, OHE, CPO

OWNER  
EVERGREEN CAMPSITES & RESORT

*Vote Jim Button for ARVC Board of Directors - Area 3!*

## Page Summary Last 28 days

[Export Data](#)

Results from Jul 31, 2020 - Aug 27, 2020

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

### Actions on Page

July 31 - August 27



We have insufficient data to show for the selected time period.

### Page Views

July 31 - August 27

260

Total Page Views ▲100%



### Page Previews

July 31 - August 27

4

Page Previews ▲100%



### Page Likes

July 31 - August 27

66

Page Likes ▲100%



### Post Reach

July 31 - August 27

1,466

People Reached ▲100%



### Story Reach

July 31 - August 27

#### Get Story Insights

See stats on how your Page's recent stories have performed.

[Learn More](#)

### Recommendations

July 31 - August 27



We have insufficient data to show for the selected time period.

### Post Engagement

July 31 - August 27

473

Post Engagement ▲100%

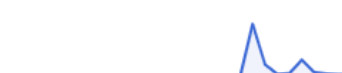


### Videos

July 31 - August 27

631

3-Second Video Views ▲100%



### Page Followers

July 31 - August 27

73

Page Followers ▲100%



### Orders

July 31 - August 27

0

Number of Orders ▲0%

0

Earnings from Orders ▲0%



# JIM BUTTON, OHE, CPO

OWNER  
EVERGREEN CAMPSITES & RESORT

*Vote Jim Button for ARVC Board of Directors - Area 3!*

Reach: Organic / Paid Post Clicks Reactions, Comments &

| Published              | Post  | Type | Targeting | Reach | Engagement |
|------------------------|---|------|-----------|-------|------------|
| 08/19/2020<br>3:01 PM  |   |      |           | 1.3K  | 230<br>67  |
| 08/18/2020<br>9:01 AM  | Thank you to Woodall's Campground Management for the article they             |      |           | 38    | 5<br>5     |
| 08/12/2020<br>3:55 PM  | Don't forget to check your emails for the links to vote. Most of all vote Jim |      |           | 51    | 4<br>3     |
| 08/07/2020<br>2:06 PM  | Jim Button is Community Impact Driven: Disaster relief/fundraising            |      |           | 64    | 2<br>5     |
| 08/07/2020<br>8:26 AM  | Jim gets involved with every fundraiser even if it means spending             |      |           | 58    | 5<br>3     |
| 08/06/2020<br>2:08 PM  | Vote Jim Button!  |      |           | 56    | 1<br>2     |
| 08/05/2020<br>2:02 PM  | Quick Facts Did you know Jim has helped and accomplished these                |      |           | 60    | 0<br>1     |
| 08/04/2020<br>2:05 PM  | Vote for Jim in the upcoming election.  |      |           | 62    | 4<br>5     |
| 08/03/2020<br>3:01 PM  | Jim has been involved in the Outdoor Hospitality Industry for 37 years and    |      |           | 63    | 2<br>2     |
| 07/31/2020<br>12:13 PM | The Wisconsin Association of Campground Owners is thrilled to                 |      |           | 87    | 0<br>4     |
| 07/31/2020<br>12:03 PM |   |      |           | 334   | 72<br>29   |
| 07/31/2020<br>11:58 AM | VOTE for Jim Button with Wisconsin Association of Campground Owners           |      |           | 0     | 0<br>2     |



WACO Convention Sponsors

SENT Legacy Email, Sent Aug 27, 2020 10:40 AM

19%  
OPEN RATE

8%  
CLICK RATE

# WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS

## CALLING ALL Convention Sponsors

March 16 to March 21, 2021

If you want to be a Show Sponsor and have a chance to speak, now is your opportunity! We are filling up fast, so fill out the form today! This year ONLY Show sponsors will be speakers if they are trade members. So far we have:

Campgrounds4sale  
Blackhawk Bank  
Resnexus

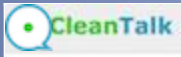
Covera Insurance

We are limited on the number of speaking slots available. Please sign up today to get the most bang for your buck on your sponsorship!

[Trade Member Convention Sign up piece](#)

Campground Owners please shop Sponsors first when making your buying decisions! Are your suppliers signed up for convention? Please ask them and don't forget to ask them about their WACO membership card! Remember our sponsors and vendors allow us to keep prices low for our membership! Thanks so much for all you do to make this happen!




CREATE
[Websites](#)
[Analytics](#)
[Log](#)
[Settings](#)
[Bonuses](#)
[Help](#)
shagm\*\*\*\*\*@gmail.com

### cleantalk.org (English blog) antispam log

Filter: Allowed and denied Messages and registrations cleantalk.org (English blog) Week
Export data: CSV

|   |  |          |
|---|--|----------|
| 2014-11-24 12:42:12<br>c8c5dc603fa8a9374df804bffe2169a  | IP: <span>92.222.122.212</span><br>Email: <span>emersonvanover@mailcatch.com</span><br>Nickname: KatjaSpruson  | Not SPAM |
| Denied  | <b>Server's comment</b><br>*** User forbidden. You submitted too quickly. You may try again in a few seconds. Please enable JavaScript. Request number c8c5dc603fa8a9374df804bffe2169a. Antispam service cleantalk.org. ***  |          |
| 2014-11-24 12:41:39<br>a3cb65de0567c31c37ab3a1911ec9ed  | IP: <span>92.222.122.212</span><br>Email: <span>emersonvanover@mailcatch.com</span><br>Nickname: KatjaSpruson  | Not SPAM |
| Denied  | <b>Server's comment</b><br>*** User forbidden. You submitted too quickly. You may try again in a few seconds. Please enable JavaScript. Request number a3cb65de0567c31c37ab3a1911ec9ed. Antispam service cleantalk.org. ***  |          |
| 2014-11-24 10:15:24<br>eee030824c3afa5ee9a607fa699d3b2f | IP: <span>155.94.141.206</span><br>Email: <span>yxbeard@hotmail.com</span><br>Nickname: CarlotaWorden  | Not SPAM |
| Denied  | <b>Server's comment</b><br>*** User forbidden. You submitted too quickly. You may try again in a few seconds. Please enable JavaScript. Request number eee030824c3afa5ee9a607fa699d3b2f. Antispam service cleantalk.org. *** |          |
| 2014-11-24 00:29:17                                     | IP: <span>46.29.18.88</span>   | Not SPAM |

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With best wishes,

[CleanTalk](#) team

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# Marketing 2020

## Contests and Social

New for 2020

To marry the print and the social media our team has come up with a way to promote our Camping in Wisconsin with all our partners who give away our directories for us.

Get your chance to win 2 Indoor Club Seat Tickets to a Packer Game this season along with \$5000 worth of Camping! One lucky winner gets Green Bay Packer tickets to Lambeau Field, 100 campers get \$50.00 to camp at any WACO campground to use on anything sold in that Campground. Winner is Chosen at Scheels in EauClaire August 21<sup>th</sup>, 2020.at 9am

We will use Gilbert with a background of the Stadium to promote the tickets. Here is the plan:

- Contact our associations who help us CAMP TODAY Your WAY....WACO Campgrounds
- Examples are RV dealers, Visitor Centers, Welcome Centers, Dick's Sporting Goods, Chamber of Commerce, Camping World, Gas Stations, Libraries, Hospital waiting areas, Dental Reception areas, Walmart, Sam's Club, Key Retail outlets
- Key outlets depending on what ads they include us in would get the opportunity for their customers to win tickets & get an opportunity to get Gilbert in store handing out directories.

WACO collects the information from the customer:

Name

Address

Phone

Email

Location of directory pick up

Seasoned camper or New Camper

The objective is to drive people to our website , discover where people are picking up our directories, and gather names for our promotions. We can offer the ticket package to the top associate who drives most people to our website. Determined by where they picked it up.

# WACO Weekend WARRIOR Promotion

- Set up displays at hospitals, and places they work on the weekends.
- Set out directories and have them go to the website to register to win \$100 in week day camping
- Businesses get \$100 in WACO camping certificates to use as they wish for incentive programs, safety programs, holiday parties etc.

## Social Media aspect of this promotion:

- Use paid Facebook ads to drive customers to the website specifically to register to win Sunday – Thursday WACO Certificates. Use a budget of \$550.00 on this promotion to test during the week promotion.
- Focus the earned radio ads on weekday camping adventures.
- Create interest with the millennials to have the experience with their families during the week.

## Radio Marketing

- Radio marketing using interviews and contests driving people to the website and our social media is important.
- WACO has conducted interviews with these radio stations and will continue this process through 2020
- County, Pop & Rock seem to be the best fit for our industry at this point.
- We use the players to promote camping throughout Wisconsin and have the ability to use them at no cost.
- We have a great partnership with the 3 most visited websites in Wisconsin for Radio stations – they are as follows:
  - WKZG - Seymour Wisconsin
  - WMHX – Waunakee Wisconsin
  - WPCK - Denmark Wisconsin

These are the best stations to work with on contests as they have the largest social media and website interactions.

- WACO also works with the 3 most listened to Radio Stations in Wisconsin:
  - WGLR - Lancaster Wisconsin
  - WSBW - Ephraim Wisconsin
  - WMHX - Waunakee Wisconsin

Our program works with allowing radio stations to use our WACO certificates for their giveaways and promotions. They provide us with “doughnut” ads that advertise whatever contest they are promoting. We then use our ads to promote shoulder season and special camping weekends for our members.

# RV Shows

- Develop relationships with all shows to the extent we can to become more valuable to them.
- Continue to look for opportunities to own our own RV show.
- Become a true partner with the shows to be able to communicate our ideas with them and gather new customers for our WACO Campgrounds.
- Use interaction to bring value to the show and teach consumers how campgrounds entertain as well as show off nature's beauty.
- Interview campers to see why they camp at WACO campgrounds.
- Use the testimonials (ones that work) on our Facebook and website to promote camping. We can also use them in our TV advertising.
- Create a sign off document for their photo and audio release
- Use new systems to gather usable names to contact our potential customers.
- Look for unique RV shows around the nation that make sense for us. Investigate options in Iowa.
- Partner with other States at their RV shows to get our directories into the hands of customers who want to visit in the summer.





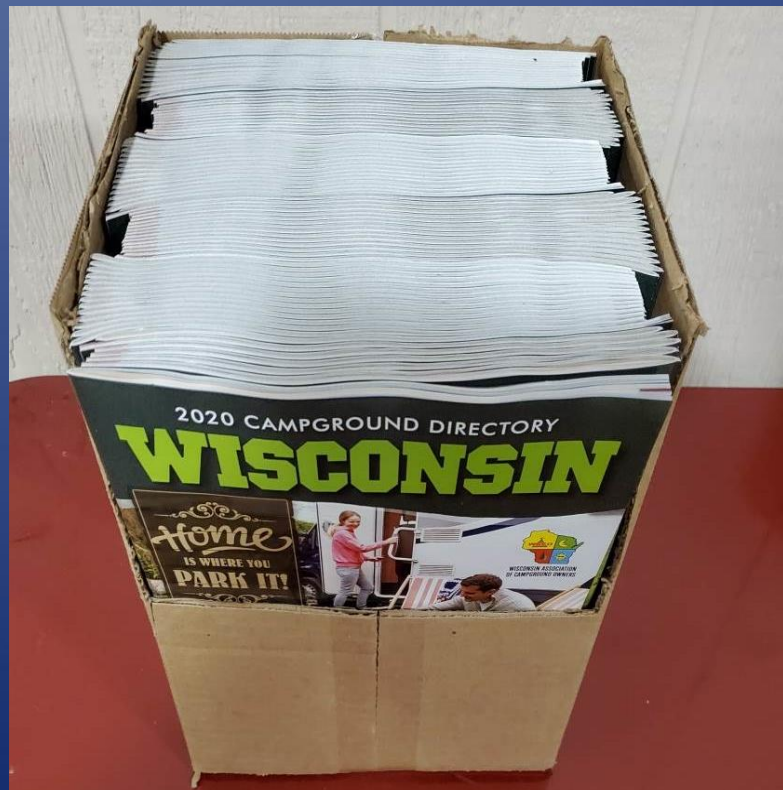


Welcome to the WACO Team!

Please enclosed you will find the latest directory of all the WACO member campgrounds. The Wisconsin Association of Campground Owners is proud to announce our newest program for all our business partners! Simply hang up the sign next to our directories and your customers will have a chance to win over \$5000 in Campground cash and a pair of Indoor Packer Tickets at Lambeau Field! Bonus! Your organization wins as well! When we draw for the Packer tickets and Camping our business partners will get the chance to win the same package! Drawing August 21<sup>st</sup> 9am Scheels in EauClaire Wisconsin.

Have questions or ideas? Contact Lori Severson Cell: 608-792-5915  
Wisconsin Association of Campground Owners (WACO)  
PO Box 228 Ettrick Wi. [www.wisconsinincampgrounds.com](http://www.wisconsinincampgrounds.com)  
[Email: lori@seversonandassociate.com](mailto:lori@seversonandassociate.com)

Your partnership is very important to us. We want to help in any way we can. If you would like a representative to help during a camping event you are holding or any other special event, we can help!  
Our organization can offer camping packages, support, social media and press assistance. We proudly partner with the Gilbert Brown Foundation and have access to player appearances as well.



# **We still managed to....**

- Send out new and improved informative newsletters.**
- Finish out Convention and clear about \$72,500.**
- Create new avenues to make up for 2 lost RV shows and distribute 1500 bags.**
- Create avenues to distribute directories to areas where campers could pick them up.**
- Work with grocery stores, hospitals, and hotels to distribute our directories.**
- Worked with RV Dealers to assist them in getting open, notify them of seasonal and over night sites available.**
- Remodeled our members only website. Organized and categorized. Work in progress.**

# We still managed to....

- Revamp the website, and updated it constantly with Covid information.
- Begin a vigorous campaign for an AREA 3 Director on the ARVC board.
- Make our trade member goal.
- Create a new member discount program with Oriental trading for 20% off and free shipping.
- Get an SBA GRANT for WACO
- Answer the incredible number of calls coming into the office. At first mostly campground owners, then the general public.
- Man all 5 land lines and roll over additional calls to individual cellphones.
- Opened up our information to prospects in hopes they will now see the WACO value proposition.



Lori Severson – President



## Severson's TEAM

- Corporate experience working for Heileman Brewery & WinCraft
- Director of sales at Heileman – 550 thrift stores – large convention arrangements – responsible for 55 million in sales
- WinCraft responsible for negotiating contracts with licensed properties, Director of sales & training.
- 25 years experience in the camping industry
- 18 years as WACO Executive Director
- Conducted strategic planning sessions for 11 other State Associations
- VP of CAMP – Campground Association Management Professionals
- Voted ARVC Director of the year twice
- 19 years Association Management – Apple & Berry Growers
- Board of Directors positions at 3 Banks and a Credit Union
- Board member on the Red Cross for 7 years.
- 20 years in professional fundraising
- VP of Gilbert Brown Foundation - responsible for raising 400K a year
- Avid camper all her life
- Own a campground in Wisconsin for 8 years



# Severson's Team Members

## Carla Brown VP

- Owner & Operator of CMAC production company for 5 years.
- Background in Video Production, photography, sales, and customer service.
- Sports Management – worked with professional athletes on public relations, managing schedules, public appearances, Charity events, prepared contracts and coordinated multiple player events.
- Created 11 accounts in the funeral home business creating videos, where a quick turnaround and amazing customer service was required.

**Carrie Geary**

- **Graphic Artist**
- **Social media & website**
- **Office manager**
- **Data Entry**
- **Collating team**
- **Accountant**
- **Bookkeeper**
- **Warehouse Manager**



# Impossible

- Without a dedicated team of Board of Directors!
- Without support of Membership
- THANK YOU!

If you wonder what happens during a disaster to the Industry WHAT Happens...now you know..

How did other Associations manage?

- Some sheltered in place without the phone.
- Some answered calls and emails during specific hours.
- Some had additional resources to call in.
- Some asked for help from peers.

# WACO HIRES SEVERSON & ASSOCIATES

## What do you get?

A Team not a person. Severson & Associates has the equivalent of 7 full time employees and 29 volunteers. WACO pays no payroll and has no employee expenses.

Services include: IN - HOUSE

- Graphic artist services
- Web design & development – Content Creation
- Client Liaison
- IT services
- On site server & back-up data
- Social media maintenance and Content Creation
- Develop Social Media Platforms - Facebook, Twitter, Instagram, Google+, and Pinterest
- Answering service – 24 hour cell access-independent WACO line – Credit Card machine
- Shipping Facilities
- Office management and equipment
- Warehousing, services, including fork lift and loading dock
- Sales department
- Data base management
- Convention set up, preparation and execution
- Food -Space -Contracts -Donations -Registrations -Speakers -Sponsorships -Programing –Hotel rooms, Trade member sales , communication
- Member Benefit connections
- Attendance of all Board Meetings and Membership Meetings
- Membership outreach - Text Club – Private Facebook Group-
- member section website- Constant Contact Email & survey –Newsletter
- Bulk Mailing program
- Media Connections
- Emergency action plan
- Coordinate bulk purchasing programs
- Printing Program – coordination-printing –storage
- Manage consumer requests for directories and piggy back program
- Assist Membership Committee in Fall workshops
- Creation of a prominent role in RV shows – Madison – Green Bay – Wausau speaking
- Soft skills seminar training
- Attending Legislative educational meetings and fundraisers.
- Personal visits to campgrounds – Joint ARVC when possible
- Google calendar events for consumers and WACO members
- Secretary of CAMP – Campground association management professionals
- Attend Tourism meetings and events
- Attend State Tavern League Conventions – 2 a year
- Attend NBA every other year
- Work with RVIA & Wisconsin RVIA
- Attend ARVC Meetings
- Attend IAAPA - International Association of Amusement Parks and Attractions
- Attend other State Association Meetings.
- Share Severson & Associates networking connections





# WACO HIRES SEVERSON & ASSOCIATES

- Provides signage for the building that identifies WACO.
- Created & paid for a data base to update member information and provide timely service to the members. We can also collect information about our members, track directories, create checklists, and pull reports that help us run the business more effectively. We are able to track time on individual projects and customers.
- This system allows us to keep our data safe on a server and backed up.
- WACO currently does not pay for data storage either physically or electronically.
- Quick Books and financial bill pay and book keeping.
- Use Severson & Associates training staff to teach at convention at no cost. Severson & Associates bills out training to other campground conventions at \$2500 per day plus expenses.
- Attend fundraisers at individual campgrounds to work with players and campground owners. This program is a player requirement.
- Attend political fundraisers and contribute personally, representing WACO.
- Attend local and State Department of Tourism Meetings.
- Attend Wisconsin Fair Association
- Attend Wisconsin Towns Association
- President of CAMP – Campground Executives in the National Organization.
- WACO distribution of directories over and above RV shows such as Family Fest, Showcase Galesville, Cranfest, Iola Car shows, Madison Races, Gander Mountain Campground Promotional Days, Oktoberfest, & Oshkosh.
- Speak at group 20's for members.
- Warehouse directories, store directories and printed materials.
- New requirement for many welcome centers.
- 5500 square feet used for fulfillment includes dock & fork lift
- Attended 9 Political fundraisers and contributed personally to these.
- Joined the tavern league and attended both conventions and local meetings to learn how they conduct business and specifically how they are so successful legislatively.



# Severson's Team Proficiency's

- Together our team is proficient in:
- QuickBooks
- Record keeping
- Data-base management
- Meeting management
- Communication methods
- Financial preparation
- Cash management
- Meeting Coordination
- Office skills
- Fundraising
- Membership support
- Conference planning
- Administrative Support
- Board Support Services

## Additional Skill Sets

- Strategic planning experience
- Training creating
- Industry connections
- Celebrity Connections

## Severson's Facility

- Five line phone system
- Cell phone system
- 12 Computers
- 2 huge copy machines
- Fax
- 20,000 square foot facility
- Office space
- Warehouse space with loading doc & fork lift



# Duties

- Perform all administrative duties such as providing a PO Box, record keeping, e-mail services, fax service, automated answering system, etc..
- Attend all Board Meetings and Membership meetings, taking minutes and providing reports as needed.
- Handle all correspondence and communications typically within one business day.
- Assist officers, directors, and committees with association activities.
- Develop all print materials, promotional materials, and communication memo's.
- Mail requested literature from campers and press.
- Create and compile a directory of all campground members.
- Assist with Fall workshops as needed.
- Provide meeting management.
- Prepare agenda and other print materials.
- We have a data base that tracks communication which is always key in any organization.
- We use an email communication system to track reporting on emails that are opened etc.
- We have a healthy track record educating WACO members on other organization benefits such as ARVC, Small Business Association, Score, Wisconsin Fairs, WMC (a legislative group) The Tavern League of Wisconsin, Wisconsin Towns Association, Wisconsin Institute for Law and Liberty to name a few.
- Severson has extensive experience working with both large corporations and small business people. We have a proven track record in navigating the red tape and politics of every organization.
- We study the industry and watch the trends to look for opportunities for our members.
- Personally created & presented over 50 seminars that have been delivered to campground owners on profitability, shoulder season, snack shack, game rooms, customer service, preparing to sell, restaurant, bar, craft rooms, activities, guest services and social media.
- Created and conducted guest services training for campground owners and their team members, they can attend at no charge as part of the membership.
- We attend conferences like IAAPA, Fair Association, State Conferences and ARVC to keep on the cutting edge of what's happening in the industry.
- Created bulk printing programs that save members an average of \$500 on their individual printing costs.
- Formed relationships with RV dealers to get booth prices reduced from \$600 to \$350 per booth for our membership.
- Working on a program to bring J1 students to the US already trained for our industry.
- Produce an annual report for the membership.
- Identify, assess, and inform the Board of Directors of internal and external issues that affect the organization
- Act as a professional advisor to the Board of Director on all aspects of the organization's activities
- Act as a spokesperson for the organization
- Represent the organization at community activities to enhance the organization's community profile
- Participate in fundraising activities as appropriate
- Provide IT assistance at convention.

# Duties

- Build social media platforms for our members to exchange ideas and information. We have included our attorney and accountant to help with the tricky answers!
- This platform allows members to ask questions day or night and just compare their best practices.
- Created a Kids Kamp that educates our campground owners children at an early age. 7 of our members are now running their own campgrounds!
- We have a Young Professionals group where members can talk about issues that relate very specifically to them, such as raising a family on a campground, advanced social media etc.
- Severson & Associates has compiled more than 1000 ways to raise funds in campgrounds.
- We understand the relationship between philanthropy, guest satisfaction and creating an experience that becomes valuable to the campground owner.
- We understand how to coach campground owners on getting sponsors during the time they are closed so they have time to develop solid relationships that last for years, grow their community awareness and develop partnerships.
- Severson & Associates has mastered the art of using celebrities to enhance the experience for the guest and create revenue streams for the campground.
- We can expand and work with other organizations and their State celebrities. We brought Rocky Bleir to PA for their conference.
- We can source local and National music talent.
- Create sponsorships that are valued by the suppliers and association.
- Create a successful campground convention event building from 36 vendors to 192
- Vast experience networking with legislators, attending special events and fundraising for PAC money.
- Developed and implemented Media & marketing plans creating additional nonpaid advertising.
- Created press releases and have a good working relationship with media throughout the State.
- Use PSA's to create more excitement for the industry.
- Work with employer partners to distribute camping guides and gain interest in the industry.
- Call on partners to distribute camping guides such as gas stations, sporting goods stores, special events and festivals.
- Attend RV shows, creating opportunities to partner and become important to the show.
- Visit member and prospective campground owners.
- Create and send out surveys to members, prospects, & suppliers.
- Create monthly newsletters with information that campground owners can use.
- Create and update member only website information.
- Update and keep a campground owner book with valued information.
- Build relationships with State officials so we can be a resource to our membership.
- Oversee the planning, implementation and evaluation of the organization's programs and services
- Coordinate information to the WACO attorney.
- Ensure that sound bookkeeping and accounting procedures are followed
- Work the financial committee to prepare a comprehensive budget
- Work with the Board to secure adequate funding for the operation of the organization
- Research funding sources, oversee the development of fund-raising plans and write funding proposals to increase the funds of the organization

# RV SHOWS

## Attended RV Shows by WACO



- Milwaukee RV SuperShow
- Greater Chicago SuperShow (Schaumburg)
- WBAY Green Bay RV Show
- Madison RV Show
- La Crosse RV Show
- Minneapolis RV Show
- Milwaukee RV Show
- Wausau

**Partnered with other Executive Directors to get our directories in the hands of campers from other states.**

## Distributed to RV Shows by WACO

- Rochester, MN RV Show
- Eau Claire RV Show
- Oshkosh RV & Boat Show
- Central Wisconsin RV Show (Wausau)
- Rockford RV Show

## Key RV Show Perks at RV Shows

- We have continued to grow our relationships with the RV Dealers throughout Wisconsin and Beyond.
- Our ability to draw more people to the shows with the sports marketing connection has made a difference.
- Madison offers a \$325 booth for WACO members! That is a \$225 savings on the booths. With that WACO member price, the booths are also located in the large entry/exit hall which all attendees must walk through. This is a prime location for our campgrounds. – more members looked at this as a plus and new campgrounds obtained booths. WACO has a huge additional space that we control. 31 WACO Campgrounds take advantage of this offer. Gilberts Game show continues to draw in participants on Sunday morning increasing activity.
- The WBAY Green Bay Show has given us a larger booth as well as several exclusive programming spots throughout the weekend to do trivia with campers and give away certificates. The WBAY Show has also handed out our WACO bags with the Literature Distribution and Directory in them at the front entrance door. This year Gilbert Brown hosted a Military Night on Friday and it was a huge success. Next year they are looking into doing a television show on Sunday morning prior to opening the show.



**Extra Show  
Sauxville Wisconsin  
Gander Mountain  
Gilbert Brown & Santana  
Dotson were doing an  
appearance and asked if  
they could hand out  
WACO Bags – we have  
them trained!**



# LEGISLATIVE REPORT

## Wisconsin Manufacturers & Commerce (WMC)

Founded in 1911, Wisconsin Manufacturers & Commerce is the state's chamber of commerce and largest business trade association representing more than 3,700 employers of every size and from every sector of the economy.

### WMC

501 E Washington Ave.  
Madison, WI 53703  
608.258.3400



**WMC has been a huge advocate of WACO's . They have provided resources and introductions to get us appointments with legislators that make a difference in our industry. Please thank them by being a member of theirs if you can!**



### **Brittany Rockwell, Director of Small Business Advocacy**

Brittany Rockwell is the Director of Small Business Advocacy at Wisconsin Manufacturers & Commerce (WMC).

Brittany advocates for pro-growth reforms that will improve the climate for small businesses across the state. Brittany runs the WMC Small Business Committee made up of small business owners from every sector of the state's economy.

Brittany has a B.A. in Political Science and M.A. in Communications from Dallas Baptist University in Dallas, Texas.

Brittany grew up on Madison's east side and now lives with her husband in Sun Prairie.



### **Cory Fish serves as WMC's Director of Tax, Transportation and Legal Affairs.**

Prior to joining WMC, Cory worked for the State of Wisconsin.

Most recently he worked for State Senator Alberta Darling, Co-Chair of the powerful Joint Committee on Finance, serving as her Legal Counsel. He also advised Sen. Darling on budget and policy issues ranging from higher education and regulatory reform to natural resources and transportation.

Fish works with the legislature and state agencies to improve Wisconsin's business climate by advocating for sensible tax policies, strong infrastructure, and a fair civil justice system.

Cory earned a B.A. from UW-Eau Claire, Summa Cum Laude, and a J.D. from the University of Wisconsin Law School, where he graduated Cum Laude. He is a licensed attorney in Wisconsin.

# WACO ATTORNEY - MARK HAZELBAKER



## Mark Hazelbaker

### Provides Association Legal Services to WACO and Members



WACO is introducing an important new service for members through arrangement with Hazelbaker & Associates, S.C., a Madison law firm. The firm, headed by 27-year veteran attorney Mark Hazelbaker, will be advising the Association board on association business. But the firm will also answer member questions about legal issues through a new legal hotline. And, WACO members will be eligible for discounted legal services from the firm dealing with individual legal issues encountered by campground owners.

Hazelbaker & Associates has a strong emphasis on employment, zoning and local government law, areas WACO members often deal with. "I started out my career advising county officials, and I've been involved in zoning and employment cases ever since," Hazelbaker said. "It's exciting

to work with WACO and its members because I share their experience and frustrations as a small business owner myself."

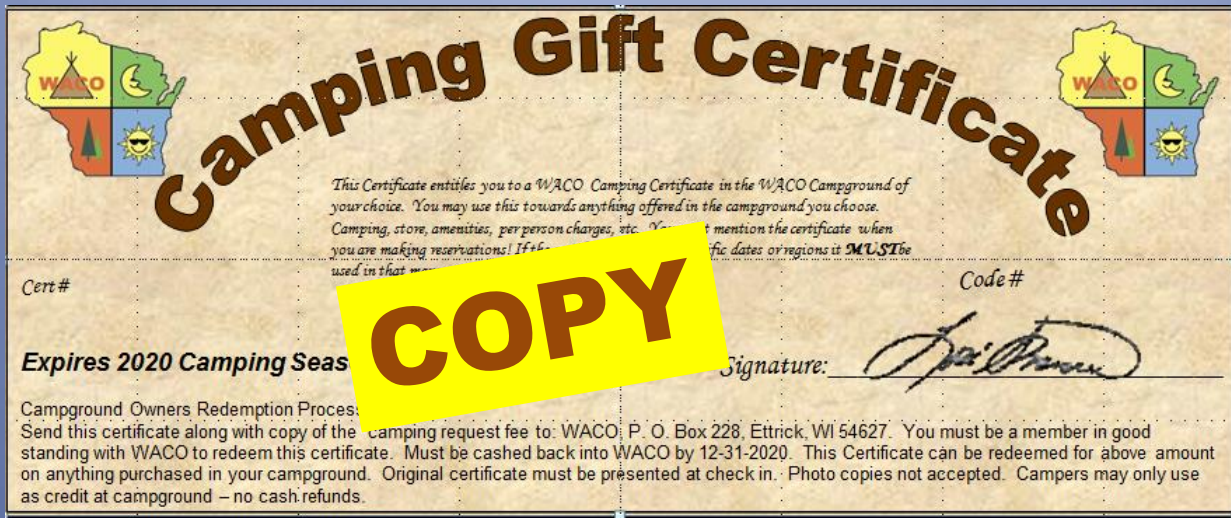
The legal hotline, which starts immediately, is a service under which Hazelbaker and his team will answer short questions about legal topics. Legal hotline information is not legal advice, but it can help resolve simple issues or identify the need for legal counsel.

In order to obtain legal hotline information, call Mark at 608 663 9770. The service is free for WACO members, and includes a short consultation and information.

Mark will also be working with WACO on improving zoning of campgrounds and building more effective member services. We welcome him aboard.

# WACO PROMOTIONS

## WACO GIFT CERTIFICATE PROGRAM



A WACO Gift Certificate is campground cash. The WACO Gift Certificate program is implemented and developed in several different ways.

- Certificates are won as prizes at most of the RV shows with the Spin-To-Win camper game or through Trivia during RV Show programming.
- They are used by various media to promote WACO and educate the public on the name. The WACO office “trades” them for promotional use to media all over the State of Wisconsin, Minnesota & Ill. We get the total amount of the certificate to use for advertising. For example if we send a \$100 certificate to a TV station they would run a \$100 TV ad for us. If they use it for a contest or sell it at a reduced price on their auction we get the additional advertising they use to promote their auction or contest. WACO members are paid the full value of the certificate! So instead of paying thousands of dollars directly to the media we get the advertising and our members get the money. In the beginning we had to beg radio stations to try them. Now we are in every market in Wisconsin, Illinois, Minnesota and parts of Iowa. Our certificates are used by all media including major television markets.
- They can be purchased by calling the WACO office or by ordering online through WisconsinCampgrounds.com and WisconsinCampingRentals.com.
- Certificates are also used for grand prizes for events to drive our social media programs.
- They can be used for convention expense, like treating the staff, paying the speakers, and even tipping the servers! Again another way to take the cash we would pay for this service and give it to members.
- Donations requested by Campground owners

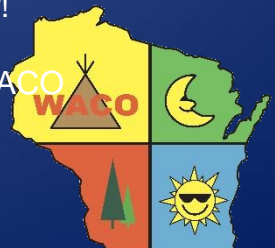
### What do I do when I receive a certificate from a customer?

Waco will reimburse you 100% of the value of the certificate

Just mail the certificate to WACO, and WACO sends you the money!

Certificate can be used to purchase anything in your campground

Accepting a certificate costs you nothing except the time to send it to WACO and the postage.



If you would like WACO to donate to a charity or cause you support just direct them to our website and fill out the form!



# GILBERT BROWN FOUNDATION WACO CONNECTION

## The Gilbert Brown Foundation

***“Supporting over 156 children’s charities in Wisconsin”***



The Gilbert Brown Foundation’s mission is to service youth in an environment that promotes structure and life skills awareness, by introducing team building skills and promoting diversity in the community.

The Foundation is a 501(c)3 non-profit organization supporting over 156 children’s charities throughout the state of Wisconsin.

Gilbert is partnering with the Wisconsin Association of Campground Owners and making appearances throughout the summer to raise funds for kids with cancer and other illnesses. Campers truly enjoy spending time and talking with the former Super Bowl Champion while raising money.

The Gilbert Brown Foundation has events each quarter and works with organizations like Make-a-Wish and St. Jude’s. The Foundation puts on a free football camp for inner city youth, hosts a turkey giveaway, and supplies coats and toys for children during the holidays. The Foundation has provided necessary school supplies for kids, sends footballs to the troops, and has passion for taking the anti-bullying message to schools.



### WHAT DOES GILBERT DO FOR WACO?

- Madison Show pricing
- Green Bay Show
- Special event networking
- New campground memberships
- WACO Brand Awareness
- Youth Development within Campgrounds
- Continued link between WACO and Green Bay Packers
- Community & School out reach
- Other player connections
- Use of his social media reach
- Attends conventions at no charge and is a sponsor
- Anti-bullying awareness
- Kids Kamps for free
- Presenter for convention
- Assists with the Auction
- Creates an avenue to fundraise & raffle with 501C3

# GILBERT BROWN FOUNDATION WACO CONNECTION

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## WHERE DOES THE MONEY GO?

- ▶ Gilbert Brown works with WACO and does fundraising events in various campgrounds to raise money for his foundation.
- ▶ Prior to working with WACO Gilbert personally funded his foundation and did one large event – a free football camp for intercity kids. This was a huge undertaking and required over \$100,000.00 of funding. He funded other charities, but to a lesser degree.
- ▶ Today with WACO & other partners he not only runs a yearly free football camp, but contributes to over 156 Children's Charities throughout Wisconsin.

Gilbert's Foundation works hard to support the Foundations efforts by using a team of volunteers to manage the association. The following is a listing of projects the Foundation is currently supporting.

- Brett Favre's Fourward
- The Foundation funds Scholarship programs to schools in Wisconsin.
- We provide gas cards for kids with cancer enabling them to get necessary medical care.
- We provide gas cards for breast cancer patients.
- School supplies are purchased and delivered to inner city children.
- St. Jude's Hospital
- Donate auction items for various charities, raising over \$40,000 for youth sports groups, individual cancer kids & families, memorials, area golf tournaments, breast cancer walks & runs, area football camps and scholarship fundraisers annually.
- Teddy Bear Fund – provides supplies for inmates to create items that can be used within the Foundation. Gilbert himself visits the institutions and speaks about respect & mistakes.
- The Foundation makes donations to area Churches including providing meals for those in need. Gilbert & his friends have attended and promoted these events.
- Donations to The American Red Cross.
- Gilbert puts on FREE football camps for inner city youth.
- Over 200 Autographed footballs are sent to the troops on a semi-annual basis.
- Supports Make-a-Wish Foundation on a yearly basis.
- The Foundation contributes to the MS organization.
- Gilbert and other former NFL players have delivered speeches and worked with the Boys and Girls Clubs in addition to contributing funds.
- Along with Bart Starr, The Foundation supports Raw Hide Boys Ranch.
- The Foundation provides funds to Children's Hospital In Milwaukee.
- Gilbert has taken on an Anti-bullying program to deliver to schools.

Total of 156 charities are served. Gilbert believes that the money raised in Wisconsin stays in Wisconsin. He also holds other fundraisers that benefit Michigan Charities, and St. Jude's in Pennsylvania.



# GILBERT BROWN FOUNDATION WACO CONNECTION

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## FOR ALL GILBERT BROWN FOUNDATION EVENTS

### The Foundations responsibility:

- Players will conduct phone press interviews for you prior to the event. Contact Lori for details.
- Collect funds at the event.
- Supply merchandise prior to the event and during the event.
- Be sure WACO and campground is named in all press conducted prior, during and after the event.
- Use the campgrounds name and logo whenever possible.
- Assist with compiling press releases.
- Provide tickets for events as needed.
- Provide likeness to use at your event. All other uses of likeness must be pre-approved. All pictures used in any advertising must be approved.

### The Campground responsibilities:

- Provide the Foundation with flyers and proof of advertising efforts – listing of where posters are placed, and media variations.
- Create a fundraising outline to be approved prior to any advertising of the event.
- Display the raffle license and follow State of Wisconsin Rules.
- Submit a copy of your advertising plan and flyer you plan to use.
- Appearance requirements are \$2500.00 raised per player per activity. ( A deal or no deal, football camp is an activity)
- Gilbert has waived this in many cases, if you do a weekly raffle etc.
- Gather as many donated items as you can.
- Have any pre-sale moneys collected at the end of the event and turned into the foundation at the event. All moneys should be calculated with your total no later than the end of the weekend.

### How much does WACO pay for this?

The WACO organization does not pay for any of the appearances or fund any of the Foundations work as an Association. In fact for 5 years running Gilbert Brown has personally been a \$2500.00 sponsor at our convention. No appearance fee is paid to any of the players.

### How about the Executive Directors time?

Severson & Associates donates office space and answers the phone for the foundation. No fee of any kind is paid to them. S&H Ad Specialties has the clothing contract for the foundation, and Severson & Associates has benefited through business relationships that Gilbert Brown himself has introduced us to. Severson & Associates has a data base that tracks time and projects so this can easily be identified. Just as the Campground Owners do not get paid for putting on fundraisers, never does Severson & Associates.

# WACO MEMBER 2019 UPDATED TOTALS

## GBF FINAL FUNDRAISING NUMBERS

The Gilbert Brown Foundation will support over 156 charities in the state of WI with the funds listed below. Thank you for helping with supporting causes like the Raw Hide Boys Ranch, The Children's Hospital in Milwaukee, St. Jude's Hospital, and scholarship programs throughout the state of Wisconsin just to name a few. We could not have done this without your generous volunteer time and effort. From the Gilbert Brown Foundation, to each and every one of you, "THANK YOU!"

| Campground                 | Total Funds Raised | Campground               | Total Funds Raised |
|----------------------------|--------------------|--------------------------|--------------------|
| Great River Harbor         | \$15,000           | Fort Atkinson            | \$2,173            |
| Duck Creek                 | \$13,500           | Harbor Village           | \$2,100            |
| Champions Riverside Resort | \$11,150           | Black Hawk               | \$1,940            |
| Scenic Ridge               | \$7,131            | Yogi Bear Fremont        | \$1,910            |
| Evergreen Campsites        | \$7,000            | Little Creek             | \$1,720            |
| Pineland Camping Park      | \$6,807            | Smokey Hollow            | \$1,690            |
| Wisconsin Riverside        | \$6,289            | Lakeview                 | \$1,594            |
| Westward Ho                | \$5,395            | Buffalo Lake             | \$1,542            |
| Stoney Creek               | \$5,304            | Badgerland               | \$1,095            |
| Indian Trails              | \$4,766            | Fireside Campground      | \$1,020            |
| Plymouth Rock              | \$4,479            | Sky High Campground      | \$911              |
| Lake Arrowhead             | \$4,315            | Tilleda Falls            | \$830              |
| Pride of America           | \$4,211            | Whitetail Ridge          | \$760              |
| Rustic Timbers             | \$3,648            | Coconut Cove             | \$650              |
| Boulder Creek              | \$3,588            | Green Acres              | \$637              |
| TJ's Timberline            | \$3,505            | Lakeland                 | \$604              |
| KOA Milton                 | \$3,485            | Buckatabon Lodge         | \$580              |
| Milton KOA                 | \$3,400            | Whitetail Bluff          | \$560              |
| Silver Springs             | \$3,050            | Pine Harbor              | \$352              |
| Vista Royale Campground    | \$3,020            | O'Neil Creek Campground  | \$245              |
| Wilderness Campground      | \$2,770            | Treeland Farm RV Park    | \$120              |
| Rivers Edge                | \$2,345            | Neshonoc Lake            | \$55               |
| Maple View Campsites       | \$2,312            | Sleepy Dragon Campground | \$40               |
| Snug Harbor                | \$2,300            | Log Cabin Resort         | \$20               |
| Grand Valley               | \$2,262            | Wildwood Campground      | \$20               |
| Grand Total                |                    | \$154,199                |                    |

# WACO MEMBER 2020 UPDATED TOTALS

## GBF FUNDRAISING NUMBERS

The Gilbert Brown Foundation will support over 156 charities in the state of WI with the funds listed below. Thank you for helping with supporting causes like the Raw Hide Boys Ranch, The Children's Hospital in Milwaukee, St. Jude's Hospital, and scholarship programs throughout the state of Wisconsin just to name a few. We could not have done this without your generous volunteer time and effort. From the Gilbert Brown Foundation, to each and every one of you, "THANK YOU!"

| Campground                 | Total Funds Raised | Campground               | Total Funds Raised |
|----------------------------|--------------------|--------------------------|--------------------|
| Great River Harbor         |                    | Fort Atkinson            |                    |
| Duck Creek                 | 1140.00            | Dells Camping Resort     | 1189.00            |
| Champions Riverside Resort | 5110.00            | Black Hawk               |                    |
| Scenic Ridge               |                    | O'Neil Creek Campground  | 850.00             |
| Evergreen Campsites        |                    | Little Creek             |                    |
| Pineland Camping Park      | 1610.00            | Smokey Hollow            | 1521.00            |
| Wisconsin Riverside        |                    | Lakeview                 |                    |
| Westward Ho                |                    | Buffalo Lake             |                    |
| Stoney Creek               |                    | Badgerland               |                    |
| Indian Trails              | 249.00             | Fireside Campground      |                    |
| Plymouth Rock              |                    | Sky High Campground      | 920.00             |
| Lake Arrowhead             | 1088.00            | Tilleda Falls            |                    |
| Pride of America           | 4403.00            | Whitetail Ridge          |                    |
| Rustic Timbers             |                    | Stand Rock               | 1007.00            |
| Boulder Creek              |                    | Green Acres              | 160.00             |
| TJ's Timberline            |                    | Lakeland                 |                    |
| KOA Milton                 |                    | Buckatabon Lodge         |                    |
| Milton KOA                 |                    | Whitetail Bluff          |                    |
| Silver Springs             | 1985.00            | Pine Harbor              |                    |
| Vista Royale Campground    |                    | O'Neil Creek Campground  |                    |
| Wilderness Campground      | 6701.00            | Treeland Farm RV Park    |                    |
| Rivers Edge                |                    | Neshonoc Lake            |                    |
| Maple View Campsites       | 122.00             | Sleepy Dragon Campground | 80.00              |
| Snug Harbor                |                    | Log Cabin Resort         |                    |
| Grand Valley               |                    | Wildwood Campground      |                    |
| Grand Total                |                    | \$24,125.00              |                    |

# GBF How You Can Help

- Telethon October 8<sup>th</sup> Check Presentation
- Sponsorship for Telethon
- New Deduction Explanation
- Golf cart ticket sales



# DISTRIBUTION OF WACO DIRECTORIES

|   |       |                                      |      |
|---|-------|--------------------------------------|------|
| Indian Head                               | 3200  |                                      |      |
| Ordered online by Campers                 |       |                                      |      |
| Ad-Lit Tourism Marketing                  | 25040 | Belmont Travel Center                | 100  |
| Kenosha Area C & V Bureau                 | 4480  | Baraboo Chamber of Commerce          | 300  |
| Madison Rick Delivered                    | 4480  | Baraboo Library                      | 200  |
| Verona Rick Delivered                     | 6720  | Beloit Public Library                | 100  |
| Beloit Welcome Center                     | 4800  | Beloit Welcome Center                | 6000 |
| Milwaukee Public Library Central          | 1200  | Berlin Chamber of Commerce           | 100  |
|   |       | Big Bend Village Library             | 100  |
| Minneapolis RV, Vacation & Camping Show   | 2500  | Black River Area Chamber of Commerce | 100  |
| La Crosse RV Show                         | 700   | Black River Falls Public Library     | 100  |
| Madison RV Show                           | 3000  | Bloomer Chamber of Commerce          | 100  |
| WBAY Green Bay RV Show                    | 6240  | Blue Mound State Park                | 100  |
| Greater Chicago RV Show                   | 3000  | Bob and Jo's Trailer Town            | 100  |
| Wisconsin RV Show – Milwaukee             | 2720  | Boscobel Chamber of Commerce         | 100  |
| Rochester RV Show                         | 2000  |                                      |      |
| Oshkosh RV Show                           | 900   | Boulder Junction Chamber of Commerce | 100  |
| Milwaukee RV Show                         | 3200  | Bowling Motors and RV Sales          | 100  |
| La Crosse Family Funfest                  | 600   | BP - Barneveld                       | 100  |
| Bridal Show                               | 950   | BP - Beloit                          | 100  |
| Andersons                                 | 720   | BP - Brodhead                        | 100  |
| A & G Rental                              | 100   | BP - Cottage Grove                   | 100  |
| A-1 Vacationland, Inc                     | 100   | BP - Cottage Grove                   | 100  |
| AAA                                       | 200   | BP - Dallas                          | 100  |
| Abbotsford Public Library                 | 100   | BP - Delafield                       | 100  |
| Abbotsford Travel Stop                    | 100   | BP - Denmark                         | 100  |
|   |       | BP - Dousman                         | 200  |
| Abby-Colby Crossings Chamber of Com       | 100   | BP - East Troy                       | 100  |
| Adams County                              | 100   | BP - Eau Claire 1                    | 100  |
| Adams County Public Library               | 100   | BP - Eau Claire 2                    | 100  |
| Advance Camping                           | 200   | BP - Eau Claire 3                    | 100  |
|   |       | BP - Edgerton                        | 100  |
| Advertise Wisconsin - Antigo Area Shopper | 100   | BP - Elk Mound                       | 100  |
| Algoma Chamber                            | 200   | BP - Fall Creek                      | 100  |
| Algoma Public Library                     | 100   | BP - Florence                        | 200  |
| Alma Public Library                       | 100   | BP - Fond Du Lac                     | 100  |
| Al's Motorhome & Trailer Sales            | 100   | BP - Fort                            | 200  |
| Altoona Public Library                    | 100   | BP - Gillette                        | 100  |
| American Rentals, LLC                     | 100   | BP - Goodman                         | 100  |
| Amery Area Public Library                 | 100   | BP - Green Bay 1                     | 100  |
| Angel Museum                              | 100   | BP - Green Bay 2                     | 100  |
| Antigo Chamber                            | 100   | BP - Green Bay 3                     | 100  |
| Antigo Public Library                     | 100   | BP - Green Bay 4                     | 100  |
| Appleton Camping Center, Inc.             | 100   | BP - Green Bay                       | 100  |
| Appleton Visitors Bureau                  | 300   | BP - Green Bay 5                     | 200  |
| Apple Creek Campground                    | 100   | BP - Green Lake                      | 100  |
| Army Community Service                    | 300   | BP - Hammond                         | 100  |
| Art's RV Service                          | 100   | BP - Hillsboro                       | 200  |
| Ashland Chamber                           | 100   | BP - Hortonville                     | 100  |
| B & B Sports                              | 100   | BP - Hustisford                      | 100  |
| Babrich Motors & RV, Inc.                 | 100   | BP - Janesville 1                    | 100  |
| Baldwin Area Chamber                      | 100   | BP - Janesville 2                    | 100  |
|   |       | Washington County Visitors           | 160  |
|   |       | BP - Keshena                         | 100  |
|   |       | BP - Kewaskum                        | 100  |
|   |       | BP - Kiel                            | 800  |
|   |       | BP - Kimberly                        | 100  |
|   |       | BP - Knapp                           | 100  |
|   |       | BP - Lake Geneva                     | 100  |
|   |       | BP - Lakewood                        | 200  |
|   |       | BP - Lomira                          | 100  |
|   |       | BP - Madison                         | 100  |
|   |       | BP - Madison                         | 100  |
|   |       | BP - Maribel                         | 200  |
|   |       | BP - Marinette                       | 100  |
|   |       | BP - Marinette                       | 100  |
|   |       | BP - Mauston                         | 100  |
|   |       | BP - Mercer                          | 100  |
|   |       | BP - Middleton                       | 200  |
|   |       | BP - Mikana                          | 100  |
|   |       | BP - Mineral Point                   | 100  |
|   |       | BP - Osseo                           | 100  |
|   |       | BP - Reeseville                      | 200  |
|   |       | BP - Shiocton                        | 100  |
|   |       | BP - Tony                            | 100  |
|   |       | BP -Delavan                          | 100  |
|   |       | BP Poynette                          | 100  |
|   |       | Bradley Bourbonnais RV Super Center  | 200  |
|   |       | Brambilla's RV                       | 300  |
|   |       | Brewer Public Library                | 100  |
|   |       | Brickner's RV                        | 300  |
|   |       | Brookfield CVB                       | 100  |
|   |       | Brookfield Public Library            | 100  |
|   |       |                                      |      |
|   |       | Brown County Library-East Branch     | 100  |
|   |       | Brule River State Park               | 100  |
|   |       | Buckhorn State Park                  | 100  |
|   |       | Burlington Area Chamber              | 100  |
|   |       | Burlington Camping                   | 400  |
|   |       | Burlington RV Superstore             | 900  |
|   |       | Burnet Island State Park             | 100  |
|   |       | Burnett Co. Dept. of Tourism         | 100  |
|   |       | Burnett County Tourism               | 100  |
|   |       | Burnside RV Center                   | 100  |
|   |       | Cabela's                             | 100  |
|   |       | Cabela's                             | 100  |
|   |       | Cabela's                             | 100  |
|   |       | Cable Area Chamber                   | 200  |
|   |       | Cache River RV                       | 100  |
|   |       | Cambria-Friesland Area Chamber of C  | 100  |
|   |       | Cambridge Community Library          | 100  |

# DISTRIBUTION OF WACO DIRECTORIES

|  |     |   |      |
|--|-----|---|------|
| Camp Five Museum                                       | 200 |   |      |
| Camper Corral  | 200 |   |      |
| Camperland   | 100 |   |      |
| Camping World  | 200 | Discover Dodge                                | 100  |
| Camping World  | 300 | DNL Recreation                                | 100  |
| Camping World  | 300 | DNR Appleton                                  | 100  |
| Camp-Land  | 200 | DNR Baldwin                                   | 100  |
| Camp-Site RV   | 100 | DNR Distribution Center                       | 2000 |
| Capital Springs State Rec. Area                        | 100 | DNR Eau Claire                                | 100  |
| Carnes/Sons Trailer World                              | 100 | DNR Fitchburg                                 | 100  |
| Cedarburg Chamber                                      | 200 | DNR Information Desk                          | 200  |
| Cheyenne Camping Center                                | 100 | DNR Janesville                                | 400  |
| Chippewa City Forest & Parks                           | 100 | DNR La Crosse                                 | 100  |
| Chippewa Falls Chamber                                 | 100 |   |      |
|  |     | DNR Milwaukee Regional Office                 | 300  |
| Chippewa Moraine State Rec Area                        | 100 | DNR Poynette - Mackenzie Center               | 100  |
| Chippewa Valley RV                                     | 100 | DNR Sturtevant                                | 200  |
| Chudnow Museum   | 100 | DNR Wausau                                    | 100  |
| Circus World   | 100 | DNR Wisconsin Rapids                          | 100  |
|  |     | Dodge County Historical Society               | 100  |
| Clark Johnson, Superintendent c/o<br>DNR Region Hdqtrs | 400 | Dodgeville Area Chamber of Commerce           | 100  |
|  |     | Door County Visitors Bureau                   | 300  |
| Clintonville Chamber of Commerce                       | 100 | Douglas County Forestry                       | 100  |
| Colby Public Library                                   | 100 | Dwight Foster Public Library                  | 100  |
| Collier RV Supercenter                                 | 200 | Eagle River Area Chamber                      | 200  |
| Colmans Country Campers                                | 100 | Eau Claire Visitor Center                     | 400  |
| Columbia County CVB                                    | 100 | Ehrhardt's Trailer Sales                      | 100  |
| Columbus West Travel Center                            | 200 |   |      |
| Copper Falls State Park                                | 100 | Elkhart Lake Area Chamber of Commer           | 100  |
| Coulee Region RV Center Inc                            | 200 | Elkhorn Chamber & Visitor Center              | 200  |
| Country Campers  | 400 | Elroy Sparta State Trail                      | 100  |
| Country RV LLC   | 100 | Erehwon Mountain Outfitters                   | 300  |
|  |     | Evergreen Credit Union                        | 100  |
| Countryside RV and Trailer Sales                       | 300 | Fennimore Chamber                             | 100  |
| Cranberry Country Mall                                 | 300 | Finnegan's RV Center, Inc.                    | 100  |
| Crystal Cave   | 300 |   |      |
| Crystal Lake Library                                   | 100 | Fitchburg Chamber Visitor and Business Bureau | 100  |
| Curtis Camper Sales                                    | 100 | Flambeau River State Park                     | 100  |
| D & M Trailers Plus                                    | 100 | Fond du Lac C&V Bureau                        | 100  |
|  |     | Fond du Lac Chamber                           | 100  |
|  |     |   |      |
| Danbury Area Chamber of Commerce                       | 100 | Fond du Lac Co. Planning & Parks Dept.        | 100  |
| Dane County Parks                                      | 200 |   |      |
| Davis, Krista  | 100 | Forest County Chamber of Commerce             | 100  |
|  |     | Fort Atkinson Chamber                         | 100  |
|  |     | Fourwinds Of America RV                       | 100  |
| De Pere Area Chamber of Commerce                       | 100 | Fox Cities Chamber                            | 100  |
|  |     |   |      |
| DeForest Area Chamber of Commerce                      | 100 | Fox Cities Convention and Visitors Bureau     | 600  |
| DeHaan RV  | 100 | Frank Lloyd Wright Visitor Center             | 100  |
| Delafield Public Library                               | 100 | Friendship RV Inc                             | 200  |
|  |     | Fun Times RV Center                           | 100  |
| Delavan-Delavan Lake Chamber of<br>Commerce            | 100 | Gag's Camper Way, Inc.                        | 100  |
| Destinations RV Inc.                                   | 100 | Gander Mountain - Marquette                   | 100  |
| Devil's Lake State Park                                | 100 | Gander Mountain - Sheboygan                   | 100  |
| Diamond Trailer Sales                                  | 100 | Gander Mountain - Franklin                    | 100  |
| Dick's RV  | 200 | Gander Mountain - Waukesha                    | 100  |
| Dickeyville Grotto                                     | 100 | Gander Mountain - De Forest                   | 100  |
|  |     | Gander Mountain - Janesville                  | 100  |
|  |     |   |      |
|  |     | General RV Center                             | 100  |
|  |     | Germantown Chamber                            | 100  |
|  |     | Goodrich Trailer Sales                        | 100  |
|  |     | Governor Dodge State Park                     | 100  |
|  |     | Governor Knowles State Park                   | 200  |
|  |     | Governor Nelson State Park                    | 100  |
|  |     | Grafton Public Library                        | 100  |
|  |     |   |      |
|  |     | Great River Road Learning Center              | 300  |
|  |     | Greater Madison C & V Bureau                  | 100  |
|  |     | Green Bay Area Chamber                        | 100  |
|  |     | Greeneway RV Sales                            | 600  |
|  |     |   |      |
|  |     | Greenfield Parks and Recreation               | 100  |
|  |     | Hamilton's RV of Saginaw, Inc.                | 200  |
|  |     | Hank Bright RV                                | 100  |
|  |     | Hanna Trailer Supply                          | 100  |
|  |     | Harley Davidson Museum                        | 200  |
|  |     | Hart Trailer Sales, Inc.                      | 100  |
|  |     | Hartman Creek State Park                      | 100  |
|  |     | Hatch Public Library                          | 100  |
|  |     | Havenwoods State Forest                       | 100  |
|  |     | Hayward Lakes Association                     | 200  |
|  |     |   |      |
|  |     | Heart of Wisconsin Chamber of<br>Commerce     | 200  |
|  |     | Heart of the Valley Chamber                   | 200  |
|  |     | Hedburg Public Library                        | 100  |
|  |     | Heritage Hill State Park                      | 100  |
|  |     | Hilltop Camper and RV                         | 200  |
|  |     | Hilltop Trailer                               | 100  |
|  |     | Hilmerson RV Center                           | 100  |
|  |     |   |      |
|  |     | Hispanic Chamber of Commerce of WI            | 100  |
|  |     | Holiday Hour RV                               | 100  |
|  |     | Holiday RV                                    | 100  |
|  |     | Holland Motor Homes                           | 100  |
|  |     | Hometown RV                                   | 100  |
|  |     | Hopper RV                                     | 100  |
|  |     | Horn's RV Center                              | 300  |
|  |     | House Of Camping                              | 100  |
|  |     | House on the Rock                             | 400  |
|  |     | Hubert Trailer Sales                          | 200  |
|  |     |   |      |
|  |     | Hudson Area Chamber of Commerce               | 200  |
|  |     |   |      |
|  |     | Hurley Area Chamber of Commerce               | 100  |
|  |     | I94RV   | 200  |
|  |     | Imperial Camper Sales                         | 200  |
|  |     | Interstate RV                                 | 100  |
|  |     | Interstate State Park                         | 100  |

# DISTRIBUTION OF WACO DIRECTORIES

|   |      |
|---|------|
| Iron River Chamber of Commerce            | 100  |
| Irvin L Young Mem. Library                | 100  |
| J&J Camper Sales, Inc.                    | 100  |
| Jack Links RV Sales                       | 300  |
| Jan Cushing                               | 300  |
| Janesville Area C. & V. Bureau            | 100  |
| Jasper's RV                               | 200  |
| Jeff Bright RV Center                     | 100  |
| Jerry's Camping Center                    | 300  |
| K&L Enterprises                           | 200  |
| Kalbus Country Harbor                     | 100  |
| Kamper Korner LC                          | 100  |
| Kamper's Supply                           | 100  |
| Keepers RV Center                         | 100  |
| Kenosha Area C & V Bureau                 | 5600 |
| Kettle Moraine State Forest - Northern Un | 100  |
| Kettle Moraine State Forest - Southern Un | 100  |
| Kettle Moraine State Forest               | 100  |
| KEWASKUM AREA CHAMBER OF COMMERCE         | 100  |
| Kewaunee Chamber                          | 100  |
| Kholer-Andrae State Park                  | 200  |
| Kickapoo Valley Visitor Center            | 100  |
| King Campers                              | 300  |
| Kinnickinnic State Park                   | 100  |
| Kohler Company - Attn. Kay Miller         | 100  |
| Kramer's Kampers                          | 400  |
| Kroubetz Lakeside Campers                 | 200  |
| Kuhl's Trailers Sales                     | 100  |
| Kwik Trip - Kenosha                       | 100  |
| Kwik Trip - Cross Plains                  | 100  |
| Kwik Trip - McFarland                     | 100  |
| Kwik Trip - Mount Horeb                   | 100  |
| Kwik Trip - Sauk City                     | 100  |
| Kwik Trip - Windsor                       | 100  |
| Kwik Trip - Prairie Du Chien              | 100  |
| Kwik Trip - Portage 1                     | 100  |
| Kwik Trip - Portage 2                     | 100  |
| Kwik Trip - Montello                      | 100  |
| Kwik Trip - Pardeeville                   | 100  |
| Kwik Trip - Kimberly                      | 100  |
| Kwik Trip - Oregon                        | 100  |
| Kwik Trip - Onalaska                      | 100  |
| Kwik Trip - Sturtevant                    | 100  |
| Kwik Trip - Muskego                       | 100  |
| Kwik Trip - Beaver Dam                    | 100  |
| La Crosse CVB                             | 400  |
| Lake Country RV Sales and Service, Inc.   | 200  |
| Lake Mills Chamber of Commerce            | 100  |

|  |      |
|--|------|
| Land O' Lakes Chamber of Commerce      | 100  |
| Landey's Camping Center                | 100  |
| Larry's Trailer Sales Inc.             | 100  |
| Leach Camper Sales, Inc.               | 100  |
| Leisure Days Travel Trailer            | 100  |
| Leisureland RV Center, Inc.            | 100  |
| Lester Public Library                  | 100  |
| LINK BROS. RV                          | 100  |
| Lloyd Bridges Traveland                | 100  |
| Loew Lake Unit, KMSF                   | 200  |
| Luxemburg Chamber of Commerce          | 100  |
| Mad City Marine and RV Sales           | 100  |
| Madeline Island Chamber of Commerce    | 100  |
| Madison Public Library                 | 500  |
| Manitowish Waters Chamber of Commer    | 200  |
| Manitowoc Area Visitor & Convention    | 300  |
| Manitowoc County Chamber               | 100  |
| Marathon Co. Parks Dept.               | 300  |
| Marinette Area Chamber of Commerce     | 200  |
| Marinette Welcome Center               | 400  |
| Marshfield Area Chamber                | 100  |
| Mayville Area Chamber of Commerce      | 100  |
| MDS                                    | 7500 |
| Medford Area/Taylor County Tourism     | 100  |
| Menasha Public Library                 | 100  |
| Menomonee Chamber                      | 100  |
| Menomonee Falls Chamber                | 100  |
| Menomonie Welcome Center               | 2000 |
| Mequon-Thiensville Chamber             | 100  |
| Mercer Area Chamber of Commerce        | 400  |
| Merrill Chamber                        | 100  |
| Merrill Polk County Information Center | 300  |
| Middleton Chamber of Commerce          | 100  |
| Middleton Tourism Commission           | 100  |
| Midwest RV Sales                       | 100  |
| Mill Bluff State Park                  | 100  |
| Milton Area Chamber of Commerce        | 200  |
| Milwaukee Public Museum                | 100  |
| Milwaukee Public Library Central       | 1500 |
| Mineral Point Chamber                  | 100  |
| Minneapolis Trailer Sales              | 100  |
| MINOCQUA CHAMBER OF COMMERCE           | 600  |
| Mirror Lake State Park                 | 600  |

|  |      |
|--|------|
| Modern RV Center                               | 100  |
| Monroe Chamber of Commerce                     | 100  |
| Mosinee Area Chamber of Commerce               | 100  |
| Mound View RV                                  | 100  |
| Mount Horeb Area Chamber of Commerce           | 100  |
| Mukwonago Area Chamber of Commerce             | 100  |
| Muskego Area Chamber of Commerce               | 100  |
| National Railroad Museum                       | 100  |
| Neillsville Area Chamber of Commerce           | 100  |
| New Generation RV                              | 400  |
| New London Area Chamber of Commerce            | 100  |
| New Richmond Area Chamber of Comm              | 100  |
| Niemeyer Trailer Sales                         | 100  |
| North Country RV, Inc.                         | 100  |
| North Point RV                                 | 500  |
| Northern Great Lakes Visitor Center            | 100  |
| Northern Highland-American Legion State Forest | 200  |
| Northern RV Center, Inc.                       | 200  |
| Novak's 83 RV Inc                              | 200  |
| Oak Creek Chamber                              | 100  |
| Oak Lake RV Sales & Services                   | 100  |
| Oconto Area Chamber of Commerce                | 200  |
| Old Wade House                                 | 100  |
| Old World Wisconsin                            | 100  |
| Opportunities Inc                              | 5000 |
| Oregon Area Chamber of Commerce                | 100  |
| Oshkosh Convention and Visitors Bureau         | 300  |
| Outagamie City Parks                           | 100  |
| Outagamie-Waupaca Library System               | 100  |
| Pabst Mansion                                  | 100  |
| Palmyra Area Chamber of Commerce               | 100  |
| Park Falls Area Chamber of Commerce            | 100  |
| Parshallburg Campers                           | 100  |
| Paul Bunyan Logging Camp Museum                | 100  |

# DISTRIBUTION OF WACO DIRECTORIES

|  |      |  |      |  |      |
|--|------|--|------|--|------|
| Iron River Chamber of Commerce               | 100  |  |      |  |      |
| Irvin L Young Mem. Library                   | 100  |  |      |  |      |
| J&J Camper Sales, Inc.                       | 100  |  |      |  |      |
| Jack Links RV Sales                          | 300  | Lake Wissota State Park                | 300  | Modern RV Center                               | 100  |
| Jan Cushing                                  | 300  | Lakeland RV Center                     | 300  | Monroe Chamber of Commerce                     | 100  |
| Janesville Area C. & V. Bureau               | 100  | Lakeview RV                            | 100  | Mosinee Area Chamber of Commerce               | 100  |
| Jasper's RV                                  | 200  | Lancaster Chamber of Commerce          | 200  | Mound View RV                                  | 100  |
| Jeff Bright RV Center                        | 100  | Land O' Lakes Chamber of Commerce      | 100  | Mount Horeb Area Chamber of Commerce           | 100  |
| Jerry's Camping Center                       | 300  | Leisureland RV Center, Inc.            | 100  | Mukwonago Area Chamber of Commerce             | 100  |
| K&L Enterprises                              | 200  | Lester Public Library                  | 100  | Muskego Area Chamber of Commerce               | 100  |
| Kalbus Country Harbor                        | 100  | LINK BROS. RV                          | 100  | National Railroad Museum                       | 100  |
| Kamper Korner LC                             | 100  | Madison Public Library                 | 500  | Neillsville Area Chamber of Commerce           | 100  |
| Kamper's Supply                              | 100  | Manitowish Waters Chamber of Commer    | 200  | New Generation RV                              | 400  |
| Keepers RV Center                            | 100  | Manitowoc Area Visitor & Convention    | 300  | New London Area Chamber of Commerce            | 100  |
| Kenosha Area C & V Bureau                    | 5600 | Manitowoc County Chamber               | 100  | New Richmond Area Chamber of Comm              | 100  |
| Kettle Moraine State Forest - Northern Un    | 100  | Marathon Co. Parks Dept.               | 300  | Niemeyer Trailer Sales                         | 100  |
| Kettle Moraine State Forest - Southern Un    | 100  | Marinette Area Chamber of Commerce     | 200  | North Country RV, Inc.                         | 100  |
| Kettle Moraine State Forest                  | 100  | Marinette Welcome Center               | 400  | North Point RV                                 | 500  |
| KEWASKUM AREA CHAMBER OF COMMERCE            | 100  | Marshfield Area Chamber                | 100  | Northern Great Lakes Visitor Center            | 100  |
| Kewaunee Chamber                             | 100  | Mayville Area Chamber of Commerce      | 100  | Northern Highland-American Legion State Forest | 200  |
| Kholer-Andrae State Park                     | 200  | MDS                                    | 7500 | Northern RV Center, Inc.                       | 200  |
| Kickapoo Valley Visitor Center               | 100  | Medford Area/Taylor County Tourism     | 100  | Novak's 83 RV Inc                              | 200  |
| King Campers                                 | 300  | Menasha Public Library                 | 100  | Oak Creek Chamber                              | 100  |
| Kinnickinnic State Park                      | 100  | Menomonee Chamber                      | 100  | Oak Lake RV Sales & Services                   | 100  |
| Kohler Company - Attn. Kay Miller            | 100  | Menomonee Falls Chamber                | 100  | Oconto Area Chamber of Commerce                | 200  |
| Kramer's Kampers                             | 400  | Menomonie Welcome Center               | 2000 | Old Wade House                                 | 100  |
| Kroubetz Lakeside Campers                    | 200  | Mequon-Thiensville Chamber             | 100  | Old World Wisconsin                            | 100  |
| Kuhl's Trailers Sales                        | 100  | Mercer Area Chamber of Commerce        | 400  | Opportunities Inc                              | 5000 |
| Kwik Trip - Kenosha                          | 100  | Merrill Chamber                        | 100  | Oregon Area Chamber of Commerce                | 100  |
| Kwik Trip - Cross Plains                     | 100  | Merrill Polk County Information Center | 300  | Oshkosh Convention and Visitors Bureau         | 300  |
| Kwik Trip - McFarland                        | 100  | Middleton Chamber of Commerce          | 100  | Outagamie City Parks                           | 100  |
| Kwik Trip - Mount Horeb                      | 100  | Middleton Tourism Commission           | 100  | Outagamie-Waupaca Library System               | 100  |
| Kwik Trip - Sauk City                        | 100  | Midwest RV Sales                       | 100  | Pabst Mansion                                  | 100  |
| Kwik Trip - Windsor                          | 100  | Mill Bluff State Park                  | 100  | Palmyra Area Chamber of Commerce               | 100  |
| Kwik Trip - Prairie Du Chien                 | 100  | Milton Area Chamber of Commerce        | 200  | Park Falls Area Chamber of Commerce            | 100  |
| Kwik Trip - Portage 1                        | 100  | Milwaukee Public Museum                | 100  | Parshallburg Campers                           | 100  |
| Kwik Trip - Portage 2                        | 100  | Milwaukee Public Library Central       | 1500 | Paul Bunyan Logging Camp Museum                | 100  |
| Kwik Trip - Montello                         | 100  | Mineral Point Chamber                  | 100  | Paul's Trailer & RV Center                     | 100  |
| Kwik Trip - Pardeeville                      | 100  | Minneapolis Trailer Sales              | 100  | Perrot State Park                              | 400  |
| Kwik Trip - Kimberly                         | 100  | MINOCQUA CHAMBER OF COMMERCE           | 600  | Pete's RV Center                               | 200  |
| Kwik Trip - Oregon                           | 100  | Mirror Lake State Park                 | 600  |  |      |
| Kwik Trip - Onalaska                         |      |  |      |  |      |
| Kewaskum CVB                                 | 100  |  |      |  |      |
| La Crosse CVB                                | 400  |  |      |  |      |
| Lake Country RV Sales and Service, Inc.      | 200  |  |      |  |      |
| Lake Geneva Chamber of Commerce              | 100  |  |      |  |      |
| Lake Mills Chamber of Commerce               | 100  |  |      |  |      |
| Lodi and Lake Wisconsin Area Chamber of Comm | 100  |  |      |  |      |

# DISTRIBUTION OF WACO DIRECTORIES

|  |      |   |      |
|--|------|---|------|
| Portage Area Chamber                         | 100  |   |      |
| Portage Co. Business Council                 | 100  |   |      |
| Prairie Du Chien Chambers                    | 1500 | Stoughton Chamber of Commerce                   | 100  |
| Prescott Area Chamber                        | 100  | Sturgeon Bay Visitor Center                     | 100  |
| Price County Forestry                        | 100  | SUN PRAIRIE CHAMBER OF COMMERCE                 | 100  |
| Princeton Area Chamber of Commerce           | 300  | Sunny Island RV                                 | 100  |
| Prosser's Premium RV Outlet                  | 100  | Superior Douglas County Welcome Center          | 300  |
| Pulaski Area Chamber of Commerce             | 100  | Superior Public Museums                         | 100  |
| Quietwoods RV Sales and Service Fox Valley   | 100  | Ted's RV Land                                   | 100  |
| Quietwoods RV Sales and Service Sturgeon Bay | 100  | Three Lakes Area Chamber of Commerce            | 100  |
| Racine County Convention                     | 300  | Timberview RV                                   | 100  |
| Random Lake Area Chamber of Commerce         | 100  | Tomah Chamber of Commerce and Visitors Bureau   | 100  |
| Red Wing CVB                                 | 100  | Tomahawk Chamber of Commerce                    | 100  |
| Reedsburg Chamber of Commerce                | 100  | Tri City RV                                     | 100  |
| Rhineland Area Chamber                       | 200  | Vacationland                                    | 100  |
| Rice Lake Chamber of Commerce                | 100  | Van Boxtel RV and Service                       | 100  |
| Richard Bong State Rec. Area                 | 100  | Verona Public Library                           | 200  |
| Richard's Motor Sales                        | 100  | Village of Edgar                                | 300  |
| Rick's RV Center                             | 100  | Village of Genoa City                           | 100  |
| Ripon Chamber of Commerce                    | 100  | Village of Coleman                              | 100  |
| River Falls Chamber of Commerce              | 100  | Village of Wilton                               | 100  |
| Rock County Clerk's Office                   | 300  | VISIT Milwaukee                                 | 100  |
| Rockford Convention & Visitors               | 400  | Wade House Historic Site                        | 200  |
| Roskopf's RV                                 | 300  | Wagners RV Center                               | 200  |
|  |      | Walworth County Visitors Bureau                 | 100  |
|  |      | Washburn County Visitors Center                 | 300  |
|  |      | Washington Island Chamber of Commerce           | 100  |
| Rusk County Visitors Center and RR Museum    | 200  | Watertown Area Chamber                          | 100  |
| S&S RV                                       | 100  | Waukesha/Pewaukee Convention and Visitor Bureau | 100  |
| Salvation Army Conference                    | 200  | Waunakee/Westport Chamber of Comm               | 200  |
| Sauk Prairie Chamber                         | 100  | Waupaca Chamber of Commerce                     | 100  |
| Scenic RV                                    | 200  | Wausau CVB                                      | 200  |
| Scenic Traveler, Inc.                        | 200  | Wauwatosa Chamber of Commerce                   | 100  |
| Schiek's Camping Center                      | 200  | West Allis Library                              | 100  |
| Shabbona Creek RV                            | 100  | West Bend Chamber                               | 100  |
| Shawano Chamber of Commerce & Visitor Center | 200  | West Bend Parks Department - Park and Rec       | 100  |
| Sheboygan Chamber of Commerce                | 200  | Westby Chamber of Commerce                      | 100  |
| Sheboygan Falls Chamber                      | 100  | Westwood Conf. Center                           | 100  |
| Shorewood Public Library                     | 200  | Whitefish Dunes State Park                      | 100  |
| Shorewood RV                                 | 100  | Whitewater Tourism Council                      | 300  |
| Smore Fun Camper Rentals                     | 200  | Wild Rivers Interpretive Center                 | 200  |
| South Lake RV                                | 100  | Willies RV Center                               | 100  |
| Sparta Area Chamber of Commerce              | 100  | Willow River State Park                         | 100  |
| Stonefield Historic Site                     | 100  |   |      |
|  |      | Minn Show North Country                         | 100  |
|  |      | Minn Show Pleasureland                          | 200  |
|  |      | Milwaukee show Scenic Travelers                 | 100  |
|  |      | Milwaukee show Prosser                          | 100  |
|  |      | Milwaukee show Advance                          | 200  |
|  |      | Milwaukee show Country I-94                     | 200  |
|  |      | Milwaukee show Roskops                          | 500  |
|  |      | Milwaukee show Burlington                       | 500  |
|  |      | Milwaukee show Playful Goose                    | 200  |
|  |      | Scenic Ridge                                    | 200  |
|  |      | Circle R Campground                             | 200  |
|  |      | Green Acres                                     | 300  |
|  |      | Vista Royale                                    | 200  |
|  |      | Kewaunee RV                                     | 100  |
|  |      | Apple Creek                                     | 200  |
|  |      | Evergreen                                       | 200  |
|  |      | Pettibone                                       | 100  |
|  |      | Pineland  | 200  |
|  |      | Circle K  | 100  |
|  |      | Silver springs                                  | 2300 |
|  |      | Camp Namekagon                                  | 200  |
|  |      | Wisconsin Riverside                             | 300  |
|  |      | Maple View                                      | 100  |
|  |      | Rivers edge                                     | 100  |
|  |      | Sleepy Hollow                                   | 100  |
|  |      | Iola Pines                                      | 100  |
|  |      | Sky High  | 300  |
|  |      | Farmer Genes                                    | 600  |
|  |      | Beantown  | 100  |
|  |      | Lake View Boerger                               | 200  |
|  |      | Jelly stone Fort atkins                         | 400  |
|  |      | Chapparral                                      | 300  |
|  |      | Waupaca S'mores fun                             | 300  |
|  |      | Lake Lenwood                                    | 200  |
|  |      | Indian Trails                                   | 300  |



# WACO PROMOTIONS

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## REGIONAL ADVERTISING

- Called and developed a data base of Kwik Trips, BP's and other convenience stores that will take our directories. Need to continually develop these relationships as they change with management.
- Leveraged our advertising dollars by teaming up with members, Department of Tourism, and partnering with businesses that fit our camping demographics.
- Used the player connections to get us into free local and state wide events.
- Distributed WACO Directories through Ad-Lit to the waysides in Portage and Green Bay.
- Called Libraries throughout Wisconsin and Minnesota for directory distribution.
- Distributed WACO directories at sporting goods stores through-out Wisconsin. Includes Dicks Sporting Goods, Cabela's and Camping World.
- Created a data base for WACO with emails from Madison Show attendees.
- Use certificates to entice Chamber of Commerce's and businesses who have the same customers we want to distribute our directory.

## TRADE ADVERTISING

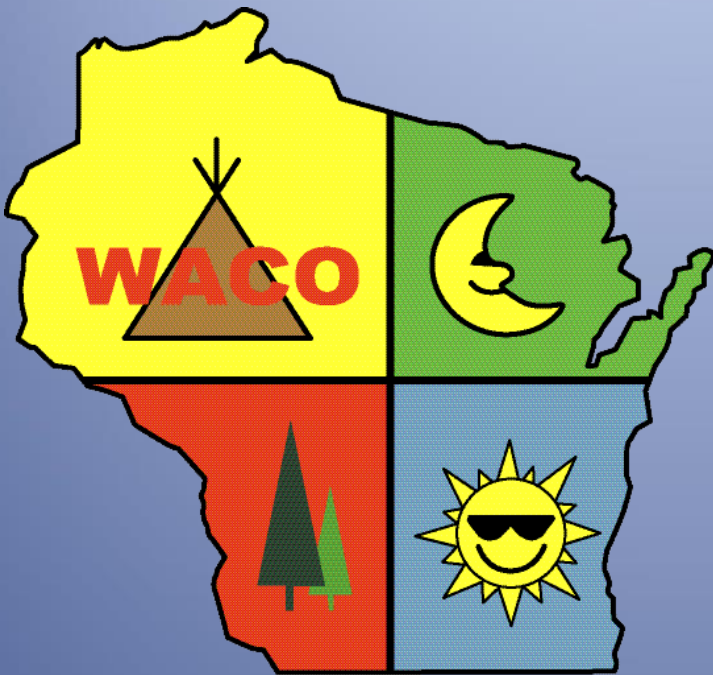
- WACO Gift Certificate coupons good in any WACO member campground are used to sell on radio programs & expanded into for print & television
- WACO Gift Certificate coupons are used for contest giveaways, promotions and incentives
- Members receive credit as a re-reimbursement for the value of the certificate
- Media venues sell them to the public, at a reduced price, or uses them promotionally
- The Association gets full price in advertising

## DIRECTORY ADVERTISING

- ARVC Survey says that State Directory is the number one way campers find you! The WACO Directory belongs to the members. Each campground receives one free listing.
- Campground ad options including 1/8 page, 1/4 page, 1/3 page, 1/2 page, 2/3 page, 3/4 page, Full Page, Cover (4), Cover (2-3), coupon on center map page, add an additional listing, ATV listing, Camping Rental listing, Canoe/Kayak/Fishing listing, and special event fillers.







**WACO Office**  
**PO Box 228**  
**N226276 Highway 53**  
**Ettrick, WI. 54627**  
**Phone: 608-525-2327**

**Lori Severson**

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**Lori cell: 608-792-5915**