

WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS

CONTRACT FOR Severson & Associates

This agreement, made and entered into for the time period: January 1, 2020 to December 31, 2021, by and between the Wisconsin Association of Campground Owners and its Board of Directors, hereinafter referred to as WACO, and Lori Severson of Severson and Associates, serving as Executive Director, an Independent Contractor, hereinafter referred to as AGENT.

In consideration of the mutual agreement herein contained, it is mutually understood and agreed by and between parties as follows:

CONTRACTOR RESPONSIBILITIES

AGENT proposes to perform the following administrative duties for WACO as Executive Director acting within the parameters established by the board of directors, reporting directly to the president.

AGENT will provide office, post office box, record keeping, computer, e-mail services, fax service, phone with an automated answering system which during the business hours of 8:00 A.M. to 5:00 P.M. will usually, subject to other incoming calls, provide the caller with live contact and voice mail after hours that answers on behalf of WACO. AGENT will receive and handle all correspondence and communications (typically responding within one business day), and perform all usual and customary activities associated with the administration of a professional trade association.

Attend all board meetings and membership meetings, taking minutes as needed and providing necessary reports.

Assist officers, directors and committees with association activities and facilitate initiatives.

Develop all print material including (but not limited to) stationary, membership and promotional materials, internal and external communications, monthly newsletter (design, compose, write and edit articles; promotion, registration and coverage of events; introduction of members and activities; legislation and other updates; summary of board and committee meetings, activities and mailings).

Obtain competitive printing proposals and then coordinate with the printer all aspects necessary for the efficient, effective and timely completion of the 2020/2021 WACO directory .

Develop and maintain communication and good will of members, maintain database of members and prospective members, prepare billing statements, maintain payment history. Provide deposits and reports to treasurer on a monthly basis, handle or refer all membership inquiries, recruit new members, retain existing members and regain former members. Have a "quality" face to face interaction/discussion with 2/3 of WACO members at least once per year (can be at the workshops, convention, winter meetings, spring training sessions, camper shows, or by calling on them at their campground).

Develop and maintain database of trade members and advertisers, solicit advertising for annual directory, newsletters, internet and sponsors for convention. Mail requested literature of member directory and brochures.

Establish and process accounts receivable.

Provide overall meeting management; including but not limited to, organize, promote and

3. The two fall seminars (workshops)
4. Others as may be deemed reasonably necessary to conduct the affairs of

WACO

WACO agrees to reimburse AGENT for directory printing and labor costs that are in addition to the normal duties of coordinating member listing data, obtaining advertising contracts, and assisting in ad layouts.

WACO agrees to pay for postage and printing related material costs for WACO mailings (post card, newsletter, special notices, WACO directory, convention handouts etc.) that occur outside the copier agreement.

WACO agrees to pay 25% of the phone bill of Severson & Associates.

WACO agrees to reimburse AGENT for materials and labor for any special requests from the board.

WACO agrees to reimburse AGENT'S expenses for any special seminars, conventions, etc. that the board deems necessary that the AGENT attend.

AGENT to get prior board or executive committee approval on per item expenses exceeding \$300.00, not including expense reports or normal and related convention expense.

AGENT agrees to submit monthly expense report to WACO treasurer by the 20th of the following month listing all expenses incurred in the previous month including copies of applicable invoices.

LIMITATION OF AUTHORITY

AGENT shall not enter into any contract that will obligate WACO or its individual members, prior to approval by the Board of Directors. All funds received by the AGENT, as WACO representative, shall be received in trust for WACO and are to be delivered to WACO on a monthly basis. All checks or other negotiable instruments received by AGENT from WACO clients shall be made payable to WACO.

PERFORMANCE OF WORK

AGENT shall have exclusive rights to establish working hours, days, weeks, and time in office except that AGENT must plan to attend all WACO scheduled functions listed under "Contractor Responsibilities" on page one of this contract.

AGENT must respond to all phone messages within one business day (after hours outgoing answering machine message on behalf of WACO should state such) and all other correspondence in a timely manner.

REVIEW OF PERFORMANCE



SUCCESSION PLANNING

WHAT SERVICES WOULD YOU NEED TO REQUEST IN
YOUR RFP WHEN CHOOSING ANOTHER
MANAGEMENT COMPANY?

WHAT "PROPERTY" WOULD WACO RECEIVE IN A
CHANGE OF MANAGEMENT COMPANY?

DOES SEVERSON & ASSOCIATES HAVE A PLAN FOR
THE FUTURE SERVICE OF THE WACO ACCOUNT?

RFP BUILD OUT

SUGGESTED DUTIES

- Utilize an email communication system tracking contacts, open, unopened, bounce and unsubscribed rates for individual campaigns, as well as a snapshot within a given timeframe.
- Educate 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 as examples.
- Demonstrate proven track record of experience working with small entities and large corporations, as the partnerships and membership vary in size and complexity.
- Ability to study the industry and watch the trends to look for opportunities for our members.
- Provide seminars 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.
- Create and conduct guest services training for campground owners and their team members, they can attend at no charge as part of the membership.
- Attend conferences like IAAPA, Fair Association, State Conferences and ARVC to keep on the cutting edge of what's happening in the industry.
- Create bulk printing programs to save members an average of \$500 (or greater) on their individual printing costs.
- Continue to build relationships with RV dealers to get booth prices reduced from \$600 to \$350 per booth for our membership.

RFP BUILD OUT

SUGGESTED DUTIES

- Work with the 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.
- Demonstrate understanding of the relationship between philanthropy, guest satisfaction and creating an experience that becomes valuable to the campground owner.
- Compile new ideas and options for fundraising.
- Participate in fundraising activities as appropriate.
- 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.
- Devise ways to enhance the experience for the guest and create additional revenue streams for the campgrounds.
- Create sponsorships that are valued by the suppliers and association.
- Demonstrate networking experience and communication with legislators, attending special events and fundraising for PAC money.
- Develop and implement media & marketing plans creating additional nonpaid advertising.
- Create press releases and have a good working relationship with media throughout the State.
- Use PSA's to create more excitement for the industry.
- Design emails, Facebook posts, website pages, flyers, and literature for the Membership and Campers.
- Attend Legislative events and fundraisers.
- Communicate PAC suggestions from the members to PAC Chair.
- Update trade members and members on all websites and social media yearly.

PROPERTY OF WACO

Should the relationship with Severson & Associates and WACO no longer make sense, the following is a list of property/rights that would be passed from Severson & Associates to the pre-appointed WACO Board Members:

- USB Drive containing Access files of all Campground Members and Trade Members affiliated with WACO. This will include their contact information and historical data.
- Quickbooks on-line transfer. CSAW has access as well.
- Domain Transfer for the following websites:
 - ✓ <https://www.wisconsincampgrounds.com/>
 - ✓ <https://www.wisconsincampingrentals.com/>
- Admins will be appointed for the Facebook Groups specifically created for WACO:
 - ✓ WACO Members Only:
<https://www.facebook.com/groups/wacomembers>
 - ✓ WACO Supplier Members Only:
<https://www.facebook.com/groups/wacosuppliersmembers>
 - ✓ Wisconsin Campers Page:
<https://www.facebook.com/wicampgrounds>
- Any remaining office supplies that remain unused, along with historical information, and carryover from previous conventions.

To clarify, the WACO organization does not currently supply, nor does it own, any office equipment such as desks, computers, phones, etc.

KEIRSEY
WACO BOARD OF DIRECTORS
TEMPERAMENT & LEADERSHIP

1. Scott Kollok	ISFJ
2. Bud Styer	ESTJ
3. Ashley Wegner	ENFJ
4. Pete Hagen	ISTJ
5. Scott Grennon	ESTJ
6. Laurie Adams	ESFJ
7. Jim Button	ESFJ
8. Patricia Lombardo	INFP
9. Mark Stefan	ISTJ
10. Mike Dricken	ESTJ
11. Brian Huth	ESFJ
12. Rob Brinkmeier	ISFJ