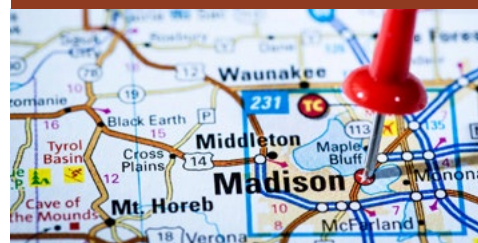




## MAY 2021

Another month has flown by, and here we are on the precipice of the first big holiday of our season. From what we hear in the latest RVIA studies, the economic impact trends from Travel WI, Longwoods International travel studies, and the general word on the street, this is going to be a smash of a season! Campers are coming out in droves, and some of them are still new. So take a moment (or a shot, whatever works for you) and breathe. No, really. Please do it now, while you still can! This season will be one for the record books. The one you tell stories about to your great-grandkids someday. Take that last walk-through, confirm your inventory, pull out those checklists, give your staff a massive pep talk, and learn from whatever hiccups you had in your opening weeks. When you lose your cool this weekend (and let's be honest, even if it's brief, you will), try to remember what it's all about. Let's honor the men and women who died in battle for our country. We salute you!

## inside...



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## Letter from the Executive Director

Lori Severson, Executive Director of WACO



Dear Members:

I can't thank all of you enough for the incredible number of calls, texts, and emails supporting what our staff does for the organization. I can sure tell you we try and will continue to work on this! The best was a gentleman previously on the Board who was part of the initial hiring process with Severson & Associates.

He reminded me how many problems I thought I saw then and how excited I was to tackle them! It's no different than our seasonals – when you get frustrated because you've explained the situation a hundred times, you have to remember, they either didn't hear, are new, or need more information.

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I will do my best to be a better listener and communicate things in several different ways. Please check out the members-only portion of the website. We have worked hard to post answers to all questions in that location.

I'm so excited about our industry! Now is the time everyone should truly make hay while the sun shines! Please be sure to use the tools we have, like the seasonal site availability, the weekend availability, and the members-only section of our website. It's crazy encouraging to see all the chatter on our Facebook for members only. Everything from "how do I do \_\_\_\_\_?" to "I have this for sale," what vendors they recommended, and sometimes just good old fashion encouragement!

After many listening sessions, WACO launches a new program where each WACO member will receive a call from a Director on the Board. This new program does not in any way negate the WACO Office. It doesn't mean you can't call your WACO office for support and help along with ANY board member. By randomly assigning Directors to Members, we can introduce more of you to different Board members. Watch for this email – it should be interesting, knowledgeable, and fun!

## CAMP RECAP

At Campground Association Management Professionals (CAMP), we heard a great guy & his wife speak about their journey of becoming a coach. Check out the website at [RebelAgainstYourself.com](http://RebelAgainstYourself.com). Talking and asking questions helps you discover things about yourself. If you are hard on others, ask yourself if that reflects how you think about yourself. Sometimes

REBEL  
AGAINST  
YOURSELF

we get stuck in the "it's never enough," and I'm not appreciated enough! Sometimes we just need the information. They quoted "[Loving what is: 4 Questions to Change your Life](#)," a book by Byron Katie, as a book they really loved.

On that same line of thinking, here is the link to

a PDF that I thought looked helpful: [https://thework.com/wp-content/uploads/2019/07/jyn\\_en\\_mod\\_6feb2019\\_r4\\_form1.pdf](https://thework.com/wp-content/uploads/2019/07/jyn_en_mod_6feb2019_r4_form1.pdf)

Writing down what you say to people before you say it makes a world of difference and might change your way of thinking! This book speaks to how we "suffer" over our thoughts, and we either believe what we say to ourselves or question it.

### The three things they suggest are:

1. Is that thought true?
2. Can you prove that it is true? Absolutely, without a doubt?
3. Who would you be without that thought?

A deeper probe might include the question:

***What's a great opposite thought? Who would you be without that thought?*** Remember, you choose the time and energy to think about negative thoughts.

The biggest thing to remember is you can only "get it" yourself! You can't force anyone else to get it. Lead by example. Intentions don't count -actions do. Other great notes I took and will work on putting into action:

- Am I a victim or an Owner – The victim thinks life and wrong stuff happens to them? The owners recognize it's happening for you!
- Be honest about your stuff – be Kind (I love this one, and we discussed this last month. Thanks again, Geri Walter! I try to remember it!) When you say you are going to do something, do it! But don't judge others who don't do it your way.
- Don't judge others – Truth trigger – When I drive, I follow the rules, so I allow myself to get super upset when someone else doesn't. The truth trigger would be to remember that somewhere in your life, you likely didn't follow the rules 100% either!



# INTENTIONS DON'T COUNT. ACTIONS DO.

- Change your thoughts – change your experience.
- Share your personal best with those around you.
- When you have to say something negative about someone – think of something positive to replace that comment or thought. What's good about them? God made no junk!

WACO is more than a job for my family and me. You are all family, partners, and bottom-line want to do amazing things for the good of our organization! Families, no matter how perfect, take work.

Please do recognize the work the Board puts in! They dedicate a lot of time and effort to make the organization great. Not everyone can spend the time, so instead, they share ideas, support, and commitment to those that do. Getting elected to WACO's Board is an honor, but it's a thankless job sometimes. Please try to reach out and thank those who help our industry.

Respectfully Yours,

Lori Severson,  
Executive Director  
Wisconsin Association of Campground Owners

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## From the Office of the President Scott Kollock, WACO Board President

Just wanted you to know I've been doing a little work on every issue that has been brought to the board personally. I've been out and about meeting with members to get feedback and be sure their questions are answered. We have work to do for sure, but we have come a long way during these past years. WACO is looked upon as a leader in our industry and that is because of our members, how we share information and work together. My main focus this year is to run a seamless board that stands united to work for the good of the entire organization. We are interested in listening to ideas from our members. We have explored, or sent to committees, all ideas that have come forward at this point. We are doing our best to answer each and every question that comes up.

It's important to get your information directly. I know the WACO office puts out information on our website, emails, Facebook and newsletters. I have also heard admissions from a ton of people who admit they just don't read everything. We are all busy especially now, so don't think we don't understand. All we ask is that if you have questions, ask me, the WACO office or a board member.

Sometimes honestly, the problem isn't the question, it's the answer. We do run this board and our association as a democracy, which means we vote. That means occasionally people "lose" or don't get what they want. Things that you feel strongly about can always be brought up and looked at differently. You can choose to ask the question differently or take another angle on it, but sometimes for whatever reason (bylaws, vote, etc.) the answer is just the same.

We really do listen. We are going to do more and more of that. The WACO office is currently dividing up our membership (lottery software) and giving each board member campgrounds that can interact with them for anything. It's a great way to get people from all over the State to know each other and get to know your board members better.

At the Fall workshop, the membership committee will take on the project of setting up listening sessions, so get your questions, thoughts, ideas and concerns together. Each committee will want to hear from you then!

Remember, every member is always welcome to come to a meeting and voice what you like or don't like. Bottom line there is no member that doesn't really want what's best for the industry and Wisconsin. We have worked hard to get where we are at. Our board is made up of people who are as busy as you are, elected by you, our peers, who trust us to get the job done. We appreciate your faith in us and I hope you believe every volunteer does their best to get the job done!

Respectfully Yours,

Scott Kollock, Board President  
Wisconsin Association of  
Campground Owners



# ARVC AREA 3 UPDATE & NEWS



First and foremost, thank you for being an ARVC member! Jeff Sims is busy everyday keeping an eye out for things that might impact our businesses. His efforts towards protecting our industry can tend to go unnoticed - so a huge thank you to him.

With the hustle and bustle of the season fast approaching, I thought it would be a great idea to let you know of ARVC happenings. The OHCE is in Raleigh on November 8-11th, 2021. Please take advantage of signing up early. You sure won't want to miss this one! Wouldn't it be great to have a big turnout for Wisconsin?

Please make sure you take advantage of all the discount/benefits ARVC has to offer. If you are unsure of all the great benefits your membership entitles you to, check out [arvc.org](http://arvc.org). ARVC will be putting out some "How to Videos" for you, your staff and team members. Please watch for this, as it will be a great library to reference. Make sure to add [arvc.org](http://arvc.org) to your favorites as you can just point and click.

## UPCOMING WEBINARS

**MAY 27th - Webinar on "A story for those getting started"**

**June 24th - Webinar on "Owners Perspective an Open Forum"**

**July 29th - Webinar on "Generating revenue with Music"**

Let's work together for our industry, because when that happens, everyone wins. We are a strong organization, unity brings out the best in all of us. If you have any questions or concerns, or would like to get involved with ARVC, please contact me directly at (920) 570-0764 or [evergreencampsites@gmail.com](mailto:evergreencampsites@gmail.com).

Have a great season!



**Respectfully Submitted,  
Jim Button, OHE, COPArea 3 Director, ARVC**



# Virginia Graeme Baker Act (VGBA Resources)

Information provided by Mary Ellen Bruesch MS, REHS/RS, Environmental Health Technical Specialist-Public Pools and Water Attractions, Division of Food and Recreational Safety, Wisconsin DATCP



**I**n preparing for summer, you may have noticed that your pool main drain cover has expired and must be replaced. Some pool operators are finding that their drain cover models have been discontinued. If your cover has been discontinued, you need to find an exact replacement for the original drain cover or go through plan review with the Department of Safety and Professional Services (DSPS).

Work with your pool service company, and make sure the cover is **exactly** the same. This means that it perfectly **fits in the original space with no new holes, and is the same gallons per minute (gpm) rating.**

You could replace the drain cover with a cover that has a higher gpm rating, but you are required to go through plan review with DSPS to evaluate the pump and drain combination being considered. Some manufacturers' websites have features that help pool owners or service companies find what they consider a replacement or retrofit.

In preparation for your health department inspection, it will be helpful if you can provide inspectors with the pump curve and the drain cover information (i.e., a spec sheet, invoice,

email from pool service company that tells make, model and gpm rating). It will also help if you have information on your flow meter installation (manufacturer's instructions).

Complete plans are no longer required, but they can be helpful. Your inspector will be able to work with information about the



peak flow from the pump and drain cover in place to evaluate the safety at the drains.

If you have any questions, please feel free to contact Mary Ellen Bruesch at [Maryellen.bruesch@wisconsin.gov](mailto:Maryellen.bruesch@wisconsin.gov).

## DATCP Q & A



**Q** Can I sell eggs from a local farmer at my campground?

**A** The campground would need to have a retail food license and the farm that they are receiving the eggs from would need to have an egg processing license for it to be considered an approved source.



## Keepin' it Legal

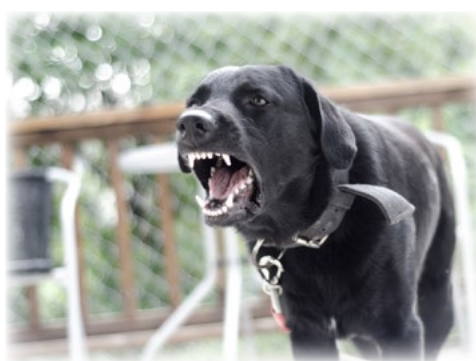
*Let's be honest. No one loves legal concerns, but we sure do love having access to a 27-year veteran like Mark Hazelbaker when those pesky legal troubles rear their head. Mark Hazelbaker, WACO Attorney, is here to act as your legal guide. Mark's guidance is evident in several documents available in our Members Only section of the WACO website. We've also created an email specifically for your legal questions at [waco-legal@gmail.com](mailto:waco-legal@gmail.com). Give the WACO office a call first to vet your question, and Lori can provide direction on the next steps.*

## DOGS OUR BEST FRIENDS BUT A MAJOR COMPLICATION

As is the case with many of us, there is a dog in my life. Huntley, my canine, is a strange mix of dachshund, corgi, and beagle. He is often called "adorable" by people who see him and do not know that he believes he is in charge of them. And everyone else. Americans love their dogs beyond all reason. Campground owners must be able to get beyond the understandable affection for puppies to consider the implications of dogs for the camping experience.

### THE DECISION TO ALLOW PETS

As much as I love Huntley and all dogs, it is sobering to realize that dogs kill 30 to 50 people in any given year and injure more than 18,000. The average dog bite case generates almost \$50,000 in damages. Last year, our firm settled a case involving a severe dog attack on a child for hundreds of thousands of dollars, and the victim deserved every penny. Dogs can be hazardous. In addition to these damage issues, dogs pose challenges by digging, chewing, barking, urinating, and scratching.



It is, therefore, unsurprising that many campgrounds do not admit pets. They don't want the liability or the potential annoyance or damage resulting from improperly trained or controlled dogs. There is no legal requirement that campgrounds accept guests' dogs or other animals as pets. Nor is there any requirement that dogs be provided any amenities such as exercise yards. It's a tough business choice. Most of us have deep-seated feelings of affection or love for dogs and animals. If the decision were based on the animals, it would be one thing, but the more significant problem is, of course, the humans who mishandle their pets.

If an animal causes injuries to another guest, the animal owner's homeowners liability policy or campsite liability policy might provide coverage. The coverage afforded under any such policy may not be adequate to compensate the victim.

Damages from animal attack claims can easily reach the range of hundreds of thousands of dol-

# Keepin' It Legal

## Cont'd...



lars. If the owner's insurance is inadequate, do not be surprised if the victim tries to come after the campground.

Note that the 'inherent risks of camping' law adopted at WACO's request do create immunity for the negligence of other campers or guests. The law will help prevent frivolous lawsuits. Even with the protection of the law, campgrounds need to be very thoughtful about whether to admit animals and assure that animals are properly managed in the campground.

### SERVICE ANIMALS

For decades, federal and Wisconsin laws have mandated that places of public accommodation – which includes campgrounds – allow service animals to accompany guests. A service animal is a working animal that assists disabled guests.

In the case of blind guests, the animal may direct the guest to walk in a safe area. It may retrieve things for mobility-impaired people.

Campgrounds may not exclude service animals. Federal law forbids requiring a guest to submit certification or proof that the animal is a service animal.

You can ask two questions --

1. Is the animal required because the owner is disabled?
2. What work or task has the animal been trained to perform?

Generally, campgrounds must allow service animals.

### THERE ARE LIMITS.

Service animals may not need to be admitted if their presence would cause "...a

fundamental alteration in the nature of the accommodations, amusement, goods, or services provided or would jeopardize the safe operation of the public place of accommodation or amusement.." A "no pets" policy is not enough to invoke this exception. At the other extreme, a campground that is afraid of dogs could certainly exclude them. In between is the wide variance in circumstances the world presents. If you feel your campground cannot accommodate service dogs, please feel free to contact me to discuss the issue.

### EMOTIONAL SUPPORT ANIMALS

In recent years, what might have been a legitimate aid to people with severe emotional disorders was exploited almost to eliminate businesses' ability to exclude pets. The law has been clarified in Wisconsin. Places of public accommodations – including campgrounds – are not required to admit emotional support animals. Places offering residential housing are –another reason not to use the word "lease" in your campground agreement.

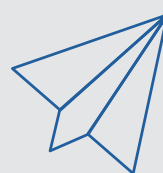
### CERTIFICATES FROM THERAPISTS

People are routinely presenting letters signed by mental health professionals, which attest to a need for the accompaniment of an emotional support animal. Those letters do not entitle their holder to override a campground's policy refusing to admit animals.

Undoubtedly, confusing situations will arise this season.

Call or email the WACO office to get more guidance if needed!

**Respectfully,  
Mark**



**Mark Hazelbaker, SC**  
**WACO Attorney**

608-525-2326 | [wacolegal@gmail.com](mailto:wacolegal@gmail.com)





# WACO

## At the CAPITOL

As you may or may not have heard, there have been concerns with local, county-specific ordinances that Sawyer county is attempting to pass. Language changes in the proposed ordinances seem minor, but they could negatively impact our Members upon further review. In particular, one section update (6.62 - TRAILER CAMPS AND CAMPGROUNDS) includes limiting the number of sites from the current TEN to only FIVE sites per acre.



- This kind of change would be cutting the opportunity for revenue in half for those members in Sawyer
- County! Knowing that when one county leads, others tend to follow, WACO and their attorney reached
- out to the Sawyer County Board.
- 

After getting no response, we headed to the capitol to have further conversations with State Representative James Edming (and his staff members Dan Posca & Tyler Longsmire) and Tim Fiocchi, Chief of Staff for Senator Jerry Petrowski.

Great conversation ensued, and we were given the directive to connect with the Wisconsin Counties Association Board and Stacey Hessel, the District Board Supervisor on the Sawyer County Board.



The WACO office promises to stay on top of this, and with the assistance of our attorney, Mark Hazelbaker, we will update you on what we find out! Stay tuned!





# Camping For Kids Weekend!

## June 4–6, 2021

Camping for Kids Weekend is quickly approaching and is a great way to not only support the Gilbert Brown Foundation but an opportunity to involve kiddos at your campground! Take this weekend following a holiday, where you may typically see lower attendance for your park and spark interest for a new group of guests.

The week of June 4 - 6, 2021, has been deemed "CAMPING FOR KIDS" WEEKEND, and we know of several members already on board to help raise GBF funds. Our goal is always to provide options and ideas for fundraising AND a way to bring in a different group of customers to your park! Maybe someone will see one flyer or one Facebook post, and it will encourage them to make the reservation at your campground. GBF and WACO - bringing together our communities one event at a time!



Here are some things our participating WACO Members plan to do for their Camping for Kids weekend - either activities to draw in guests or ways to fundraise:

1. Round up for Gilbert (round up your receipt to donate)
2. 10% of all Toy Sales goes to Gilbert Brown Foundation
3. Fishing Fun Crafts, Games, and Activities for all ages
4. 50/50 Raffle
5. Selling t-shirts
6. Promoting the golf cart raffle
7. Poker Run around the campground (kids do bring their parents, haha!)
8. Ice Cream Social (See GBF Kickoff Packs)
9. Bake Walk (See GBF Kickoff Packs)
10. Movie Night with Snack Options (see GBF Kickoff Packs)

### PROPS TO MEMBERS WHO SIGNED UP TO RAISE FUNDS IN JUNE!

- Sherwood Forest Camping & RV Park
- Boulder Creek Campground
- Rivers Edge Campground
- Buffalo Lake Camping Resort
- *Scenic Ridge Campground*
- *O'Neil Creek Campground*
- *Champions Riverside Resort*
- *Silver Springs Campground*
- *Wilderness Campground*

*The Gilbert Brown Foundation's mission is service youth in an environment that promotes structure and life skills awareness, by introducing team building skills and promoting diversity in the community. Currently contributing to over 156 children's charities in the state of Wisconsin.*

**DON'T FORGET! The WACO Member who raises the most GBF funds wins a \$500 Kwik Trip card!**

CAMPING WHILE  
MAKING A  
DIFFERENCE!

**Don't forget our GBF Kickoff Packs, located on the GBF website, for easy fundraising ideas you can include in your Camping for Kids Weekend!**



# GBF Cooking with the Browns

**NEW ADVERTISING  
OPPORTUNITY FROM WACO**



## **COOKING WITH THE BROWNS**

**\$1**

A unique cookbook featuring savory recipes from the Gilbert Brown Family!

"Cooking with the Browns" is full of food for the soul with recipes that come from the heart, all benefiting the Gilbert Brown Foundation.

Featured on the Gilbert Brown Foundation Website, & Facebook, the WACO Website & Facebook and available for sale at Camping, RV, and Boat Shows & WACO Campgrounds for just \$1 each!



**TAKE OUT AN AD FOR YOUR CAMPGROUND AND  
CONNECT WITH A NEW AUDIENCE!**

ONLY 24 SPOTS AVAILABLE

*All proceeds of ads and sales of the cookbooks will go to benefit  
the Gilbert Brown Foundation*



**40,000 Printed  
Full Color  
Limited Space  
Available**

**1/8 Page...\$300**

**1/4 page...\$600**

**Don't have an ad?  
Don't fret!**

**Call the WACO office  
and a designer will  
create one for you!  
608-525-2327**

## **GBF Upcoming Appearances**

**Buffalo Lake Camping Resort, Silver Springs Campground & Wilderness Campground on June 20th**

**Diamond Lake Campground on July 17th**

**Oakwood Bar – Restaurant & Campground on Aug 14th**

**River's Edge and Oasis Campground & Waterpark Sept 11th**

**Near these campgrounds or  
want to get on the GBF schedule?  
Call Carla today! 608-525-2327**



# POOL CODE REVISION COMMITTEE UPDATE

Information provided by Mary Ellen Bruesch MS, REHS/RS, Wisconsin  
DATCP & WACO Pool Code Committee Members

NEXT MEETING:  
June 1, 9:30-11 AM

In our last pool code revision committee, we reviewed loose ends from last time (bromine, combined chlorine and ORP minimum and then moved into 76.20:

## Combined chlorine:

Add language about ventilation and cleaning decks, possibly discourage use of ammonia-based. We will find the appropriate area in code for language and adjust as appropriate.

We'll review language for super chlorination and breakpoint chlorination. Most likely with combined chlorine we need to use 'breakpoint.'

**Bromine:** EPA will be prohibiting use of some forms of bromine outdoors. We will research and adjust language accordingly.

**76.20, Operator:** There is a type we need to fix to indicate 'within 3 hours.'

**76.21, Responsible Supervisor:** There was a lot of discussion around whether or not a Responsible Supervisor should be on site, or at least how long should it take for them to effect corrections or repairs if problems. We will clarify language to indicate it is the Responsible Supervisor's job to ensure various duties occur, and look at language to determine if there is anything that can be done to make their presence less passive and more active. We will add in language to indicate they must be immediately reachable (within 15 minutes) and be able to obtain a correction on site within 15 minutes. We will see if we can get any help from Person In Charge Language from the Food Code (Mary will check).

**76.22, Lifeguards and Attendant Placement and Staffing:** Language needs to be cleared up related to where and when a lifeguard or attendant staffing plan is required or is not required. For the plan elements, more detail is needed related to how to evaluate the plan and approval. We will add a note about elements to look at such as placement, glare, distance.

## 76.23, Tables A and B

Table A stays as-is, but Table B needs work to clarify section on slides—each type of slide can be present with various depths of water that are still not presented in the charts. We will work on this.

.....

**Your GBF Kickoff Pack playbook** includes everything you need to run successful fundraisers for your favorite WI-based charity, the Gilbert Brown Foundation! Check out pre-assembled "packs" that include theme ideas, social media posts, flyers, and posters. Did we mention you can customize the posters and flyers?

Fundraising is an easy way to get the feel-good vibes flowing in your campground while raising money for a great cause.  
**Now that's a winning play!**





# GOOD EMPLOYEES

## Hard to Find and Harder to Keep!

**H**ave you been struggling to find good employees? Lack of talent seems to be a common theme across the state, the nation, and the industry as a whole. So, good news! You're not alone. Bad news? You could be part of the problem. Yikes! Instead of leaving the rest of your employees hanging out to dry, let's look at ways to be part of the solution, identify some potential hiding places for great employees, and how to keep them once found!

### LET'S GET THE WORST OUT OF THE WAY FIRST BY ASKING, "IS IT ME?"

Ask yourself, "Am I a good employer? Would I want to work for me?" With so many choices right now, employees have an advantage. Don't let the little things make you crazy. We all know the cash flow game can be a roller coaster, and sometimes that can get stressful. A better way to strategize? As an example, you KNOW when the cashflow problems occur because you always buy your heftier improvement amenities in March, right? If you plan and save for that, you'll be less troubled come April and so on.



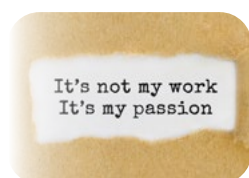
#### Watch how you react to the stress in your life.

The job isn't just about the job all the time, and we're all human. When you need to vent, do so with your partner, your spouse, or a fellow WACO Member - heck email or call the WACO office and say, "I just need to vent for a minute."

Better any of those options than the employee who may afterward think, "Ugh, this place is full of negativity!"

### Do I still have a passion for this business?

So many WACO Members own their campground, or several parks, for seasons upon seasons. How fortunate are we to work in an industry that's practically proven itself to be recession-proof and offers the ability to succession plan with our families every day? However, the work/



life balance is tricky, and it does take hard work. So make sure that when you set foot on the grounds, you're ready to show your employees that spark!

The light that beams out of you when you tell people what campground you own and your favorite memory about the park. Give yourself a little pep talk mid-day if needed, and be ready to share that passion!

### TODAY'S EMPLOYEES NEED MORE ON-THE-SPOT REWARDS. HERE ARE SOME WAYS TO MAKE YOUR REWARD PROGRAMS TIMELY:

**Pick a guest each month (Seasonals are perfect for this) to reward your employees.**

- Put the guest in charge of finding some "amazingness" they see in an employee (above and beyond customer service, kind words overheard, an effort they saw put in) and putting their thoughts in an envelope. At the end of the week, you reward employees!
- Have a stash of ice cream coupons, bags of candy or other snacks, cash, Kwik Trip cards on hand! This helps you reward instantly.
- Try team awards – someone who is not motivated by individual contests might be very motivated by a team effort.

**Review your benefits - pay isn't the only factor when potential employers are accepting a position.**

Take a look at what you currently offer and remember that sometimes what one employee doesn't find valuable, another will treasure. So keep the options open!

- Insurance is a premium, and not many of us offer it, but if you can afford a plan, it would be a unique draw to offer a candidate that may not otherwise apply.
- Housing - Are you able to offer housing to some of

# FIND & KEEP GOOD EMPLOYEES

your employees? Maybe they can't get to work every day, but they certainly could if living onsite. Factor this in to pay and reflect it in the hourly pay rate.

- PTO for hourly employees - I know, I know, vacation pay in the summer. CRAZY! Who would do that? Well....if YOU did, it would be a unique draw. Make stipulations that it's to be used on Monday-Wednesday and set up times accordingly where employees earn so many hours per pay period and use them in specific hour increments.



- Daycare options - do you have a listing of available daycares in the area or offer any day camp options onsite at the campground? Daycare and transportation continue to be the two most significant concerns for potential employees.

## POTENTIAL HIDING SPOTS FOR SOLID EMPLOYEES.

Wisconsin's seasonally adjusted [unemployment rate in 2018 was a meager 3%. COVID hits, and we saw the numbers spike to 14.8% in April 2020.](#)

At that time, many potential employees had to seek state and country-specific benefits due to layoffs and job restructuring. You see where we're going with this, right? The domino effect has created a poor job market in which many are content staying unemployed (or underemployed) and cutting costs or using state funds to make ends meet. In all reality, that's probably not the employee you want working for you, but we also understand the need sometimes for PT help to give your solid staff breaks as well!

### Here are some ideas on where to find more candidates:

- Check with the Department of Workforce Development – DVR – they have clients with disabilities who are great workers. If needed, they can provide a coach to assist them in doing the job. Some may have great strength and can mow grass or clean fire pits but struggle with communication skills. This program has some great benefits, including internships that pay for individual wages. Check it out! <https://dwd.wisconsin.gov/dvr/>

- Local High Schools and Colleges - most educational institutes have internship programs or job boards where you can post your opportunities. Be sure to craft your posting to the specific position and get it on the right board. For example, you don't want to list your openings for those seeking healthcare internships - but someone entering culinary training would be perfect for a kitchen assistant role you have to offer. Each school utilizes varying guidelines for their opportunities, so get to know the counselors or the specific department that handles them in your area and make that connection now, so you have it before school is out for the summer!

- Facebook - if you have your own Facebook page, it's a great place to advertise openings. Yes, you get some crazy applications, and sometimes the resumes available on that platform aren't impressive, but if you take the time to call and do a phone screen with some basic questions, you'll be able to weed through them reasonably quickly. One I've always liked to ask is, "What do you feel is an acceptable number of times to miss work in a month?"

- Employment Agencies - these guys can get a bad rep, but they can be an excellent resource for a new candidate pool, depending on your location. Often, employment agencies have candidates coming off an assignment (seasonal work or a short-term project), and they need to find the employee another assignment - that's where your campground comes in to play! Perceptions can be that employment agencies are expensive, but know this - you can negotiate with them on everything! The bill rate, the buy-out (if you want to convert an employee to your own, there is traditionally a fee to do so), etc. And keep in mind, if the employee is with the employment agency, you pay one flat rate for the pay, state & federal taxes, unemployment insurance, and workers' compensation - because they are not your employee until you determine they should be.



### Here are some agencies that service the state of WI:

- [ABR Employment Services](#)
- [Express Employment Professionals](#)
- [Remedy Intelligent Staffing](#)
- [Seek Careers & Staffing](#)

# WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - **APRIL 2021**

Results from Apr 1, 2021 - Apr 28, 2021

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

April 1 - April 28

4

Total Actions on Page ▼43%



## Page Views

April 1 - April 28

442

Total Page Views ▼15%



## Page Likes

April 1 - April 28

104

Page Likes ▼17%



## Post Reach

April 1 - April 28

13,821

People Reached ▼55%



## Story Reach

April 1 - April 28

### Get Story Insights

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

[Learn More](#)

## Recommendations

April 1 - April 28

8

Recommendations ▲100%



## Post Engagement

April 1 - April 28

1,427

Post Engagement ▼21%



## Videos

April 1 - April 28

40

3-Second Video Views ▼73%



## Page Followers

April 1 - April 28

110

Page Followers ▼17%



## FACEBOOK STATS

**Total current likes: 8,527**  
**(+107 from March)**

Our office is working on strategies to increase the overall FOLLOWERS and LIKES on our WACO Facebook page based on feedback recieved from the Advertising Committee. While we recognize the importance of that growth and are excited to work with the Board, its also important to note the insane increase we've seen from our website traffic specifically from social media!

Like the 667% increase in sessions from Facebook traffic to our website in 2021 from 2020!



# WISCONSIN CAMPERS SOCIAL MEDIA


Social Media Insights - **APRIL 2021**

**Wisconsin Campers**  
April 5 · 🌳

**!! WIN FREE CAMPING !!**  
Choose your next great camping adventure and we'll pick up the tab! You can choose to stay at any one of our 190+ amazing WACO campgrounds and we will pay for your stay! Here's how to enter...

Step 1: Visit our website and request your FREE 2021 Campground Directory! Click here: <https://www.wisconsincampgrounds.com/>.../order.../

Step 2: Tag THREE camping friends in the comments! 🏡... See More



**YOUR NEXT CAMPING ADVENTURE is on us!**

WISCONSINCAMPGROUNDS.COM  
Camping Guide | Wisconsin Association of Campground Owners

10,511 People Reached · 1,208 Engagements

**Performance for Your Post**

**10,511** People Reached

**275** Reactions, Comments & Shares

Reaction	On Post	On Shares
Like	54	43
Love	5	6
Comments	74	15
Shares	78	0

**933** Post Clicks

0 Photo Views · **379** Link Clicks · **554** Other Clicks

**NEGATIVE FEEDBACK**

1 Hide Post · 0 Hide All Posts  
0 Report as Spam · 0 Unlink Page

Reported stats may be delayed from what appears on posts

## Top Facebook Post

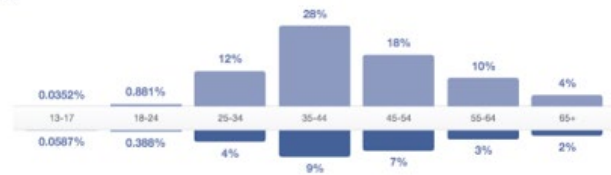
The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.

### Women

74% Your Fans

### Men

26% Your Fans



## Summary of Page Fans

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

Type	Average Reach	Average Engagement
Link	4,645	431
Photo	1,198	38
Video	611	27

## Success By Post

**Insights**

Last 30 Days

**Recent Highlights**

You gained 8 more followers in the last 30 days.

**Overview**

**183** Accounts Reached +1.6%

**16** Content Interactions -27.3%

**Your Audience** See All

**452** Total Followers +1.8%

**Content You Shared**


4 Posts

**Reach**

Last 30 Days

**Accounts Reached**

183 accounts +1.6% vs Feb 28 - Mar 29



Accounts reached from Mar 30 - Apr 28

**Impressions** **528** -20.3% vs Feb 28 - Mar 29

**Account Activity** **21**

**Profile Visits** **21** -44.8% vs Feb 28 - Mar 29

**Website Taps** **0** -100% vs Feb 28 - Mar 29

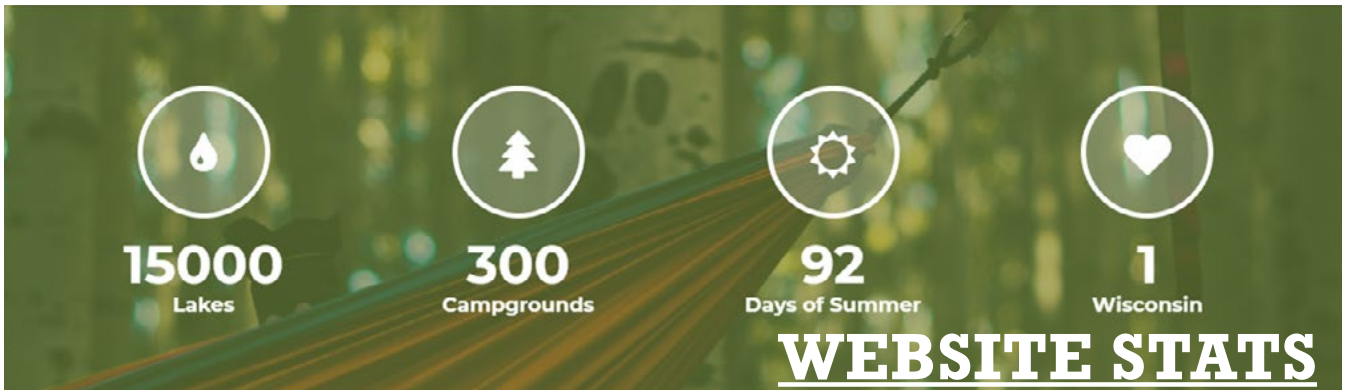
## Instagram April Stats

### Gender



66.5%  
• Women

33.5%  
• Men



## WACO APRIL WEBSITE ANALYTICS

Channel

Device

Apr 1, 2021 - Apr 30, 2021

### Your audience at a glance



Users

8,025

New Users

7,702

Number of Sessions per User

1.23

Sessions

9,841

Pageviews

39,490

Pages / Session

4.01

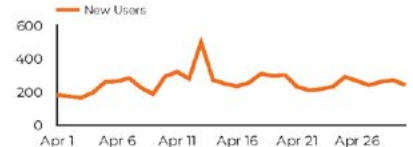
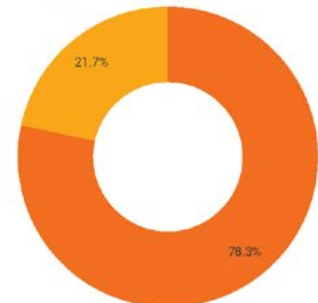
Avg. Session Duration

00:03:41

Bounce Rate

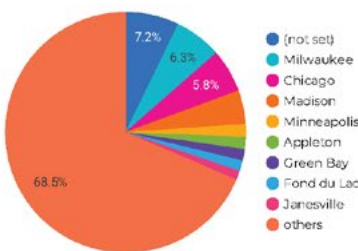
46.52%

New Visitor Returning Visitor



### Let's learn a bit more about people who visit our website!

#### Cities where they log on

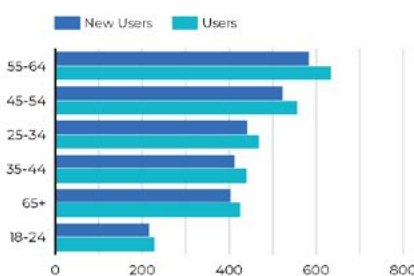


Starting to see some traffic coming from IL and MN - enough to make the pie chart, versus falling into the "others" category!

Your WACO office diligently sends out directory requests in these neighboring states and hopes to continue to see that uptick in traffic noted here.

Good point to mention that besides just your surrounding bubble, people are driving from further away to get to their camping destination this season. Advertise to other areas you haven't this season and see what happens!

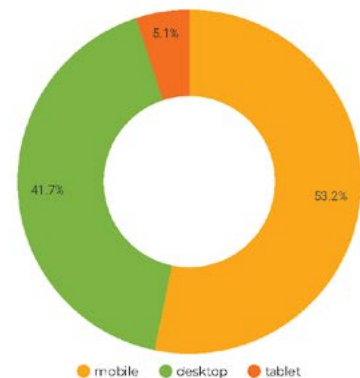
#### Age breakdown



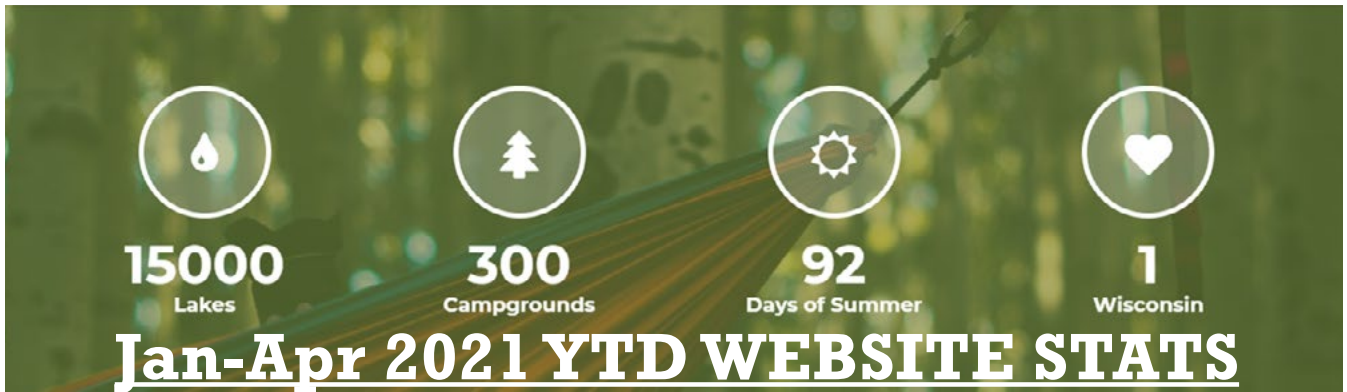
Overall, the 55-64 set continues to be in the #1 place in terms of visitors to our website not only in new users to our site, but in total users.

As you can see, the 18-24 year group is falling back into that last spot - but again, don't let that fool you! Looking deeper into comparison months later in the report, you'll note that is a group continuing to grow, and therefore one you'll want to target in some way with your social media campaigns. They have kids and are starting to have money...make sure you connect with them on Instagram!

#### What device are people using?



Device	Users	New Users
1. mobile	4,304	4,155
2. desktop	3,375	3,161
3. tablet	409	393



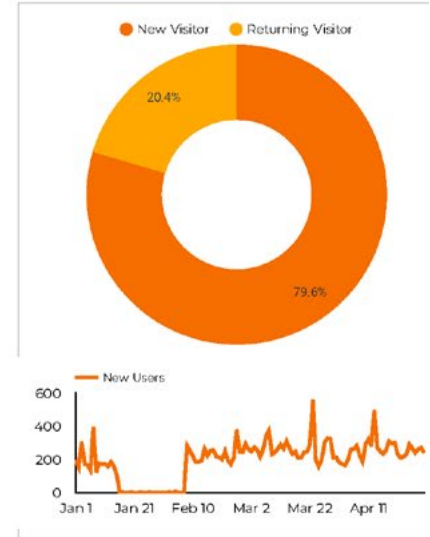
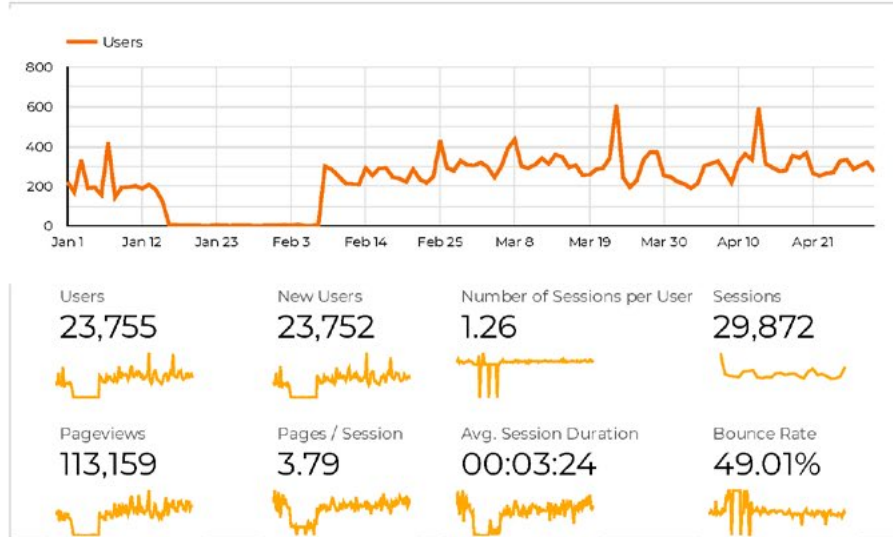
## WACO Year to Date WEBSITE ANALYTICS

Jan 1, 2021 - Apr 30, 2021

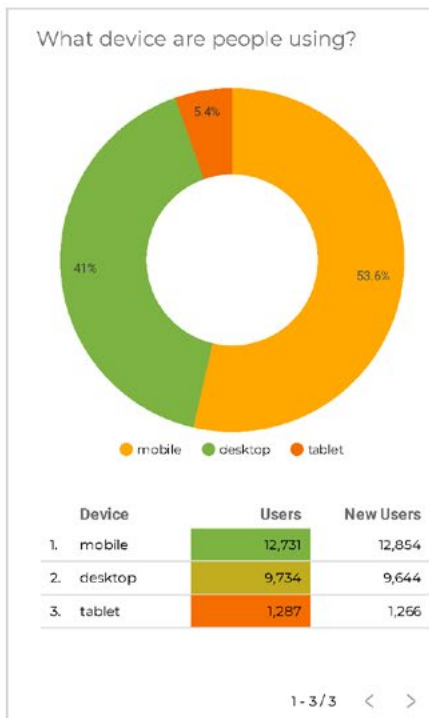
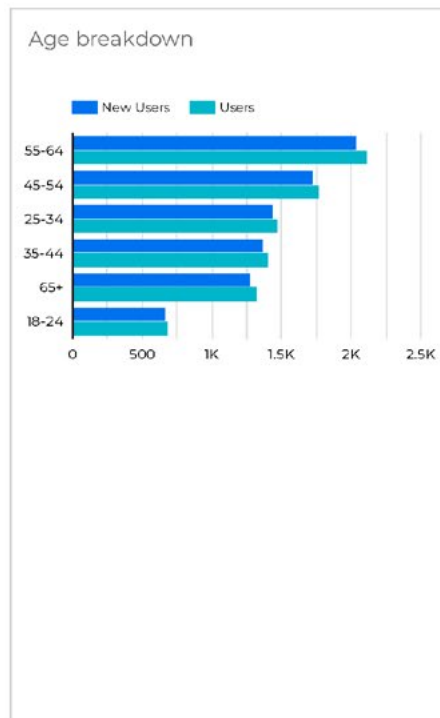
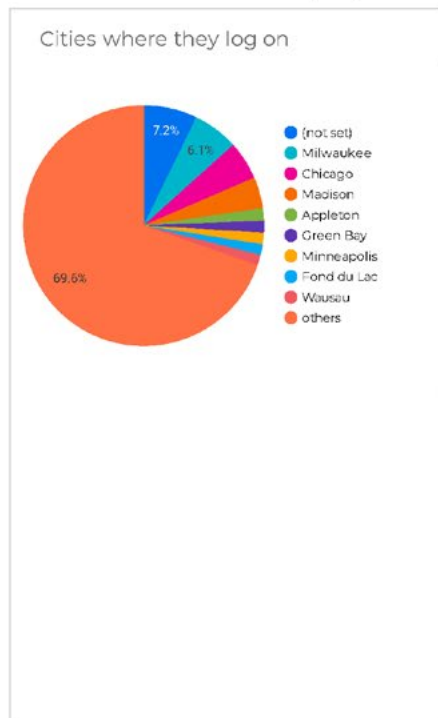
Channel

Device

### Your audience at a glance



### Let's learn a bit more about people who visit our website!







## 1. Facebook

Jan 1, 2021 - Apr 30, 2021	4,609	99.74%
Jan 1, 2020 - Apr 30, 2020	612	98.87%
% Change	653.10%	0.88%

## 2. Pinterest

Jan 1, 2021 - Apr 30, 2021	7	0.15%
Jan 1, 2020 - Apr 30, 2020	5	0.81%
% Change	40.00%	-81.25%

## 3. Instagram Stories

Jan 1, 2021 - Apr 30, 2021	3	0.06%
Jan 1, 2020 - Apr 30, 2020	0	0.00%
% Change	100.00%	100.00%

## Jan-April 2020 vs Jan-April 2021 Website Visitors from Social

Sessions: 38.69%

29,872 vs 21,538

Sessions via Social Referral: 646.53%

4,621 vs 619

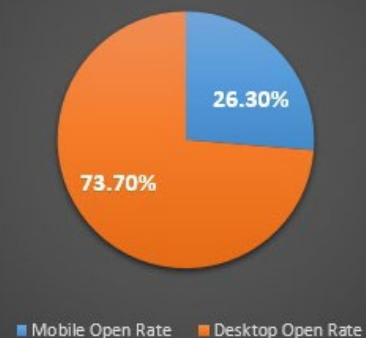


## April 2021 Email Stats

### 2,858 Total Sends in April 2021



### Open Rate by Device April 2021



## Top 5 Emails by Open Rate for April 2021

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
Campgrounds Sales & Use Tax	252	119	49%	31.50%	68.50%	45	37.80%
Guest Services Training: Sign Up Reminder	254	103	42%	21.60%	78.40%	18	17.50%
Final reminder: Trade Members: Post Convention Follow Up	168	65	40.40%	19.20%	80.80%	17	26.20%
Lifeguarding Shallow Water	252	98	40.20%	23.90%	76.10%	1	1%
April 2021 Newsletter	416	159	39.60%	22.60%	77.40%	85	53.50%

# INDUSTRY INFO

- Households that identify as RV'ers increased by 1.7 Million in just ONE year from 2019-2020.  
**Approx. 13 Million US RV'ing households.**
- Active camper households in the U.S. in 2020:  
**86.1 million**
- Previously, most campers stayed within 50 miles from home. But IN 2020, **MORE CAMPERS VENTURED 100 TO 150 MILES FROM HOME TO CAMP.**
- Number of FIRST-TIME CAMPER HOUSEHOLDS in 2020: **10.1 million**

## WHO ARE THESE FIRST-TIME 2020 CAMPERS?

- The first-time camper in 2020 is diverse and young. Here's what else we know about them:
- Nearly 60% are under the age of 40.
- 6-in-10 are from non-white groups.
- One-fourth are Black.
- 41% have a household income of \$100,000 or more.
- Three-fourths are households with children.
- 6-in-10 purchased some type of camping gear for their first camping trip.
- Two-thirds stayed at campgrounds with at least some amenities and services.

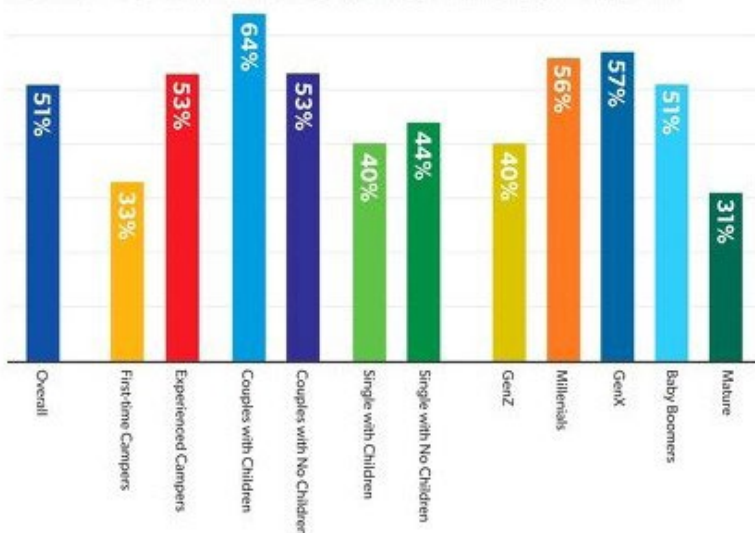
## THE YEAR AHEAD

### FORECAST: 2021 CAMPING SEASON

As the world continues to deal with the COVID-19 crisis into 2021, North American campers intend to continue camping.

Campers intend to increase their trips in the coming year. This result is most prominent among GenX and millennial campers, though the biggest improvement over 2019 is observed among boomers.

#### PERCENTAGE WHO PLAN TO INCREASE CAMPING TRIPS IN THE NEXT YEAR (2021)



BASED ON A SURVEY OF 1,276 LEISURE TRAVELERS,

**56 MILLION AMERICANS**

PLAN TO GO RVING THIS SUMMER IN AN RV THEY RENT, OWN OR BORROW

#### TOP 3 REASONS



**01**

Increased Interest in Exploring the Outdoors



**02**

Expanded Flexibility through Work and/or School



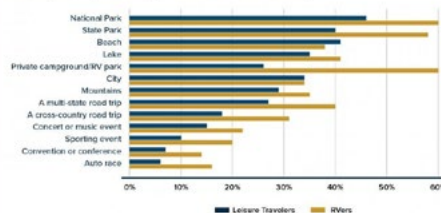
**03**

Wanting to Travel with Family

#### WHERE ARE THEY GOING

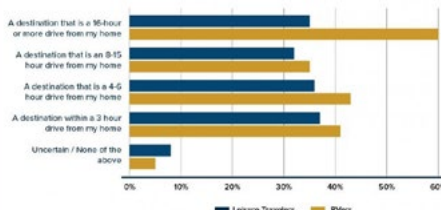
##### Travel Destinations

National parks are the most popular destination type overall, followed by state parks and beaches. RVers are much more likely to visit a variety of destinations, whether it's state or national parks, or private campgrounds and multi-state road trips.



##### Travel Distances

RVers are almost twice as likely as other leisure travelers to take a long distance trip.



#### RVING IS A YEAR-ROUND ACTIVITY

**65 MILLION AMERICANS**

PLAN TO TAKE AN RV TRIP IN THE NEXT YEAR

**34% OF LEISURE TRAVELERS**

PLAN ON RENTING AN RV IN THE NEXT YEAR

**91% OF RVERS**

**6**

**60% OF ALL LEISURE TRAVELERS**

INTEND TO TRAVEL MORE OR THE SAME IN THE NEXT 6 MONTHS



# What is Treasury Management and How Can it Help My Business?

*Respectfully Submitted by Blackhawk Bank*

**B**usiness ownership comes with many responsibilities, one of them is managing financial assets. Managing the cash takes careful consideration, and can have a direct impact on other areas of your business.

**A** number of business owners turn to Treasury Management services, as they offer custom solutions and easy-to-use financial tools for businesses of any size. If you're unfamiliar with Treasury Management, you may have questions. Here, we've provided a breakdown of the benefits to help you become a little more familiar.

## **WHAT IS TREASURY MANAGEMENT?**

Treasury Management is customized solutions designed to simplify financial operations and strengthen the bottom line. It manages cash inflows and outflows, maximizes profits, and helps ensure a business has enough cash on hand to operate effectively. Treasury Management accomplishes this through a variety of services, all of which are customized to fit the specific needs of a business.

Additionally, Treasury Management can help mitigate financial, operational, and reputational risk by providing tools to better understand the financial state of a business. Clients can utilize reporting solutions to improve forecasting, decision making and cash management

## **HOW CAN TREASURY MANAGEMENT HELP MY BUSINESS?**

### **Improve Cash Flow**

Payment Solutions enable businesses to gain more control over cash flows in and out of the company. Expenses are reduced by automating payable and receivable payment processing, and accurate reporting allows you to track and report payments and integrate into internal systems.

### **Protection Against Fraud**

Arguably, a significant benefit of using Treasury Management solu-



tions is the additional fraud protection measures to help safeguard accounts. With solutions such as Check Positive Pay, ACH Positive and Account Alerts, business owners will be able to see in real time if their business is being targeted, and act swiftly.

### **Increase Efficiencies**

Another key benefit of Treasury Management is the increase in efficiency and streamlined operations. Instead of manually initiating and authorizing payments, Treasury Management provides a quick and easy access to digital resources for electronic banking. Having data at your fingertips can help to streamline the entire process.



### **Reduce Processing Delays**

Treasury Management allows business owners to automate some tasks which reduces processing delays. Through digital payments and wallets, businesses are able to offer customers the best service possible, without any interruption.

### **ARE YOU INTERESTED IN TREASURY MANAGEMENT?**

We want to help our business clients succeed in every way possible, including the management of business assets. Your cash flow is important to us, which is why we have a dedicated team of people who are ready to help you with your Treasury Management needs. Are you ready to get started with Treasury Management solutions? Contact us today!

## **WANT TO MAKE A DONATION TO THE GILBERT BROWN FOUNDATION? WE DO TOO!**

**If you're ready to grow, it's time to speak with a banker that understands the campground industry and, more importantly, the nuances of your specific business.**

**Meet with a Blackhawk Banker before June 30, 2021 to discuss a business opportunity and we will donate \$100 in your name to the Gilbert Brown Foundation!**

**Are you ready for a different kind of bank?  
To speak with our Campground Specialists, [visit our website!](#)**

## **Are you ready for a different kind of bank?**

**Blackhawk Bank is a Wisconsin-based community bank specializing in consultation and advice-driven relationships.**


When you work with Blackhawk Bank, you'll find a true advocate and dynamic financial partner:

- Business transition and succession plans to help protect what you've worked hard to build
- Website and HR consultation
- Alternative payment plans
- Merchant Services with many options to accept credit and debit cards

**800.209.2616**

**[blackhawkbank.com/phil-whitehead](https://blackhawkbank.com/phil-whitehead)**

**Blackhawk Bank**

MEMBER FDIC  EQUAL HOUSING LENDER

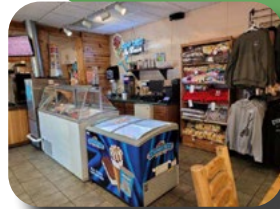


**Abigail Campbell of Wanna Bee Campground won April's HIDDEN IMAGE game!**

**Abigail was our April winner of a \$100 Kwik Trip gift card - congrats to you!**

**Watch next month for a new HIDDEN IMAGE!**

**GREAT TO SEE STORE SET UP IDEAS WHILE VISITING EVERGREEN CAMPSITES & RESORT**



**CONGRATS!**



**Congrats to Sarah Krause, our WACO Director, for being nominated by the Mosinee Area Chamber of Commerce for the Governor's Rising Star in Tourism Award and the Governor's Excellence in Service Award!**

**THANK YOU**



**WE APPRECIATE THE VISIT AND BEAUTIFUL FLOWERS FROM WILDERNESS CAMPGROUND!**

**DIRECTORY CHECK**

**Checking to make sure the WACO Directories are highly visible at travel stops!**







# Board of Directors

The WACO Board of Directors consists of dedicated members focused on determining the best options for your association. If you have ideas, questions, or want to get more involved, reach out to one of them or the WACO office. *Here is your new 2021 Board of Directors!*



 <p><b>Scott Kollock, President</b> Vista Royale Campground <a href="mailto:skollock@uniontel.net">skollock@uniontel.net</a> 715-335-6860 2021-2024 1st Term</p>	 <p><b>Patricia Lombardo, Director</b> Equity Lifestyle <a href="mailto:patricia_lombardo@equitylifestyle.com">patricia_lombardo@equitylifestyle.com</a> 312-533-7255 2019-2022 1st Term</p>
 <p><b>Bud Styer, Past President</b> Jellystone Park™ Fort Atkinson <a href="mailto:mrbud@budstyerassociates.com">mrbud@budstyerassociates.com</a> 608-592-2128 2021-2022</p>	 <p><b>Brian Huth, Treasurer</b> Camping in the Clouds <a href="mailto:Brianhuth22@yahoo.com">Brianhuth22@yahoo.com</a> 920-422-4315 2020-2023 1st Term</p>
 <p><b>Mike Dricken, Director</b> Lake Lenwood Beach and Campground <a href="mailto:mmdricken@gmail.com">mmdricken@gmail.com</a> 262-334-1335 2016-2022 2nd Term</p>	 <p><b>Peter Hagen, 2<sup>nd</sup> Vice President</b> Pride of America <a href="mailto:petehagen@camppoa.com">petehagen@camppoa.com</a> 800-236-6395 2020-2023 1st Term</p>
 <p><b>Ashley Weiss, 1st Vice President</b> Wilderness Campground <a href="mailto:mweiss@wildernesscampground.com">mweiss@wildernesscampground.com</a> 608-297-2002 2018-2024 2nd Term</p>	 <p><b>Rob Brinkmeier, Director</b> Merry Macs Campground <a href="mailto:camp@merrymacscampground.com">camp@merrymacscampground.com</a> 815-541-4934 2020-2023 1st Term</p>
 <p><b>Laurie Adams, Secretary</b> Baraboo Hills Campground <a href="mailto:camp@baraboohillscampground.com">camp@baraboohillscampground.com</a> 608-356-8505 2018-2024 2nd Term</p>	 <p><b>Kristi Mlodzik, Director</b> Duck Creek Campground <a href="mailto:duckcrg@frontier.com">duckcrg@frontier.com</a> 608-429-2425 2021-2024 1st Term</p>
 <p><b>Mark Stefan, Director</b> Grand Valley Campground <a href="mailto:info@grandvalleycampground.com">info@grandvalleycampground.com</a> 920-394-3643 2018-2024 2nd Term</p>	 <p><b>Sarah Krause, Director</b> River's Edge Campground <a href="mailto:camp@riversedgewisconsin.com">camp@riversedgewisconsin.com</a> 715-344-8058 2021-2024 1st Term</p>
 <p><b>Scott Grenon, 3rd Vice President</b> Tunnel Trail Campground <a href="mailto:scott@tunneltrail.com">scott@tunneltrail.com</a> 608-435-6829 2019-2022 1st Term</p>	 <p><b>Deneen Peterson, Director</b> Stoney Creek RV Resort <a href="mailto:info@stoneycreekrvresort.com">info@stoneycreekrvresort.com</a> 715-597-2102 2021-2024 1st Term</p>
 <p><b>Jim Button, 2021 ARVC Representative</b> Evergreen Campsites and Resort <a href="mailto:evergreencampsites@gmail.com">evergreencampsites@gmail.com</a> 920-622-3498</p>	 <p><b>Lori Severson, Executive Director</b> Severson &amp; Associates <a href="mailto:lori@seversonandassociates.com">lori@seversonandassociates.com</a> 608-792-5915</p>



**Watch in June's Newsletter for an updated committee listing.  
If you have an idea or question you'll know just who to approach!**





## **WACO OFFICE**

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Ettrick, WI 54627

WACO Phone (608) 525-2327

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**Severson & Associates**

Phone (608) 525-2323 | Fax (608) 525-2328

**[lori@seversonandassociates.com](mailto:lori@seversonandassociates.com)**