

WACO NEWS

OCTOBER 2021



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These past two months, our staff was fortunate to attend the Fall Workshops & Tours. What an eye-opening adventure during both sessions! The lessons learned, ideas gathered, and experienced gained were phenomenal. Connecting with our members and hearing firsthand what they need from our office, the value from our benefits, and appreciation from our resources was terrific. Thank you to all who hosted, and if you're tossing around the idea of hosting next year - DO IT!

Letter from the Executive Director

Lori Severson, Executive Director of WACO



The spooky season is upon us, and so are all those winterizing, end-of-season, and end-of-year projects! Take a moment to breathe, carve a pumpkin, and enjoy some "witches brew." After your pause, make some lists. Some for accounting purposes, for closing up shop for the season, success in 2022, and gratitude. Take five minutes to list out what you're grateful for in this past season!

- The employee that didn't call in sick instead of the five that did.
- The power staying on during that crazy wind storm.
- The seasonals who stepped up to help clean the day after your busiest event.
- The money you raised to help others.

Take the time to appreciate the good stuff before we move on to the next season!

Now that we have a moment to take a breath let's look at what we need to do to begin our marketing adventure for next year! I heard the moan from here! Let's see how WACO can make it easier!

inside...



Members Visits & Fall Workshops

P. 23



Guess Who's Coming to Convention?

P. 8

Letter from your E.D.	P. 1
Letter from President	P. 3
ARVC Update	P. 5
Pool Code Timeline	P. 6
ARVC Update	P. 7
Convention Updates	P. 8
GBF Updates	P. 9
Financial Forte	P. 10
In the Know	P. 12
Social Media & Website	P. 14
Member "Audit" Benefit	P. 19
Pollution Insurance	P. 20
RV Shows & Fall Tour Highlights	P. 22
Board Member Listing	P. 27



Are you dreading going to shows? It's hard to replace the person-to-person aspect of doing shows, especially if your seasonal spots are all filled. You might decide that using the Directory Distribution Program WACO offers makes more sense for you! The average cost per show when you attend ends up being around \$1,000 by the time you include travel, lodging, and food. If you have WACO do all seven shows (usually closer to 11), you can get it done for \$1700. \$7000 vs. \$1700...hmmm. Don't have a brochure done? No worries! We have a graphic artist we work with to assist you in getting your brochure completed. The most important things we need to send them are your ideas, pictures, and logo. We have two great people that work very reasonably for WACO, so give that a try!

The printing program just can't be beaten for a very economical way to get enough brochures distributed to all the shows and hand out to your customers. We are happy to help you work through that if you choose to print with us. One great example - and a way to boost relationships with your neighboring businesses - is putting together a site map on which they can purchase ads! Sell your business card size ads for \$350 to \$500. Sell 12 ads at \$500 and generate \$6000 in revenue. Use \$1299 to pay for the 30,000 11x17 flyers leaving you with over \$4,700 to spend on your other advertising needs! If you charge \$350, you will generate \$4200, leaving over \$2900, so even the smallest parks can use this formula! Think about places your campers visit and spend money, like gas stations, wineries, craft stores, antique stores, gyms, coffee shops, and grocery stores. Need help or have questions about this program, just call Carla or me, and we will walk you through it!

Your ad in our WACO directory gets distributed to over 300,000 customers when it's all said and done. We have some overlap during the winter months, but a distribution system like this is hard to beat. More and more welcome centers, chambers, and visitor bureaus aren't taking bulk orders of individual flyers, so our directory gets you in front of those customers looking for your campground that may not have otherwise seen your ad. Just like any other WACO program, we get more done working together for sure!

Review your social media! Did you know you can schedule Facebook posts so you can work on them during the winter? Continuous advertising like this keeps your guests engaged all year round. Your WACO office also can help you put together short videos called Cheese Bytes that help our campers relate to what you have to offer.

Review your activity schedule. Do you need one? Did it work, or was it WORK? Did you create camper nights, excitement, additional revenue, or more stress? We have to look at each thing we do, especially with the shortage of help, and ask ourselves, does this make my campers happy enough to talk about the event and create some excitement? Did I lose more money than I can hope to generate back? If so, was there another reason or benefit?



Display idea for Mini Golf Supplies at KOA Fond du Lac / Kettle Moraine

Do you have a snack shack, restaurant, bar, or tiki bar? I recently read this excerpt from one of the bar/restaurant magazines on increasing revenue and thought it was interesting. It was called "More butts in seats."

A better plan is to first focus on increasing the check average. Of course, the natural question is, "What's the best way to do that?" My answer? Table maintenance. Sounds strange, right? But it's true because table maintenance helps drive second beverage sales. And improving second beverage sales is the #1 most effective way for increasing average guest spend.

Imagine a server with a four-table station. The restaurant does two seatings a night, which means she waits on eight different tables over the course of the evening. If you can keep her on the floor, in her station, focusing on clearing empty glassware and offering additional drinks, she will inevitably drive more revenue.

Let's assume she sells one additional drink — not a round, but just a single drink — on each of those tables. Some people get a beer, while others order something more expensive, like a glass of wine. On average, let's say a drink costs \$10. If she sells an extra drink on every table, that's \$80 in additional revenue for the restaurant. And that might not sound like much, but if there are five serv-



ers on the floor that turns into \$400 at the end of the night. Extrapolate out and that's \$2,800 at the end of the week. By the end of the month, that's an additional \$12,000. By the end of the year — simply by focusing on getting one additional drink onto every check — your service staff will have generated nearly \$150,000 in additional revenue for the restaurant. Is there anyone out there who couldn't use an extra \$150K at the end of the year?

Notice we're not getting another round of drinks on each table, just a single drink. And we're not doing anything beyond simply getting your staff to focus on the fundamentals. Put this into practice and I promise you will see a profound difference by the end of the month.

I think it's imperative to look to other industries to improve and constantly learn. It's crazy how you can get just one great idea, and it makes a world of difference. Remember Zig Ziglar's "If you keep doing what you're doing, you'll keep getting what your getting!"

Another article I read talked about making simple edits to your menu, whether a snack shack or a full restaurant. They suggested identifying the most popular items in each menu category and raising the price by 10%. With today's workplace shortage, I'm not sure that's even enough. It will increase the price very little in many cases, but the effect on the bottom line is huge! I want to thank all of you who attended fall workshops and expressed your ideas and thoughts to our staff! It's so nice to hear people talk about the improvements we've made in such a positive way! We totally under-

stand how important it is for us to fix what's wrong, but the comments about our newsletter, communication, and Facebook were just thrilling to hear! Our staff works so hard, and you know how great you feel when the campers make positive comments. We sure think the same about all of you! After the last workshop, my staff was in 7th heaven and are ready to work hard to make things even better! Your kind comments were appreciated more than you will ever know!

Finally, I am very grateful to all of you who helped the Gilbert Brown Foundation this year. We DOUBLED what we have done, and it's crazy how many wonderful campers are looking for your events each year! Your seasonals and you have made such an incredible difference to so many people! Please know your efforts are truly appreciated, especially this year when we know how incredibly busy you were!

We look forward to gathering more information about all the charities you raise money for and creating a big press release. Please send any information to our office, and we will begin putting it all together!

Sincerely,
Lori Severson
Executive Director
Wisconsin Association of Campground Owners

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



Hello Members!

It was so exciting seeing everyone at the Fall workshops. The turnout

was impressive, and we understand that many of you could not make it because you were home working the campground. We do have a considerable investment to protect, and we all certainly understand this. Here are some things that came out during our tours and board meetings that we would love to have you learn about for the first time or use as a reminder!

1. The overall consensus was that our newsletters and communication are continuously improving. Our office team deserves a ton of credit for that! Thanks, Tina! BUT we also have to give credit to our members who take time to appreciate, interview, give

feedback and ideas for it! We cannot do this ourselves. Danielle – thanks for the Facebook page! Everyone comments on how quickly we can get an answer if it's needed. You do an excellent job monitoring that page, from what I hear! If you want to see something in the newsletter or on our Facebook page, simply – ask for it! Danielle keeps our members-only website filled with all the things you need to operate



Thank you to our host of the October Fall Workshop/Tours, Hickory Oaks Campground!

From the Office of the President

Scott Kollock, WACO Board President

your business. Be sure to use this fantastic tool.

2. Member goodwill – Jim Button does a wonderful job keeping us updated on any membership news, BUT don't hesitate to let us know if we can help someone. We talked about how tricky it is when someone is going through a tough time as some members like to talk about difficult things others heal by going alone – We will always respect your privacy and do what you think is best, but know we are always there if you need us!
3. Our board members are volunteers who work very hard to make things happen. Please try to support them and talk to them. Mike at Silver Springs came up with a great idea to get members to know more about their board members and vice versa. You will be getting more communication from your area board members. They will be reaching out to see if you have questions about the benefits you get by being a WACO member and get to know you to feel more comfortable attending our events.
4. At every campground, we visited we learned something. Maybe it was something you hadn't thought about doing, or perhaps it's something you would never do! Every business model is different, so knowledge is power. We also try to visit other tourism venues as you can learn a lot from them as well. We heard a lot of great comments about the EAA visit! Loads of people taking pictures and putting them on their social media. We need to learn that those pictures say a lot about our business. Does your park have those Kodak moments available, and are you using them?
5. It's great to have social time - network with and learn from fellow owners. Almost every member will tell you they get a lot out of being with other members, asking questions, and learning about their successes and mistakes.

Remember to attend everything you can. Never stop learning! Take time to sit in the woods like I do and make that time for yourself! It usually makes you better at everything you do!

Sincerely,
Scott Kollock, Board President
Wisconsin Association of Campground Owners



Thank you for coordinating the Town Hall for our workshop Bob Gallinger!



The EAA Aviation Center in Oshkosh was a historical treat full of hands on displays and aircrafts!

Kalbus Country Harbor Campground is working on several expansion projects peaking everyone's interest! Our entire group was bubbling over with questions and conversation!



ARVC AREA 3

UPDATE & NEWS

Calling All Parks!

ARVC convention is less than 3 weeks away!
Let's have a strong participation from Wisconsin.



ARVC rolled out a new partnership program for states. This new program is a win for all states in the country, as we will be stronger together. Let's face it we need a national presence just like we need a strong state presence. By working together we can accomplish anything!

arvc.org is your guide to knowledge, it has your;

- Member Benefits
- Young Professional Program
- Current Recalls
- Market Place
- Discounting Partners
- "Savings Calculator"

These are just a few items to scroll through.

Remember "knowledge is power" the more you know the better informed you will be!

Upcoming Calendar of Events:

- Missouri Convention & Trade Show is November 1, 2021
- ARVC Outdoor Hospitality is November 8-11th, 2021 (If you or members of your team are attending please let me know and I would love to connect with you!)
- Prospective Owners Workshop (POW) November 8th at OHCE
- Pennsylvania Convention Trade Show is December 5th, 2021

Thank you for allowing me to be your Representative for "ARVC". Please call me or email me if you have questions!
Until next time- warm regards.

Yours truly,

Jim Button



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



POOL CODE UPDATES

Respectfully Submitted By

Mary Ellen Bruesch, MS, REHS/RS, DATCP

Our partners at the DATCP have been working closely with our Pool Code Committee, headed by Bob Weiss of Wilderness Campground. We sincerely appreciate all the work they continue to do to ensure campgrounds get a “fair shake” when it comes to upcoming code changes and fee structures.

TIMELINE

- Next draft needs to be completed in December
- Next pool code meeting: November 16th, at which the DATCP will have incorporated the ‘limited use/residential pools’ language.
- Public hearings regarding the code will be held in later January, or in February.

OUR VOICE HAS BEEN HEARD

The DATCP put together criteria and corresponding point system for future fees. They then asked all agencies involved in their conversations for thoughts on the fee structure.

WACO was able to supply their vote in what made the most sense for our overall membership, as did every other agency including organizations like YMCAs and waterparks. We’ve included some clippings from the code below.

For additional information please contact Mary Ellen Bruesch, Mary Ellen Bruesch MS, REHS/RS
Environmental Health Technical Specialist-Public Pools and Water Attractions, DATCP
Division of Food and Recreational Safety, WI DATCP: Maryellen.bruesch@wisconsin.gov

(2) LICENSE CATEGORY ASSIGNMENT. (a) *Criteria.* 1. The department or its agent shall assign a Pool basin to a license category by evaluating the complexity of the Pool basin based on the criteria specified in ATCP 76.06 Table A in this section.

2. The department or its agent shall assign a Pool basin whose point value is 0 to 2, to the simple license category.

3. The department or its agent shall assign a Pool basin whose point value is greater than 2, but not more than 3, to the moderate license category.

4. The department or its agent shall assign a Pool basin whose point value is 3.5 or greater, to the complex license category.

5. If the department or its agent orders a pool closed because of a confirmed waterborne illness outbreak or chemical release incident, associated with the operation of the pool, the department or its agent shall immediately assign the pool to the complex category for the current and following licensing year. If no further outbreaks or closures occur, the department or its agent may reduce the license to the appropriate license category assignment.

(b) *Point values for determining factors for assigning a Pool license category.*

ATCP 76.06 Table A

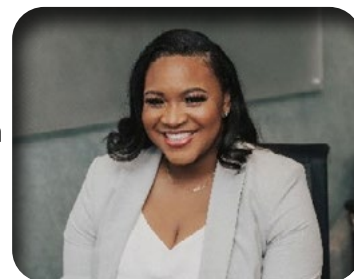
Determining Factors for Pool License Category (per Basin)	Point Value
A. Pool Basin	1.0
B. The pool type is a whirlpool or therapy pool	1.0
C. Choose the applicable recirculation system	
1. Recirculation system is designated to a single pool basin	1.0
2. Recirculation system is shared with another pool basin(s)	0.5
D. Basin square footage is >1999 square feet in area	1.0
E. Pool type is considered a water attraction	1.0

Learning Opportunities

Navigating Your Career In The RV Industry Workshop



The RV Women's Alliance set their "Navigating Your Career in the RV Industry" virtual workshop date for Thursday, October 28, from 12 noon - 2 pm EST (11 am - 1 pm CST). Keynote speaker includes Chandria



Chandria Harris, CEO & Founder, HireCultures

Harris, CEO & Founder, HireCultures. Harris, described as a "lifter of people, utilizes a strategic and intuitive approach to guide clients out of their comfort zones while minimizing discomfort and amplifying desired results." She is an award-winning Global Career Development Consultant and speaker, believes wholeheartedly that people succeed beyond their challenges. Panel speakers also include Debbie Brunoforte, CEO & Owner of Little Dealers, Little Prices, Susan Carpenter, President of the RV Women's Alliance, and Renee Jones, Head of Marketing for THOR Industries. Never hurts to know what the RV industry is talking about!

OFF-SEASON EDUCATION

The off-season is our time to brush up on skills, train management potential, and get not only our campgrounds but our staff prepared for a successful season in the Spring. [LinkedIn's Learning platform](#) may be an excellent opportunity to get some coursework in without breaking the bank if you have some training needs! Did you know that [LinkedIn](#) offers a 30-day free trial of their [online learning sessions](#)?

Topics vary from software training for Microsoft Excel to Electronic Fundamentals. Once concluded, your 30-day trial changes to \$29.99/mo to continue, and you can cancel at any time. You can save yourself 30%+ by going the annual route, dropping the rate to \$19.99/mo. Below are some examples of what you can find on their platform!

Use this search tool to find issues that matter to YOU and share them with the WACO Office. As we build our tracks for Owners, Managers, and Employees for the 2022 Convention, we want to ensure the information you want is what we provide!



COURSE
The Six Morning Habits of High Performers

By: Chad M. Decker and 1 other connection like this



COURSE
Social Media Marketing Trends

By: Brian Honigman



COURSE
Marketing: Copywriting for Social Media

By: Michaela Alexis



COURSE
Leading and Motivating People with Different Personalities

By: Kwame Christian



When you're caught off guard
Jun 2018 • From the course: Communication Foundations
123,530 learners



Understand profit and loss
Sep 2016 • From the course: Developing Business Acumen
74,268 learners



VIDEO
Building a budget in Excel
May 2018 • From the course: Excel for Corporate Finance Professionals
14,626 learners



VIDEO
Profit and loss statements and balance sheets
Aug 2019 • From the course: Finance Foundations for Solopreneurs
8,150 learners



COURSE
Accounting Foundations: Budgeting
By: Jim Stice and Kay Stice • Apr 2019
48,261 learners • Skill: Budgeting



VIDEO
P&L in Excel
Jan 2019 • From the course: Excel for Accountants
53,975 learners

WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS



59th ANNUAL **WACO** CONVENTION AND TRADE SHOW

MARCH 16-20, 2022
MARDI GRAS CELEBRATION!

Every year our WACO Board members and staff listen to feedback and ideas to ensure our Convention is packed full of information from industry leaders, topic experts, and members who understand the day-to-day JUST LIKE YOU. For example, it was suggested we provide refreshments for the Annual Meeting and BAM! We're having breakfast!

Seriously though, we looked at the topics and tracks that would best serve our membership. This year we're splitting up courses, color-coded in the program, to signify a track geared towards an owner, a manager, or an employee. All workshops are, of course, available for all to attend, but maybe this year, it makes more sense to bring an employee based on what you're seeing. Or perhaps you see value in dividing and conquering - and now you've got an easily identified way to do just that.

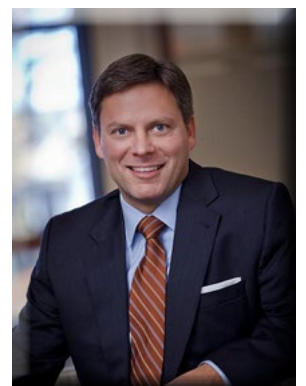
Color Code	Group These Seminars Would Most Benefit!
GREEN	Campground Owners
YELLOW	Campground Managers
PURPLE	Campground Employees
BLUE	Young Professionals – 40 & Under

SPEAKER ANNOUNCEMENTS

We are proud to announce that joining us for this year's Legislative Luncheon will be WMC's President, Kurt Bauer! Mr. Bauer will likely join other inspirational and hopeful leaders that will encourage the kinds of activity our businesses need to thrive in 2022 and beyond. More on that as our confirmations roll in!

Other speakers specific to your business needs include:

- New Pool Code (which will include the new fee structure for 2021) with Mary Ellen Bruesch from DATCP
- Death In The Workplace and Other Tough Topics presented by Mary Bauer of the Dept. of Labor/OSHA
- Navigating the Americans with Disabilities Act in Your Park with Bill Botten, ADA Representative
- Legal Eagle: Covering the legal topics you're curious about with Mark Hazelbaker, WACO's Attorney



Putting the “FUN” back in Fundraising

CAMPGROUND	FUNDS RAISED
Great River Harbor	\$44,757
Champions Riverside Resort	\$29,140
Duck Creek	\$25,500
Scenic Ridge	\$15,469
Pineland Camping Park	\$12,410
Wilderness Campground	\$10,525
Stoney Creek	\$7,750
Sand Haven Campground	\$7,100
Oakwood Bar Restaurant & Campground	\$6,607
Pride of America	\$5,307
Diamond Lake Campground	\$5,000
River Bend RV Resort	\$4,554
Green Lake Campground	\$4,194
O’Neil Creek Campground	\$4,003
Jellystone Fort Atkinson	\$3,941
KOA Milton	\$3,525
Boulder Creek	\$3,300
Fremont Jellystone RV Resort & Campground	\$3,085
Rustic Ridge Resort	\$3,015
Silver Springs	\$2,864
Rivers Edge	\$2,855
Lake Arrowhead	\$2,851
Heaven’s Up North Campground	\$2,415
Rose’s Enchanted Forest	\$1,900
Whispering Pines	\$1,900
Buffalo Lake	\$1,887
Dells Camping Resort	\$1,570
Oasis Campground & Waterpark	\$1,455
Lake of the Woods	\$1,368
Grand Valley Campground	\$1,316
Snug Harbor	\$750
Baraboo Hills Campground	\$500
Beantown Campground	\$400
Maple View Campsites	\$359
Whiskey Creek Family RV Park	\$340
Lake Lenwood Beach and Campground	\$200
Camping in the Clouds	\$100
Evergreen Campsites	\$100
Vista Royale Campground	\$100
GRAND TOTAL	\$224,412

What an effort - \$224,412 raised by our WACO members for the GBF in 2021! Gilbert gives this group two thumbs up and a HUGE “Thank you!” Thinking back on the beginning of this year and how much this number has grown is inspirational. Your contributions provide mobility for children who feel stuck, create friendships for those who feel lost, and camps for kiddos who crave direction. Thank you for all you’ve done in 2021!



If you want to catch a review of all the good being done with the funds raised by GBF, check out Gravedigga Travels. Highlights of fundraising stops, conversations with legends of the game, and getting a glimpse of everyday life are all included! Tune in on Sundays to catch the newest episode of Gravedigga Travels with Gilbert Brown. The show started last Sunday and airs on:



Fox 25/48 at 9am CST

The CW at 11am CST

**As of October 19, 2021,
our WACO Members
have raised \$224,412
FOR THE GILBERT
BROWN FOUNDATION**

FINANCIAL FORTE

Financial strategy, insurance, legal, and HR are the four most common pain points business owners wrestle with every day. The WACO Association is here to provide helpful tidbits wherever we can. Fortunately, we have Christine Metcalf and her staff at CSAW Associates to assist with our accounting concerns! Her last seven years of experience, specific to the campground industry, gives her a lot of insight, which translates to a lot of help for you.

Resources to help you out!

Happy October, WACO members! It was great getting to see old friends and meet new members at this year's fall workshop! We were honored to be included on this year's panel and be given the chance to help explain some exciting programs and bookkeeping best practices with attendees. If you didn't have a chance to attend, a summary of the information we presented is included in this month's newsletter.

ADA CREDITS

Taxes can be a confusing topic for us all, and with numerous and frequent changes to tax law and deductions, it's hard to keep up! Our group is so fortunate to have a partner like CSAW! One form presented at the October Fall Workshop was specific to ADA credits and how your campground can make the most of them. This year, the government allows up to \$15,000 in deductions and 50% (up to \$5,000) of tax credits if you made changes outlined to equip your park better based on the Americans with Disabilities Act.



Things that would be considered a deduction/credit include:

- Widen doorways
- Remove barriers in walkways for wheelchairs
- Building ramps
- Adding brail to menus

One important note - these changes cannot be a brand new structure but rather an addition to something you already have in place. Check out this [guideline document](#) on the Members page of the website for more information!



CHARITABLE CONTRIBUTION CHANGES



Tax benefits have been expanded in 2021 to encourage charitable contributions, not only for businesses but also for individuals!

Deductions for those who don't itemize, changes to cash donations and percentages of AGI, increase of corporate limits of taxable income and deductions for donated food inventories are all discussed in this [IRS document](#) on changes for 2021.



FINANCIAL FORTE

32 ITEM YEAR-END CHECKLIST

Finally, year-end closing can come and go quickly. In the excitement of wrapping up a season, don't forget about some paperwork and housekeeping that will set you up for success in 2022!

Here are a few examples, and you can [download the total 32 items](#) listed on the WACO website:

- Catch up on bank reconciliations in case they are not up to date. Don't forget your savings accounts, PayPal, and any other cash equivalents. Void any old, uncleared checks if needed.
- Ask employees and vendors to update their addresses in your payroll system so that W-2s and 1099s will reflect the correct address.
- Write off any unsalable inventory. If possible, sell scrap inventory or other waste components.
- Make loan adjustments to reflect interest and principal allocations.
- Get an idea of what your profit number will be. Choose whether you want to maximize deductions to save on taxes or whether you want to reflect more income. Decide what you can defer into 2022 or what you want to have as



part of 2021 results.

- Prepare a budget for 2022 and enter it into your accounting system.
- Take a look at the 2022 calendar to determine which holidays you'll close (and note those in which you'll be insanely busy), and get a copy to your employees.

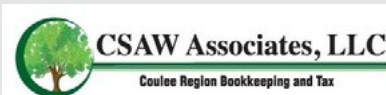
If you have any questions relating to the information we presented or any bookkeeping, tax, or payroll question please don't hesitate to contact us! We are always eager to meet new business owners and love finding ways to help them grow their business.

Whether you are looking to have your current practices reviewed and improved, help with taxes or reporting, or in the market for full-service bookkeeping, payroll, or benefit services CSAW Associates has the tools and experience to get you the services you need at a price you can afford.

Contact us today to learn about how we can work with you to grow your business at 608-779-2143 or by email at couleebookkeeping@gmail.com.



Want to ask a question but feel foolish? DON'T! Other members more than likely have a similar question or would benefit from the answer. Be sure to submit your questions to the WACO office and we'll be sure to pass it along to Chris for an answer in the next newsletter.



CSAW Associates
Christine Metcalf
608-779-2143 | couleebookkeeping@gmail.com

Source links:

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<https://www.wisconsinincampgrounds.com/wp-content/uploads/2021/10/Year-End-Checklist.docx>

ARVC to Offer 60+ Breakout Sessions in 2021



"This year, we have taken what our members told us they needed most following the COVID pandemic, and created engaging breakout sessions with a variety of formats that will allow attendees to customize their learning at the conference," said Susan Motley, senior director of education and events.

ARVC has announced education sessions and a speaker lineup for the [2021 Outdoor Hospitality Conference & Expo \(OHCE\)](#) that caters to multiple learning styles and levels, according to ARVC officials.

OHCE is a four-day event from Nov. 8-11 in Raleigh, N.C. The four educational tracks allow attendees to focus on their preferred sessions depending on their career path and interests.

"We reimagined this year's breakout sessions to allow our attendees to easily customize their learning path during the conference by attending the sessions that best fit their needs, whether that is sticking with one track or picking a variety of sessions to attend across the board," said Motley. "We imagine attendees customizing their track and also choosing sessions based on their learning preferences."

It looks like most show organizers are realizing the importance of offering what the membership or attendees need and want. Our time has become as valuable as our money in most cases - kudos to ARVC for listening to their membership and making adjustments to their conference accordingly!

WHERE CAMPGROUND OWNERS MEET TO LEARN, GROW, AND INSPIRE ONE ANOTHER. TAKE YOUR PARK TO THE NEXT LEVEL AT...

C O E 21

CAMPGROUND OWNERS EXPO 2021
DECEMBER 15-18, 2021 IN BRANSON, MO

MEET YOUR SHOW ORGANIZERS

“The goal is always to improve the bottom line of your campground. We will help you make more money, avoid costly pitfalls, learn and grow through networking, introduce you to suppliers who have products you need, and have fun!”

Bud Styer

See what **50 years** of industry, campground association, and trade show experience can do for owners and managers just like you!

Lori Severson

REGISTER TODAY AT WWW.CAMPGROUNDOWNERSEXPO.COM

JOIN US AT HILTON'S CONVENTION CENTER & PROMENADE AT THE BRANSON LANDING | BRING YOUR WHOLE FAMILY!

GO BACKSTAGE WITH SUCCESSFUL FAMILIES WHO'VE BEEN IN BUSINESS FOR OVER 50 YEARS!

Advertising paid for by Severson & Associates, LLC.

INVESTOR NOTICE

Are you an investor with [Camping World Holdings?](#) If so, you'll want to hop on their conference call Wednesday, Nov. 3. at 7:30 AM CST to hear about their financial results for the third quarter fiscal 2021. They plan to release findings/results before the market opens on that same day. Investors and analysts interested in participating in the call are invited to dial 866-548-4713.

CWH
CAMPING WORLD
HOLDINGS



What Families Want

WCM's Outdoor Hospitality Update spoke about the trend of families taking part in the camping lifestyle and how park owners can meet the needs of families during its weekly Facebook show on Tuesday (Oct. 19) at 3 p.m. EST.

The show is hosted by Ben Quiggle, editor of [Woodall's Campground Magazine](https://woodallscm.com) (WCM), and Mike Gast, former vice president of communications at Kampgrounds of America Inc. (KOA) and a senior writer for RVTravel.com and includes guests Trent Hershenson, vice president of marketing for Leisure Systems Inc. (LSI), which franchises more than 70 Yogi Bear's Jellystone Park Camp-Resorts across North America; and Duncan and Kitty Winship, the owners of Papoose Pond Family Campground & Cabins in Waterford, Maine.

The foursome held interesting conversation about activities, how some larger parks may see guests who normally would've taken an all-inclusive cruise, but choose a campground as a safer vacation option. Other topics covered included newbie campers, education on what camping really is, and the marketing adjustments made to target this different niche marketing.

Check out the recorded episode here: <https://woodallscm.com/watch-what-do-families-look-for-when-camping/>.

RVIA Predicts RV Shipments to Reach 600,000 Units in 2022

In the Fall 2021 Issue of Roadsigns, a quarterly forecast prepared by ITR Economics for the RV Industry Association, RVIA shares their insight and predictions for RV shipments across the country.

"The remarkable production from the RV manufacturers and suppliers is nothing like we have ever seen before, and our new forecast shows the record-breaking streak will continue," said RV Industry Association President & CEO Craig Kirby. "Over the past year, millions of people discovered that RVs are the best way to experience the great outdoors and the many benefits of an active outdoor lifestyle. The demand from these new RV owners, as well as our returning customers, is driving the increased RV production we will continue to see through the remainder of 2021 and into 2022."

Supply chain and staffing shortages were no joke in 2021. The catch up from the supply chain issues are predicted to continue through the end of 2021 until talent can catch up. I think we've all seen the sluggish supply chain impact our business in some way. RVIA fears this will impact 2022 growth as they state "there will be lower RV shipment growth rates in comparison to 2021 because of supply chain issues, inflation, rising interest rates, and slowing economic growth later in 2022."

<https://www.rvia.org/rv-roadsigns-quarterly-forecast>



WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - **SEPTEMBER 2021**

Results from Sep 1, 2021 - Sep 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

September 1 - September 28



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

Page Views

September 1 - September 28

191

Total Page Views ▼33%



Page Likes

September 1 - September 28

29

Page Likes ▼37%



Post Reach

September 1 - September 28

2,738

People Reached ▼6%



Story Reach

September 1 - September 28

Get Story Insights

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

[Learn more](#)

Recommendations

September 1 - September 28

2

Recommendations ▲0%



Post Engagement

September 1 - September 28

192

Post Engagement ▼40%



Videos

September 1 - September 28

25

3-Second Video Views ▼55%



Page Followers

September 1 - September 28

36

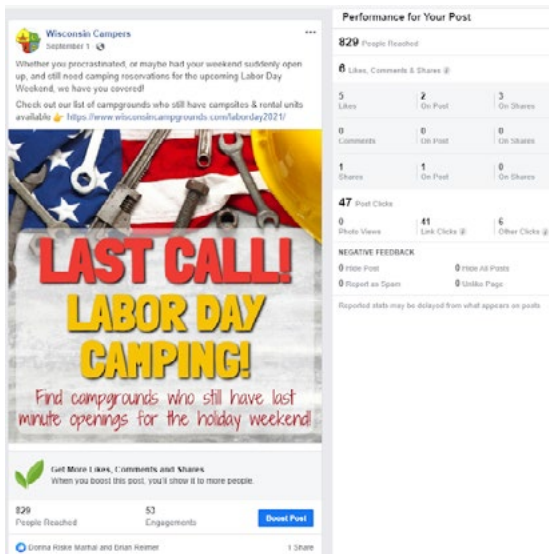
Page Followers ▼43%



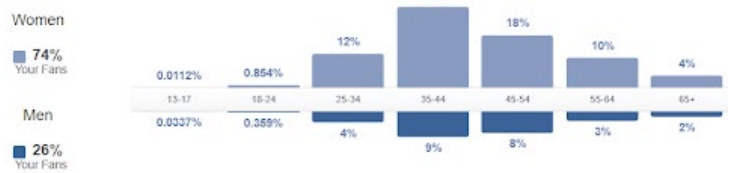
Facebook Insights
Total current likes: 8,926
(+30 from August)

WISCONSIN CAMPERS SOCIAL MEDIA

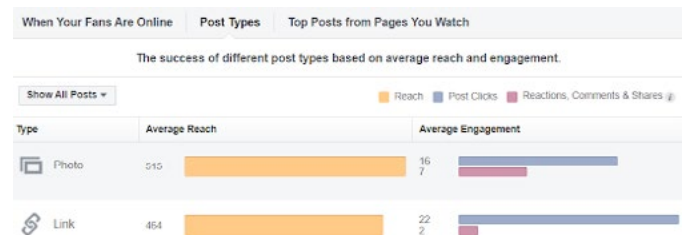
Social Media Insights - **SEPTEMBER 2021**



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.

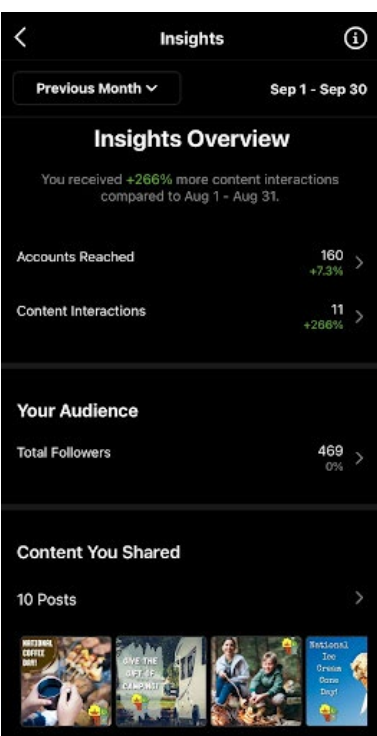


Summary of Page Fans

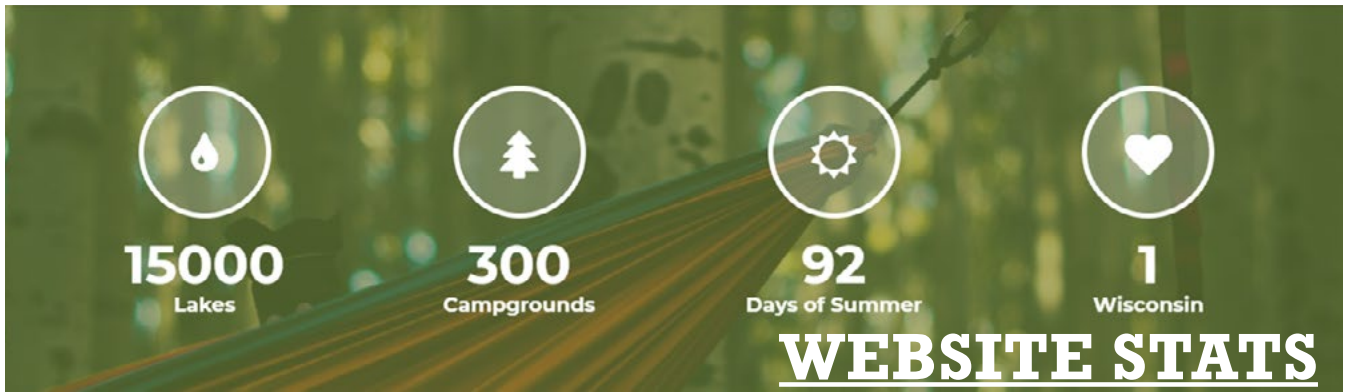


Top Facebook Post

Success By Post



Instagram September Stats



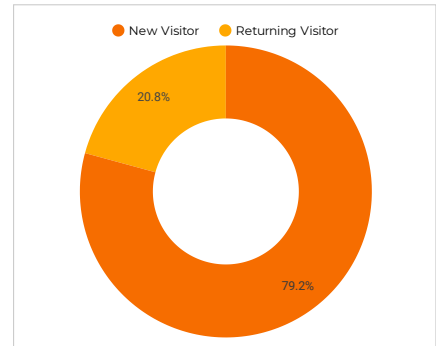
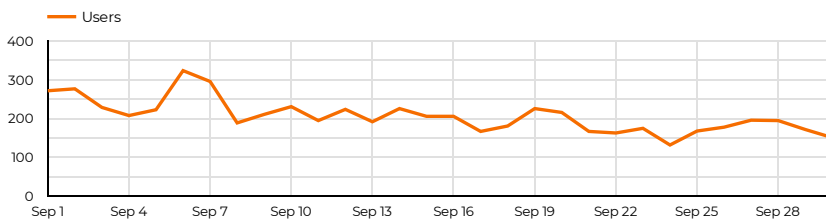
WACO SEPTEMBER WEBSITE ANALYTICS

Channel ▾

Device ▾

Sep 1, 2021 - Sep 30, 2021 ▾

Your audience at a glance



Users

5,600

New Users

5,298

Number of Sessions per User

1.2

Sessions

6,693

Pageviews

22,809

Pages / Session

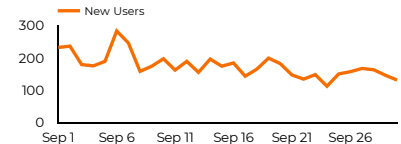
3.41

Avg. Session Duration

00:03:03

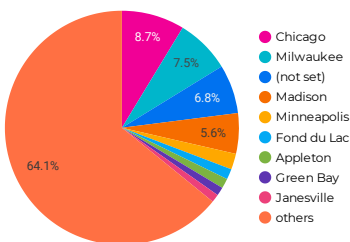
Bounce Rate

52.38%



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

Cities where they log on



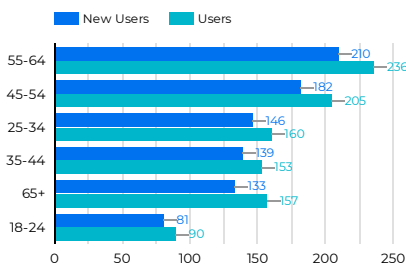
Do you really know your target market?

In years past, campground owners would swear by the "50-mile radius rule" - meaning most guests came from within a 50-mile range of their campground.

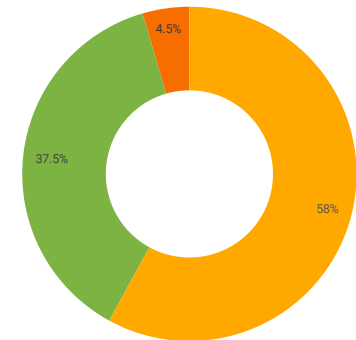
With the current industry boom increasing the amount of campers, the need to travel further to secure a reservation will more than likely continue into 2022.

WACO will keep a close eye on trends like this to help you make better advertising decisions and coordinate our overall efforts!

Age breakdown

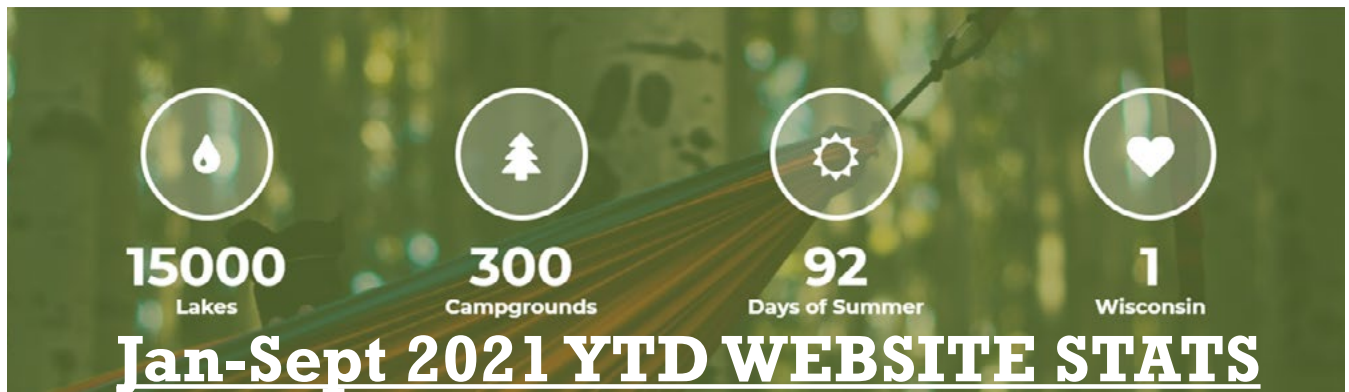


What device are people using?



Device	Users	New Users
1. mobile	3,246	3,115
2. desktop	2,102	1,947
3. tablet	253	241

1 - 3/3 < >



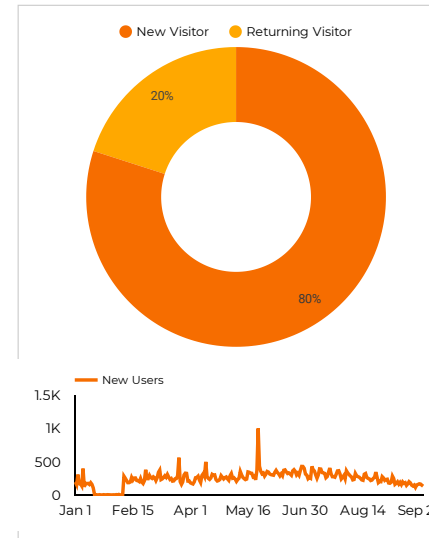
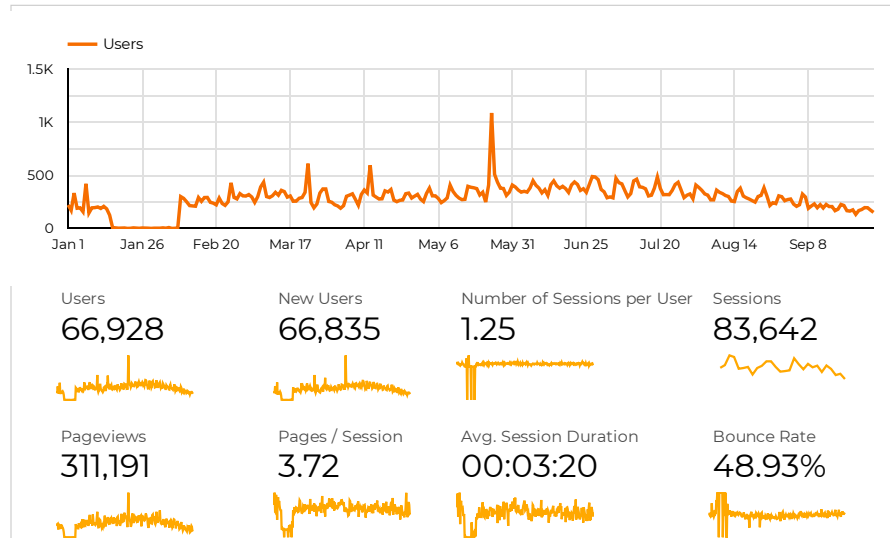
WACO Year to Date WEBSITE ANALYTICS

Jan 1, 2021 - Sep 30, 2021

Channel

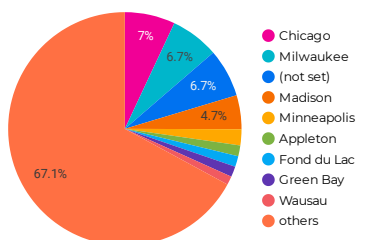
Device

Your audience at a glance



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

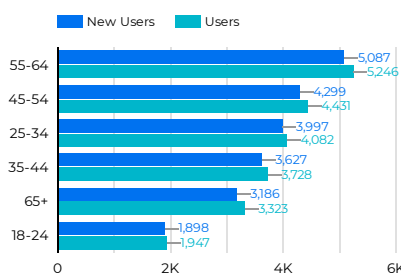
Cities where they log on



Chicago, IL & Minneapolis, MN continue to make their presence known on our pie chart of "where are they searching from."

Recent studies have continued to show that your target market radius is more than likely growing. WACO is continuously looking for new ways to ensure our directories and website, therefore your campground contact information, is getting into the hands of those who will travel to WI.

Age breakdown



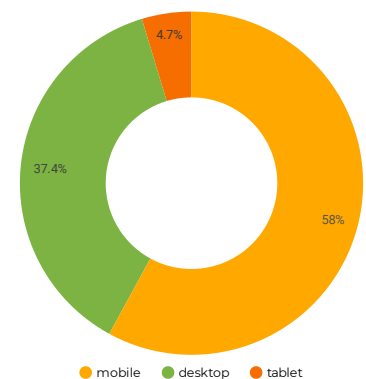
Overall, the 55-64 set continues to be in the #1 place in terms of visitors to our website not only in new users to our site, but in total users.

However, combined ages 25-54 make up our largest group of website visitors - be sure to think of their likes and interests when making your Facebook posts!

Still seeing that 18-24 year old range growing - that's one to keep in mind when you're posting pics on Instagram and if you use TikTok!

Take a closer look at the YOY charts for trends.

What device are people using?

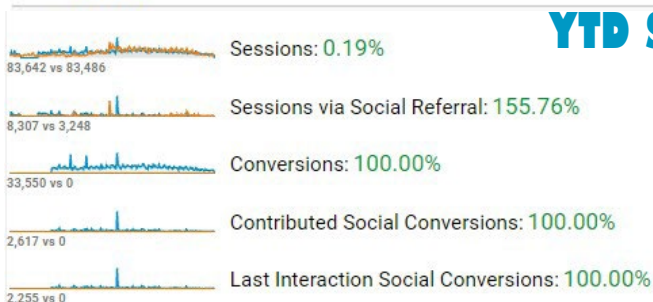


Device	Users	New Users
1. mobile	38,823	38,805
2. desktop	25,039	24,972
3. tablet	3,130	3,103



Jan-Sept 2020 vs Jan-Sept 2021 Website Visitors from Social Media Sessions

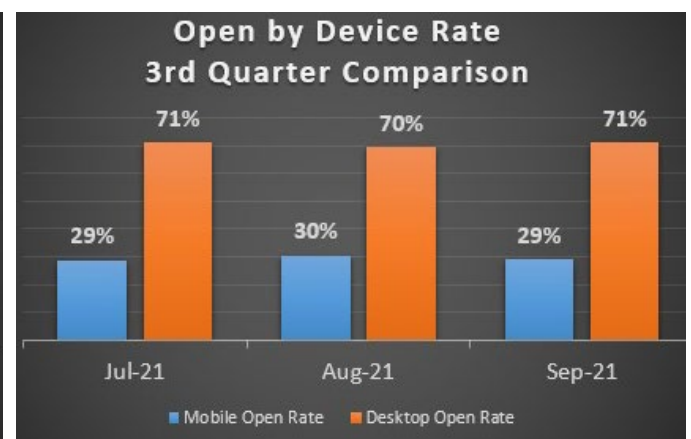
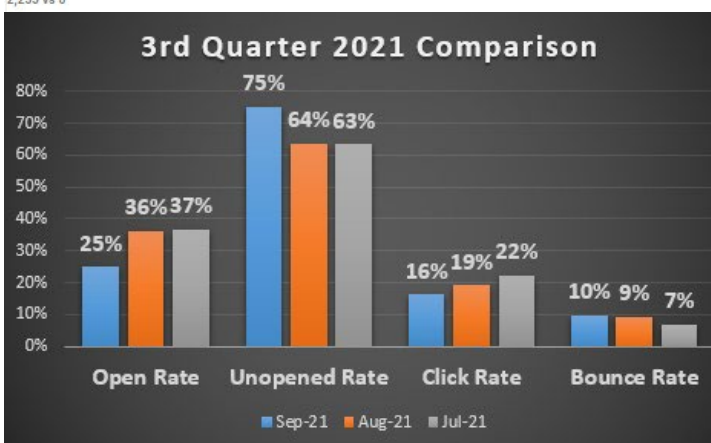
Social Network	Sessions	% Sessions
1. Facebook		
Jan 1, 2021 - Sep 30, 2021	8,280	99.67%
Jan 1, 2020 - Sep 30, 2020	3,210	98.83%
% Change	157.94%	0.85%
2. Pinterest		
Jan 1, 2021 - Sep 30, 2021	19	0.23%
Jan 1, 2020 - Sep 30, 2020	25	0.77%
% Change	-24.00%	-70.28%



YTD Social Media Referrals to Website



Q3 2021 Email Stats



Top 5 Emails by Open Rate for September 2021

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
Thoughts & Prayers: Glacier Valley	255	138	56.80%	22.70%	77.30%	0	0%
Get Members-Only Health Plan from UnitedHealthcare (From WMC)	257	108	44.10%	20.30%	79.70%	6	2.40%
REMINDER (2): Fall Workshop Sign-Up	257	107	43.50%	33.80%	66.20%	33	13.40%
Proposed Bank Reporting - From Blackhawk Bank	257	102	41.50%	28.70%	71.30%	38	15.40%
September 2021 Newsletter	428	169	41.40%	26.10%	73.90%	82	20.10%



Sales & Income TAX ADVISORY NETWORK

Offered by Holly Hoffman, from Sales & Income Tax Advisory Network

What if you could have a top Wisconsin sales tax professional and former Wisconsin Department of Revenue auditor available to answer your day-to-day tax questions, provide training, and represent you in a sales tax audit for \$105 per month? YOU CAN!

SALES TAX AUDIT PROTECTION PLAN*

- Access to Holly Hoffman, tax professional/former WI Dept of Revenue auditor, to answer your sales and use tax questions as they arise
- Guaranteed sales & use tax audit defense by Holly Hoffman
- Monthly tips and strategies to reduce your audit risk
- Sales & use tax training webinars
- Annual on-site review to prevent unforeseen audit actions
- For \$105 per month, receive advisory services, training, and sales tax audit representation to ensure you are not high risk to be selected for an audit and, if selected, you are fully prepared to defend your business for no additional cost.

*NOTE: Protection Plan not available to businesses who have received an audit notice prior to enrolling in the plan or that are currently under audit. (Audit defense services require an initial \$1,000 retainer and is billed at \$200 per hour.)

WACO MEMBERS SPECIAL OFFER

Sign up for the Sales Tax Audit Protection Plan to receive a complimentary sales & use tax compliance assessment (valued at \$1,000). Pay the 12 month contract upfront and receive a 10% discount (total price \$1,134).

A Sales and Use Tax Compliance Assessment is a high-level review of your sales and use tax system at your business location.

The half day assessment includes a review of the following:

- Previous four years of sales tax returns
- Sales and use tax policies and procedures
- Sales Exemption certificates
- Purchases

During the assessment you will learn:

- What auditors look for
- Answers to your tax questions
- Any activities that may cause an audit of your business, and
- Opportunities for refund claims will be identified.

DO NOT RISK ANOTHER DAY, CALL HOLLY NOW AT (715) 498-4164 OR EMAIL hhoffman@salesandincometax.com.



POLLUTION INSURANCE

Is that a thing?

Written by Pollution & Environmental Insurance Broker, Jayden Johnson and respectfully submitted in tandem with Eric Haun, Commercial Lines Agent from Coverra Insurance

I'm Jayden Johnson, an environmental insurance wholesale broker, specializing in pollution insurance placements for 6+ years. This is what I do all day, every day. My passion is to educate business owners so they can make an informed decision on their pollution and environmental exposures. I'm proud to partner with my friends at Coverra Insurance to bring pollution insight to you, where you can learn about your potential pollution risks right here in this newsletter. Let's start thinking outside the box and jump in!

Have you heard about pollution insurance? If not, that's okay, because this article will provide insight into pollution insurance and discuss how it likely applies to your business. As a campground owner, you may think you do not have any exposure to a pollution claim. If that's your belief, I do not blame you, as that's common with most business owners in most industries. You may find this surprising, but there are actually more environmental laws than there are tax code regulations, which means you are faced with numerous risks and exposures to pollution/environmental claims. Pollution claims are not frequently occurring events, but when they do occur, they are usually life changing.

The word "pollution" is typically associated with stereotypical pollution events. I commonly hear the following when discussing pollution insurance: "I don't have a landfill", or, "I don't have any underground storage tanks", or, "I'm not in the hazardous waste business." It's a common misconception for business owners to believe that because these things may be true, they therefore must not have any possible risk related to pollution events. That simply is not true! In this article, I hope to clarify the many pollution risks facing campground owners.

What is pollution insurance and how does it protect my campground? Great questions! Pollution insurance, or, as I prefer to call it, "environmental insurance", is designed to fill coverage gaps created by exclusions and sub-limits that are commonly found in auto, general liability, and property insurance policies. In this article, I will focus more on the exclusions and sub-limits that may be hidden in your general liability and property policies.

The most extensive exclusion in a general liability policy is "Pollution Exclusion F". This exclusion takes away or reduces coverage for many possible risks related to locations you own, rent, or occupy. Here are some examples of losses that would be **excluded** under Pollution Exclusion F:

- One of your clients leaves or buries "waste" at your campground. You are strictly liable to remove or take care of the cleanup.
- Your septic systems fails or leaks, resulting in groundwater or soil contamination. The DNR determines that nitrate levels are over the cleanup threshold and require you by law to fund the cleanup.
- A leak in your above ground storage tank, which results in ground water contamination.

A pollution policy steps in and provides coverage in the situations described above.

We've touched on the more traditional pollution risks, but what about indoor air quality exposures, such as mold and bacteria, that are also excluded on your General Liability policy? Some property policies may provide a very small amount of coverage for mold and bacteria, but according to fire & water restoration contractors the average claim is around \$250,000 to fix mold issues. It's easy to envision one of your building's water



POLLUTION INSURANCE

fixtures leaking or emitting bacteria, resulting in the structure becoming a moldy mess. We must also consider the very real consequences of bacteria. Bacteria releases can result in wrongful death claims, such as legionella getting into the lungs of your patrons. Legionnaires' claims are becoming more & more common and present a large, uncovered exposure without having a pollution liability policy! Below is a list of other coverages contained within pollution policies:

- **Site Pollution Liability** - Covers newly discovered pollution conditions for on-site and off-site clean up and third-party Bodily Injury & Property Damage. This includes damage to natural resources such as killing fish or other wildlife.
- **"Gradual Release" trigger** available, which is significant if a leak or spill were to slowly leach into the soil, groundwater, or waterway over a long period of time.
- **Emergency response costs** - if the spill or release makes the news, not only will the carrier respond with an emergency team but also a PR team to lessen the reputational harm to your campground
- **Diminution of value** - this means if the "stigma" regarding your land decreases the value of your property. This policy language is in there to bridge that gap if a pollution event damages not only your reputation as a company, but also the value of the land itself.
- **Transportation Pollution Liability** (add-on available if you ever haul anything that could spill): This coverage is designed to fill the gap in the business auto policy that excludes pollution resulting from your cargo (fuel, sewage, chemicals, etc.).
- **Non-owned disposal site liability** (add-on available if your campground generates waste): You never know what people will put into your dumpsters which ends up in a landfill. You may have followed all the rules, but a class action lawsuit comes in which names you. This would provide your defense costs.



- Claims trigger includes "on a building and/or within a structure." The reason why this is important is that most "off the shelf" site pollution policies are designed for landfills and not campgrounds. These policies need to be amended to include within a building to properly work for indoor air quality such as mold and bacteria issues.
- Restoration costs included within the definition of cleanup costs: Why does this matter? I know I wouldn't be happy if I had a mold claim and the insurance company didn't pay to put the drywall back after being torn out in order to remediate the mold. By including restoration costs within the definition of cleanup costs ensures that things get paid to be put back together.
- No exclusion for above ground storage tanks: Underground storage tanks can be scheduled for an additional premium.
- Includes "Illicit Abandonment" within the definition of a pollution condition: What is illicit abandonment? An unknown third-party such as a camper (or non-camper) who decided to "midnight dump" on your property, leaving you forced to foot the bill to pay to clean it up.

In closing, as a campground owners, you're faced with two choices: 1) assume these risks yourself, and know that the related consequences would be backed only by your own check book, or 2) transfer these risks to an insurance company for a modest premium. Policies with a \$250,000 coverage limit start at around \$1,000 of annual premium with a 1-year policy term. 3-year policy terms are also available, which will typically have a lower annual cost. I'd suggest you reach out to Eric Haun, Coverra Insurance Services, to discuss your potential exposures and options to transfer those risks to an insurance company.

Thanks so much for taking the time to read!

From the pollution guy born and raised in Wisconsin,

Jayden Johnson, CIC, ARM, AINS
Environmental Insurance Broker
ARMR Network

THE SHOWS MUST GO ON

WBAY RV & CAMPING EXPO (GREEN BAY)

JANUARY 28-31, 2021

MADISON CAMPER AND RV SHOW

FEBRUARY 5-7, 2021

MINNEAPOLIS/ST. PAUL RV, VACATION AND

CAMPING SHOW | FEBRUARY 11-14, 2021

MILWAUKEE RV SHOW

MARCH 3-6, 2021



WACO attends several RV shows in the Midwest every year. Below is a list of known shows we will be planning to attend, or have a presence at, along with attendee information. Every one of these shows poses an opportunity for WACO to source new campers and educate the market on what our campgrounds have to offer.

Make a bigger splash at these shows with an ad in the WACO directory or by including your brochure - which you can get printed at an economical price by utilizing our printing program!

If there is no date listed, we have not yet seen confirmation from the show organizers and will continue to update these as they are provided!

- Wisconsin RV Show (Milwaukee Super Show)
- Greater Chicago Schaumburg RV Show
- WBAY RV & Camping Expo (Green Bay) – January 28th through 31st, 2021
- Madison Camper and RV Show – February 5 through 7, 2021
- La Crosse Boat, Sports, Travel, RV and Hunting Show
- Minneapolis/St. Paul RV, Vacation and Camping Show – February 11th through 14th, 2021
- Milwaukee RV Show - March
- Central Wisconsin RV & Camping Show (Wausau)
- Chippewa Valley Expo Center RV Show
- RV and Boat Main Event, Oshkosh
- Rockford RV, Camping & Travel Show



As Carla would say, “Don’t sweat it, I got you!” We know how busy the last months of the season can be and appreciate how hectic end-of-the year closing can get as well!

Call 608-525-2327 to get your dues taken care of over the phone with a credit card or she can invoice you to pay with a check!

OUR MEMBERS SHINE

October Fall Workshop

Highlights & Member Shout Outs

Scenes from **HICKORY OAKS CAMPGROUND**

Thank you the tour and the info on your repurposed restroom building
Robert Galliger!



CIRCLE R CAMPGROUND

Thank you Randy Streblow and staff for the tour, hosting lunch, and introducing our fabulous guest speaker, Rebecca Kleeflich!

As we've mentioned in previous newsletters and communications, knowing your local leaders make a HUGE impact on issues like zoning and permits. Learning more about these leaders helps our organization determine who we should be supporting and where to use our PAC money.



OCTOBER FALL WORKSHOPS

Mark Stefan from Grand Valley Campground shares:

“When your campground is on a Fall Tour, you have the opportunity to show how you run your park, but more importantly, you learn so much from others. If you’re attending a Fall Tour, the networking is unbelievable between campgrounds! Every year we pick up something new that we can apply to our business.



The October Workshop was packed full of tax updates, ways to look at your bottom line, suggested legal strategies and how to be prepared for an audit...and that was just from our panel!



Panel Guests: John Jaszewski of Campgrounds-4Sale, Mark Hazelbaker, WACO's Attorney, Holly Hoffman of Sales & Income Tax Advisory Network & Chris Metcalf of CSAW

Laurie Adams, Baraboo Hill; Campground enthusiastically encourages participation in the Fall Tours & Workshops:

“Besides convention, the Fall Tours are my favorite part of WACO. The keyword is “Networking.” In what other business can you gently borrow ideas from your competition? But that’s just it. We do not compete with each other!

This industry prides itself on working together to make every camper happy. Some days I feel like I work for the Chamber of Commerce as I recommend my neighboring campgrounds! Fall Tours gives everyone a chance to reminisce, share their wins and/or losses, brainstorm solutions to similar problems, VENT, enjoy a mini vacay in a hotel with dinner, friends, and time away!

Best education ever!”

OUR MEMBERS SHINE

October Fall Workshop

Highlights & Member Shout Outs



EAA Aviation Museum Oshkosh, WI

Checking out our Facebook page
for more fun photos from this
unique tourist stop!



Kalbus Country Harbor Campground

Even though the owners of this campground changed hands recently, we were fortunate enough that the current manager still offered a tour. WOW! So many future plans for this beautiful lakeside park. Looking forward to seeing their expansion.



FALL WORKSHOP

September Highlights

Branding tips from Breezy Hill Campground

Jon Wiltzius worked at the school district in his previous life...and it shows haha! He and his wife Jennifer's "school spirit" spilled over into the branding aspect of their park. Literally EVERYTHING has a Breezy Hill Campground sticker, or is painted in their signature lime green color. If you need any tips on branding, give Jon a call!



Fond du Lac East / Kettle Moraine KOA

Our last stop included a self tour at one of our KOA members. The park boasts three pools and included a self-guided tour.



CONGRATS ON 50 YEARS

This year, the Malsack Family had a blast celebrating the past 50 years of camping memories! We're so grateful that WACO has been a part of this journey from the beginning, providing guidance and support to each new generation. Here's to the 4th generation of Malsacks growing up at Lake Arrowhead Campground, and to the next 50 years in the camping industry!





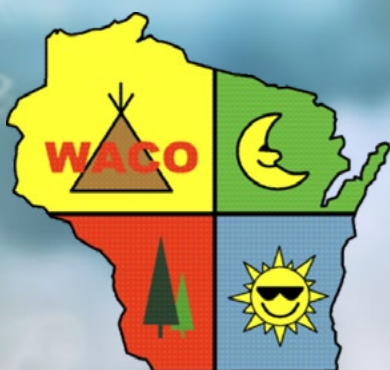
Board of Directors

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





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lori@seversonandassociates.com