

WACO NEWS

DECEMBER 2021



DECEMBER 2021

Happy Holidays from the WACO Office! We are looking forward to prepping for the upcoming convention in March and getting directories (and those who opted for the Piggy Program) in the hands of prospective guests at the 2022 RV Shows. Be sure to send your comments and thoughts to Lori regarding the [DATCP's Winter Camping policy](#) (p. 20) and get the RV Shows you want to attend on your calendar (p. 23).

Cheers to all the good things in the upcoming New Year!

Letter from the Executive Director

Lori Severson, Executive Director of WACO



Dear Members,

As we enjoy our holiday season, contrary to our customers' popular belief, now is when the work begins! With the crazy last couple of years and the changes in our industry, it's time to take a hard look at our business as we know it!

These interesting facts from consumer reports outline customer service trends we cannot ignore. The customer experience has become very different. In 2021:

- 75% of Americans said that customer service has worsened during the pandemic.
- 72% say that contactless entry and pick-up are still important to them.
- 69% value curbside pick-up options.
- 93% of consumers expect a response within 24 hours.
- 89% expect a resolution within 24 hours.

What does this mean for our industry? We still need to ensure that

inside...



Winter Camping policy?
Share your thoughts!

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Customer Reviews

customers who value the outdoor experience are comfortable checking in and making allowances for those who do not want contact during that process. It means the customer expectations don't leave much room for error in their experience. **Those who choose to invest in providing a great customer experience will thrive, and those who don't will need to act quickly to remain competitive.**

Most businesses have had to adapt in ways they never thought possible, and some have had to change their business models to adapt to the supply change. You may have had to pay more for a cabin or delay making that purchase. You may have had to wait on some repairs and be creative with them weekends you couldn't pull off because you didn't have the staff. Every business, including ours, has felt the effects of the rapidly changing consumer expectations and supply demands. I think we have all felt the higher expectations of the guest this past year, especially. Guests, in some cases, seem to be excited to use their social media voices to express their displeasure. Thank goodness many times, the guest that is just way off base is put in their place by your customers who speak up for you. However, it would be best to have mechanisms alert you when your business name gets tagged or mentioned online when a guest "private messages" your business or you personally. It takes a village here!

If you have a team of managers that can all watch your social media, that's great. If you need to, don't be afraid to ask your high school family members to help you keep an eye on things! You need those little scrollers!

It's time to check over your website and ask your friends, seasonals, and employees to do the same. Ask people with various phones to pull up your web-

site to see if you can make a reservation on the phone. Does Google have your information correct? Are you listed correctly at your local Chamber of Commerce? Do you have your pictures updated? Does absolutely every picture have a metatag on it that can be read for people with disabilities? Do you have some great marketing ideas to bring in business during the week? It would be best to plan for that now because you are too busy and tired to get it done during the season. Are you focused on social media tools that allow you to keep in touch with customers now and during the season? Have you used and explored tools (programs and software) that will enable you to schedule simple notifications and communications with your customers all year round.

As always, customer reviews play a massive role in your success or lack thereof. With the ever-growing consumer reliance on online reviews, every customer's experience is on display for the world to see. Customers are using their power and voicing their complaints, and, if you do it right, singing your praises. And this has a huge ripple effect on your bottom line: The right tools will help make this next season more manageable.

Studies show that 92% of buyers are more likely to purchase after reading a trusted review. I think we are all hyper-sensitive to this issue. Sometimes reviews aren't fair or even correct. Customers are willing to spend 31% more on doing business with a business that has excellent reviews. 94% of customers say an online review convinced them to avoid doing business. Today's business owners need to consider the customer's experience from start to finish. If you can, put procedures in place to ensure that the customer has a way to alert you right away when there is a problem.

Now is the time to search for better tools and software. Are you easy to do business with? Does your software allow you to communicate with your customers before, during, and after visiting your park? Can you find ways to build up their excitement for their memorable vacation with you? It's important to look at the data you have objectively right now and determine what decisions you should make based on that data. Which projects can you work on this winter that will give you the highest return on your investment for next year? How can you get valuable feedback from your customers that will help you improve in this upcoming season?

Make investments that will use less staff, make more revenue, or enhance the customer experi-



ence. Our customers are looking for ways to capture their memories, so pictures are precious to them and you!

Review your policies and paperwork. Is it easy to understand? Can it be done ahead of time? How can you get your customers to enjoy their time fast and effectively? Do you have a straightforward training program that is easy to understand?

How is your employee handbook? If you want to avoid paying unemployment to an employee who didn't want to work, you need to be sure you state exactly what your requirements are for calling in. Along with the many other points Mark has on our excellent member's only section of the WACO website! Visit this area to ensure your golf cart rules, release forms, seasonal agreements, and other forms are in order. We are truly blessed when you look at other organizations to have so much valuable information at our fingertips.



Whether you have employees or not, come up with incentive programs – even if it's just for you! Your personal goals are as important as your company goals. We are all learning after these

last two years, and especially, we need to take care of ourselves! A tired, crabby owner is infectious. It doesn't take long before your employees, and your customers take on your personality. We have to lead by example and remember how vital one customer can be. Reward and support those who help you achieve your goals and



dreams. Remember, communication and accountability are everything. It's very easy to say I'll do it tomorrow when you are your own boss.

Gather up your support team, use your association, your employees, and take time to meet with other owners to gear up for this next adventure called summer. It's just around the corner, and before you know it, we will be back implementing our winter strategies.

I hope you all have a fantastic holiday season, and as always, know your ideas and thoughts are important to us. Now is the time to voice your opinions on what we can do to present you with the best conference on the planet! If you have ideas, reach out! Don't hesitate to reach out to me or any board member.

Sincerely,
Lori Severson
Executive Director,
Wisconsin Association of Campground Owners

From the Office of the President

Scott Kollock, WACO Board President



Dear Members:

During this season, I would love to remind each other how fortunate we are to have our WACO family in our lives! We are far more than just an organization made up of other owners. Many of us grew up together, helped each other through life changes, losses, growth, and fellowship. We have the organization we have today because of you, our members. Each of you contributes in some unique way that helps us all reach the next level. This organization is about working together for the good of the industry and Wisconsin. We are where we are because of our members today and the members before



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From the Office of the President

Scott Kollock, WACO Board President

us. This community we have created is exceptional, and I'm humbled by all the remarks we get on the local, state, and national levels. We have created an organization that works through issues and problems and improves them.

We understand the meaning and importance of figuring things out, recognizing that sometimes things will be different than what we would do in our

parks. Lessons we have learned include:

- listening to others' concerns,
- answering them to the best of our abilities,
- and understanding that not everyone will always agree or support each agenda item.

But in the end, we are family. A family that does what is necessary to complete



tasks is in the best interest of everyone in their circle and, in our case, for the industry's best interest.

We have made real strides in putting together documentation for the zoning issues that are coming up. Our education programs are state of the art and focused on today's issues. The work we've done on getting grants to increase our marketing budget is fantastic! It's great to see us focused on always doing the next best thing, working on doing more at the WACO office-level so our members can concentrate on what they need to do in their businesses.

It's essential to keep updated on the politics as well. Bob Weiss has done an excellent job keeping us informed of opportunities to use our PAC (Political Action Committee) money. The board is always looking for politicians who understand our industry and educate others. We need pro tourism legislators and can help campgrounds be known for great

outdoor adventure centers. Our goal is to educate all legislators on every side of the aisle, so if you know someone for tourism, needs more education about campgrounds or is interested in our industry, please let a member of your board know. You can make a difference!

Always feel welcome at any WACO board meeting or call the WACO office with any ideas, questions, or concerns.

Talking with other Associations makes

me feel privileged. We lead the way in many things and are blessed to have the members we do who are not afraid to work hard and make things happen. I'm honored to serve as the President of this organization. I wish everyone happy holidays and take some well-deserved time!

Respectfully,

Scott, President of the WACO Board of Directors

JAN BOARD MEETING

**10 AM
MONKS**

**33 Hillman Rd.,
Lake Delton, WI 53940**



Basic Battery Care Information

Respectfully Submitted by Harris Golf Cars

Maintenance season is upon us! Time to pull out your preventative maintenance checklists and ensure you're setting yourself up for a successful season. Nothing is worse than avoidable injury or revenue lost due to preventive maintenance. In this article, Harris Golf Cars shares insight on battery maintenance with tips and tricks that could save you the hassle, time, and money in the season to come. We've shared a glimpse of their information on pages 5 and 12, but read their [full article in the Members Only section of the WACO website!](#)



WATERING YOUR BATTERY

There are two conditions in which watering can be harmful to your batteries. One is over watering and the other is under watering. It seems like most everyone does one or the other. In our recent meeting with the Trojan battery gurus, they told us that over watering is perhaps more harmful to the batteries than under watering, but they are both bad for the batteries. So we will talk about watering first.

OVER-WATERING YOUR BATTERIES

The liquid (electrolyte) in a battery is a solution of water and hydrosulphuric acid mixed to a certain Specific Gravity (sp). During the normal process of charging and discharging the specific gravity of the electrolyte changes rather drastically. This is normal. It is also normal in the process of charging to lose some of the electrolyte due to gassing.

We'll explain how this happens in a moment. It is necessary periodically to bring the electrolyte up to the correct level by adding water and distilled water is HIGHLY recommended. Tap water that has been 'softened' should NOT be used. But adding water is where things can get screwed up. This is how it happens.

You come home from playing a round of golf and think, just before you recharge the batteries, "Gosh, I'd better check the batteries. I haven't put water in them for quite some time." So you open up the battery compartment and remove the caps guarding the cells and low and behold, the electrolyte level is low. So you get a jar or can and fill it with tap water and start pouring it into the cells. Oops, got too much in that one, it's overflowing. Oh well, not to worry. Wrong! Wrong! Wrong! You just made three mistakes, all bad for your batteries.

[READ 3 MISTAKES WHEN WATERING YOUR BATTERY HERE!](#)

WHAT IS GASSING IN A BATTERY? IS GASSING BAD?

No, gassing is good and a normal phenomenon in the process of recharging a battery. When you discharge a battery the sulfuric acid in the electrolyte is "consumed" by the active material on the plates.

READ MORE ON PAGE 12!

ARVC AREA 3 UPDATE & NEWS



*'Twas the weeks before Christmas and all through the state from Florence County to Douglas to Grant to Walworth, all campgrounds weren't stirring just talking through the year. We've come to the conclusion that all went well, with struggles & uncertainties and challenges to be had. We made it through another and toast like no other, as we prepare and plan and scurry about. We hope that 2022 will be the best ever, no doubt.
Merry Christmas to one and to all a good night.*

As 2021 closes down and 2022 begins, Arvc has a lot in store.

Please visit arvc.org Many questions can be answered if you don't see an answer please ask. I will get you the right answer. Did you know there are scholarships available for National Schooling coming up in February? Please apply as the Arvc Foundation gives away many scholarships!

During our last convention, the Arvc Foundation raised over \$60,000 dollars! George O'Leary made a 1 MILLION dollar donation to Arvc's education. Arvc has renamed the National Schooling to The George O'Leary School.

Plans are being made for the OHCE in Orlando for 2022. Don't forget IIAAP is also in Orlando. This will be a busy yet rewarding convention. Let me know of any ideas you may have, good, bad, or ugly. As always we strive to meet your needs and expectations.

Music License is due please make sure you pay these as the savings to your park are well worth it. If you don't know if you paid please contact: Jaqueline Gloria (303-681-0401 x128)

ARVC AWARD WINNERS FOR 2021:

- Guadalupe River RV Park & Nature Trails (Small/Medium Category)
- Santee Lakes Recreation Preserve (Large/Mega Category)
- Aspen Grove RV Park (Small Park Category)
- Yogi Bear's Jellystone Park Camp Resort-Quarryville (Medium Park Category)
- Santee Lakes Recreation Preserve (Large Park Category)
- Clay's Park Resort (Mega Park Category)
- Supplier of the Year: Utility Supply Group
- Pioneer Award: Larry Helms (Missouri Association of RV Parks and Campgrounds)
- Stan Martin Award: Toby O'Rourke (Kampgrounds of America)
- Partner Award : Jim Button (Wisconsin)
- Chairman Award: Bert Davis (Wisconsin)

Jeff Sims your Legislation expert is busy as ever. He watches to make sure items proposed do not go unnoticed his usual day starts at 4am going through pages and pages of legislation for us to head off.

Again I am your Area 3 representative for ARVC. Please let me know your concerns or issues.

Cell: 920.570.0764 or Email:
jim@evergreencampsites.com

The newly elected Area 3 Representative is Jeff Hoffman from Ohio he will be a great asset.



**Merry Christmas from
Jim Button, OHE, COP
Area 3 Director, ARVC**



Blackhawk Bank

How to Spot a Money Mule Scam

*Respectfully Submitted by
Blackhawk Bank,
Written by Jessica Hendon,
VP Physical & Information Security*

Scammers are continuously trying to obtain your money and information, and they may even go as far as tricking you into illegally sending them funds. Over the past few weeks, there has been an increase in people unknowingly participating in money mule scams, and landing themselves in not only financial trouble but legal trouble as well.

WHAT IS A MONEY MULE SCAM?

A money mule scam is when a fraudster obtains money illegally, and they need to launder the money back to themselves. So, they scam people into transferring the money for them. These folks become the “mule,” and accidentally take part in an illegal transfer of money.

This scam can happen in a few different ways, such as a scammer offering a fake work-at-home job opportunity or pretending to be an online romantic interest. The scammer will often send money via check for office supplies or even as a gift, and majority of the time the check will be made out for more than originally stated. The scammer will sometimes claim they made a mistake, and ask you to cash the check and wire the extra funds to a different account.

However, because all this happens quickly, by the time you realize that the check is fake, the money is long gone.

LEGAL & FINANCIAL RAMIFICATIONS

Taking part in a money mule scam can open yourself up to legal and financial repercussions. Even if you unwittingly participated in a money mule scam, it is still illegal and can be prosecuted.

In addition to facing legal trouble, you may also experience financial issues. Not only will you be on the hook for the insufficient funds in your bank account, but your identity could be stolen. This will depend on how much personal information was shared with the scammer, but your credit and financial assets could be at risk.

HOW TO AVOID A MONEY MULE SCAM

We know that avoiding fraudsters can be difficult, so here are some tips to help:

- Do not open an account at someone else’s direction
- Do not forward money from a new online romantic interest who sends you money
- Do not accept a job that requests you to frequently send “clients” or “suppliers” money or packages
- Be leery of unsolicited emails, texts, or phone calls that promise you money with little to no effort
- Do not purchase gift cards on someone’s behalf
- Do not pay to collect a prize or send someone money out of your “winnings”

REPORT A SCAM

If you suspect or determine that the person you are talking to is a scammer, authorities advise to break off all communication immediately and do not send them any money or personal information. Notify your bank and law enforcement right away, you may even want to consider changing bank accounts to protect your funds.

It’s also just as important to report scams to the Federal Trade Commission so that other members of your community can be on the lookout. You can file a report with them here: reportfraud.ftc.gov

Blackhawk Bank is Here for You

We want to make sure your information and hard-earned money doesn’t end up in the hands of a fraudster, so stay vigilant about who you give your information out to.

If you want to learn more about how Blackhawk Bank can help you, contact us today at 800.209.2616!



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.

It's that time of year again! While many people focus on the holidays, small business owners also need to focus on year-end business planning. This includes both preparing for the new year, and evaluating the year past. With everything going on, it's not always easy to keep up with all the end-of-year preparations you should be doing to wind down 2021 and plan for 2022.

These activities — taking stock, preparation, and planning — are key to running a successful business. After all, what is measured is improved. This review helps you realign goals and resources so you can take advantage of new opportunities.

If you want to get the most out of your 2022 simply follow the tips outlined below to make sure you start the year off right!



Prepare Your Key Financial Documents

Financial documents play a crucial role in your company. Reviewing your financial documents gives you three benefits.

First, it shows you whether you're running a healthy business or if you need some belt-tightening going forward. Your documents should provide a guide to your company's financial position and health, and should include details about your assets and liabilities, profit and expenses, and cash flow.

Second, if you do need some adjustment (more sales, say, or fewer expenses), financial documents show you where adjustments are needed and tell you how much you need to adjust.

Third, if you're in the market for funding, expansion, or mentorship, financial documents are often required to let interested parties see the financial records of your business.

Some key reports are:

- Balance Sheet: shows assets, liabilities, and equity
- Profit & Loss: shows revenue, expenses, and profit

If you need help putting together your year-end financials, don't hesitate to reach out to your bookkeeper or CPA for assistance. Don't have a bookkeeper or CPA? CSAW Associates is always available to help WACO members!



Get Your Tax Documents Together

While the end of the year may not be tax season, it's a good idea to get your tax documents together in advance. The financial reports you prepared should help you fill out your small business return. However, you may need to fill out additional tax forms, which may include:

- Form 1099-NEC and Form 1096
- W-2 Forms and W-3 Forms
- State and federal payroll returns annually (Form 940) or quarterly (Form 941)

FINANCIAL FORTE

You should also compile your income documentation, both business and personal, if relevant. Gather all your deduction documentation, too.

3 Assess Your 2021 Goals

If you had a specific 2021 goals list, pull it up and go over it. If you didn't, write down what your unwritten goals were. Review your goals systematically and assess them using the following questions:



- Were your goals achieved? Why or why not?
- If they were exceeded, why? How?
- What are the next steps?
- If they fell short, why? How?
- What are the next steps?

4 Plan 2022 Goals

Your review of 2021 goals should have given you a clear picture of at least some of your 2022 business goals. Do you need to increase sales? Hire new employees? Keep a more rigorous inventory count? Institute more thorough training? Reduce costs? Did circumstances or changes in 2021 point out a need for new goals? Interest rates, for example, fell significantly in 2020 and have stayed low. Could you get a loan for small business needs or refinance your current loans? If your financial statements indicated a need for improvement, how can you improve them?

Once you've determined your key goals in the new year, devise an action plan for each.

The best goals are SMART (specific, measurable, attainable, realistic, and time-based). Break each

goal down into daily, bite-sized chunks. Pinpoint key metrics you can measure and assess on an ongoing basis. What can you and your employees achieve? How many months or quarters will it take to achieve them?

It's been a great year. We've gotten to meet and work with a lot of great WACO members, and we look forward to meeting more in 2022! Following these tips should hopefully help you to make the most of your upcoming season!

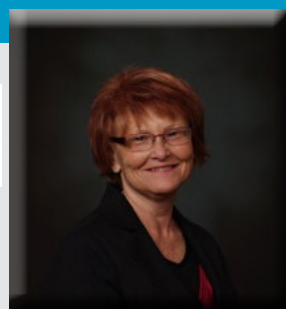
Looking for help getting your business ready for a successful 2022? We here at CSAW Associates have a wealth of experience helping new owners get their books set for success as well as helping veteran owners get their books back on track. If you're interested in learning more about how you can set your books up for success or have any other bookkeeping, payroll, or benefit services questions don't hesitate to reach out to us at 608-779-2143 or by email at couleebokkeeping@gmail.com. We love meeting new business owners and working with them to grow their business!



CSAW Associates, LLC
Coulee Region Bookkeeping and Tax

CSAW Associates
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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, our WACO Attorney, when those pesky legal troubles rear their head.

We've created an email specifically for your legal questions at wacolegal@gmail.com. Give the WACO office a call first to vet your question, and Lori can provide direction on the next steps.

ON-LINE "SIGNATURES" FOR CONTRACTS ENFORCEABLE WITH LIMITS

On a nearly daily basis, we go on the internet searching for information, products or services. Sometimes, just to get information we need to accept terms and conditions. It has become very common to agree to a business' terms and conditions electronically. Several campgrounds have asked me to comment on whether they can or should electronically obtain campers' signatures on seasonal agreements or other documents.

Development of digital technology has led to a host of new terms.

The traditional ink on paper signature remains desirable to some parties. A party's execution of an original document with a pen has come to be known as a "wet signature." Signatures continue to carry the perception of greater reliability, probably without a basis. We were taught years ago to develop a distinctive signature we would use consistently. That advice seems to have faded. Signatures simply aren't that useful a way of identifying people anymore. And, moving a physical document from one place to another takes time, especially since postal delivery has slowed.

So, we have turned to e-signatures. Here, the law not only kept up, but actually got ahead of the technology. Congress adopted the Electronic Signatures in Global and National Commerce Act (known as ESIGN) in 2000. States, including Wisconsin, have adopted the Uniform Electronic Transactions Act, which was recommended in 1999.

The laws require the party to an electronic signature must (1) intend to sign the agreement; (2) consent to do business electronically; (3) associate the signature with the record; and (4) preserve a record of the signature. Consumer transactions are also subject to any disclosure or protective law which applies. Thus, if there is an electronic signature to a loan, the same Truth In Lending Act disclosures which applied to paper forms still apply to electronic ones.

In the decades since ESIGN was adopted, electronic agreements have evolved into several major forms, which you will undoubtedly recognize:

"Clickwrap" agreements are those where the user clicks a button or checks a box that indicates they agree to the offered terms. The click is the signature.

"Scrollwrap" agreements are the variation where you cannot click your agreement until you have scrolled through the entire agreement. In practice, we typically rush all the way through a document in seconds without reading it, and then click.





“Sign in wrap” agreements require that you sign in to a website with a user ID before you can accept an agreement.

“Use-wrap” agreements are those where the website informs you that by browsing on a website, you automatically agree to the terms and conditions of the website sponsor.

Because of the need to document the existence of a contract, there are now many businesses which provide software to capture electronic signatures. The good software programs create a record showing the time and date the document was signed, the internet address and login of the signing party, and the terms the party reviewed. Those services cost money. But they provide real services for it. If you want to gain the considerable advantage of using e-signatures, paying a subscription fee for these services isn't outrageous.

Should campgrounds use electronic signatures?

Yes, provided you do so carefully. Campground agreements are about a lot more than just paying money, although they are about that too. Campgrounds need to be sure that guests are familiar with the basic expectations of the campground and the rules.

My recommendation, therefore, is that you accept esignatures on the seasonal agreement, reservations and other documents which state business terms. Send them a copy of the campground rules and policies. For the first time guest, though, I recommend going to the length of giving the guest a hard copy of the rules and having them sign it. You can provide returning guests with electronic copies of the current rules. It is a good idea to call their attention to changes.

If you decide to use electronic signatures, make sure you have a record of the electronic consent. I recommend that an electronic signature, at a minimum, consist of typing the name involved. That shows a little thought and intention. Make sure you preserve a copy of the signature.

There are court cases which have upheld simple “clickwrap” agreements. But, the more complex or demanding the agreement, the harder it will be to enforce it. It's one thing to get a “click” in response to “By clicking this box, you agree that your use of this website will not be for unlawful purposes.” It's quite another to ask a judge to enforce “By clicking the box, you grant an option to purchase all your investment real estate at a price to be determined by USPAP appraisal.”



Mark Hazelbaker, SC
WACO Attorney

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When the battery is recharged, the

acid is liberated and returns to the electrolyte. But this acid is heavier than water and tends to drop to the bottom. At about 80 or 85 percent of the full charge nearly all of the acid has been returned to the electrolyte. The battery people say that the charging process is not completed because the electrolyte is 'stratified'. This essentially means that most of the acid is at the bottom and most of the water is at the top of the battery cell. That condition is not satisfactory for discharging the battery again. This is where 'gassing' comes in.

As the charging process continues the electrolyte begins to bubble or gas. This gassing, as it is called, is necessary to return the electrolyte to an even consistency. In the battery business it is called returning to the correct specific gravity or equalizing.

Now there is a small problem with gassing. The gas escapes from the battery and carries with it a small amount of the sulfuric acid. This acid can corrode the terminals, corrode the hold down brackets, corrode the battery frame holder and just about any other metal it touches, steel or aluminum. It is no major catastrophe unless you ignore it. We will talk about that under 'corrosion care'.

CHARGING AND DISCHARGING YOUR BATTERIES

When Should I Charge the Batteries?

There are a lot of different opinions out there on this question, and we have read conflicting viewpoints. So when we met with the Trojan battery experts, we asked them this question. Their answer was to recharge the batteries every time you discharge them. That's simple enough.

How Far Down Should I Discharge My Batteries?

If you need to, you can fully discharge the batter-

Basic Battery Care Information

Continued from Page 5

ies to where they cannot move the golf car any longer, but it is definitely not good for the batteries to do it repeatedly or under a heavy load. You will shorten the overall life of the batteries. The battery experts say that 50 to 60 percent discharge of the battery is ideal. After 80% discharge the battery voltage starts to drop rapidly and that, oddly enough, causes a dramatic rise in amperage needed by the electrical system to keep functioning. High amps are detrimental to the motor and other electrical components. In modern electric golf cars that amount of discharge probably would not be reached in 18 holes of golf. A round of golf is somewhere around 4 or 5 miles, depending on the course. New batteries will go 2 or 3 rounds on a full charge. But again that would not be good for the batteries. It is a good idea to have a 'state of charge indicator' for your electric golf car. There are various styles with various costs.

CARING FOR YOUR BATTERIES

New Batteries

If you have the new electric golf car or an older golf car with new batteries, you can start from scratch caring for your batteries. If you have a brand-new golf car, you will notice that the terminals of the battery may be covered with an anti-corrosion substance. If you have replaced your batteries, you probably will not have this anti-corrosion coverage. We offer a Battery Terminal Anti-corrosion Gel. It comes in a small plastic container with a small brush attached to the cap. There is plenty in the container to do all of your batteries. It will not wash off with water. The very best time to apply this gel, or any type of protectant, is when the batteries & terminals are new or just cleaned. This gel will not work well on dirty, nasty, corroded battery terminals.

READ ON for tips on caring for Old Batteries/Old Cars and more on the WACO website!



Sales Tax Liability Advisory Network Tax Tip

Donations and Sales/Use Tax

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

December is the month for giving but I know WACO members are generous all year 'round! You may wonder how sales and use tax works for purchases that are later donated to charity (this means to a 501(c)3 organization). Items you donate will either come from your inventory (items you purchased without tax for resale) or general business purchases/assets.

ITEMS DONATED FROM INVENTORY (PURCHASED WITHOUT TAX FOR RESALE)

If you donate items out of your inventory to a tax exempt organization, you are not required to remit use tax on the purchase price of the donated items. The donation is not considered a taxable use of the item.

ALL OTHER ITEMS DONATED THAT WERE NOT ORIGINALLY PURCHASED FOR RESALE

If the item being donated was not originally purchased with the intent to be held for resale, and no other exemption applies, sales/use tax applies to the original purchase price of the item. WI use tax applies to the storage, use, and/or consumption of a product in Wisconsin and, therefore, the item purchased was stored and used by you. The act of donating in itself does not create a use tax exemption for the individual making a donation.

NOTE: If you paid sales tax to the vendor or remitted use tax to WI for the item you are now donating, no use tax is due at the time the item is donated. If sales tax was not paid to the vendor and you have not remitted use tax to WI for the non-inventory item being donated, you must remit use tax on the original purchase price at the time the item is donated.

There are sales tax planning strategies to utilize resale purchasing power for



your business. It's also important to understand the impact sales and use has on your fixed assets and your inventory items, especially when you make business decisions about adjusting to trends. A quick call never hurts!

2022 Sales Tax Audit Protection Plan 12 months for \$1,134 (10% WACO discount)

CONTACT HOLLY HOFFMAN FOR MORE INFORMATION

MOBILE: 715-498-4164

EMAIL: holly@salestaxlady.com

WEB: salestaxlady.com

ADDRESS: 205 Wilson Street
Amherst, WI 54406



WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - **NOVEMBER 2021**

Page Summary Last 28 days *

Export Data 

Results from Nov 1, 2021 - Nov 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

November 1 - November 28



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

Page Views

November 1 - November 28

122

Total Page Views ▼44%



Page Likes

November 1 - November 28

17

Page Likes ▼35%



Post Reach

November 1 - November 28

8,228

People Reached ▲127%



Story Reach

November 1 - November 28

Get Story Insights

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

[Learn more](#)

Recommendations

November 1 - November 28



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

Post Engagement

November 1 - November 28

300

Post engagement ▼56%



Videos

November 1 - November 28

6

3-Second Video Views ▼33%



Page Followers

November 1 - November 28

19

Page Followers ▼30%



November Facebook Insights

Total current likes: 8,947 (+8 from October)

Total current followers: 9,435 (+12 in October)

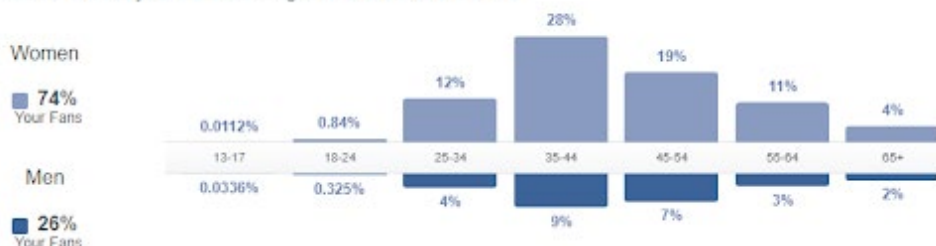
WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - **NOVEMBER 2021**

Top Facebook Posts

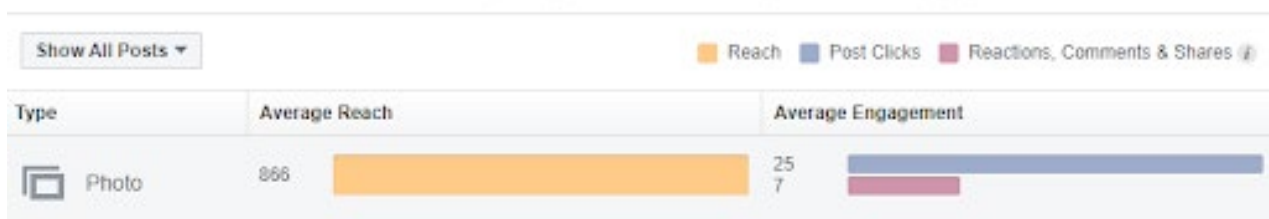


The number of likes of your Facebook Page. This metric is estimated.



Summary of Page Fans

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



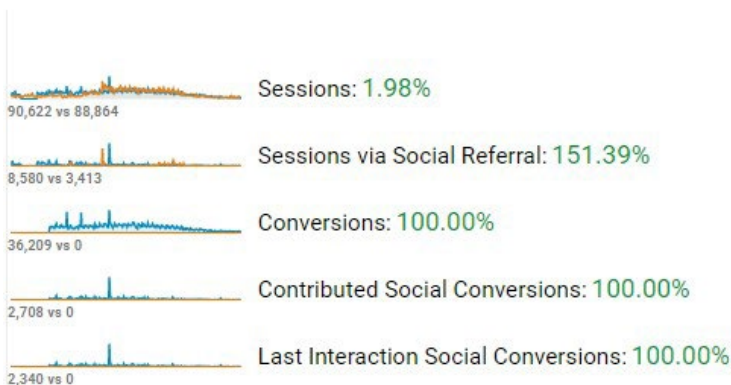
Success By Post



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

1. Facebook			
Jan 1, 2021 - Nov 30, 2021	8,552	<div></div>	99.67%
Jan 1, 2020 - Nov 30, 2020	3,373	<div></div>	98.83%
% Change	153.54%	0.86%	
2. Pinterest			
Jan 1, 2021 - Nov 30, 2021	20	0.23%	
Jan 1, 2020 - Nov 30, 2020	26	0.76%	
% Change	-23.08%	-69.40%	
3. Twitter			
Jan 1, 2021 - Nov 30, 2021	4	0.05%	
Jan 1, 2020 - Nov 30, 2020	10	0.29%	
% Change	-60.00%	-84.09%	
4. Instagram Stories			
Jan 1, 2021 - Nov 30, 2021	3	0.03%	
Jan 1, 2020 - Nov 30, 2020	0	0.00%	
% Change	100.00%	100.00%	

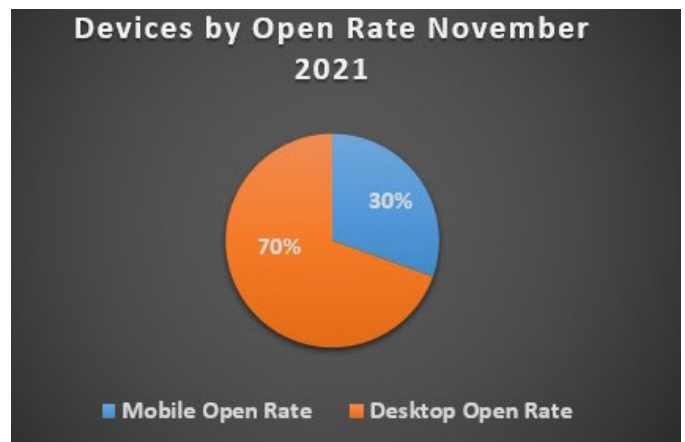
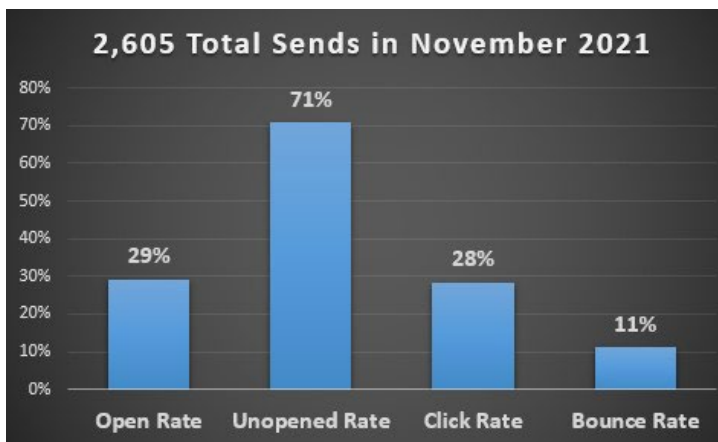
YTD Social Media Referrals to Website



**Traffic from
Facebook to our
Website is UP
OVER 151% YOY**

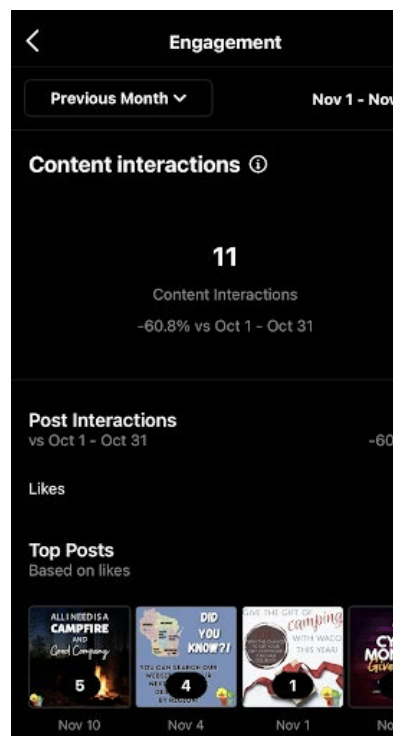


November Email Stats

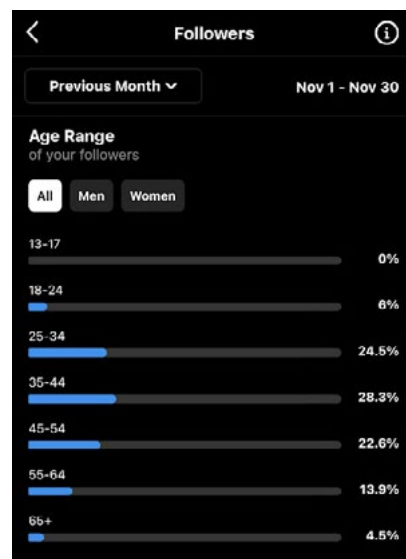


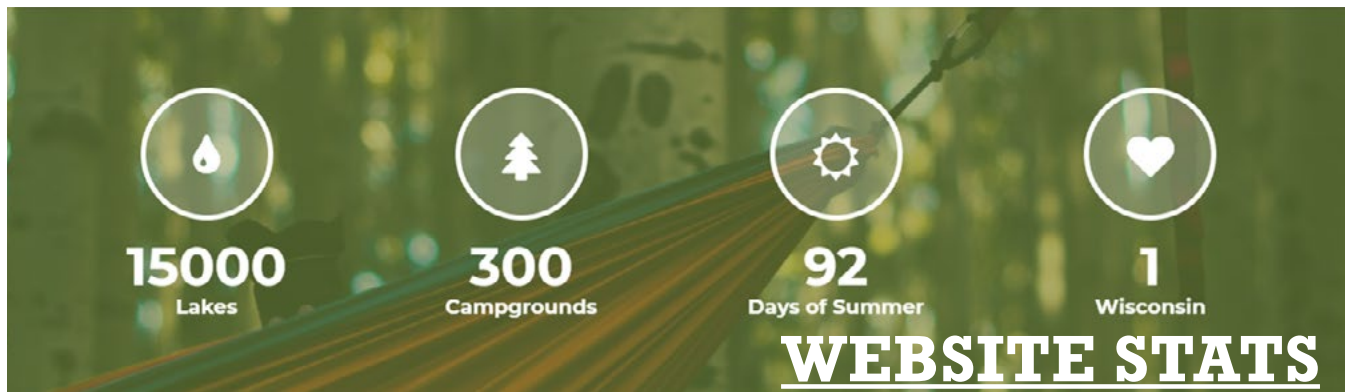
Top 5 Emails by Open Rate for November 2021

Time Sent	Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate	Bounces	Bounce Rate
11/20/2021 10:26	Directory Listing Proof #1	192	125	68.70%	26.50%	73.50%	93	51.10%	10	5.20%
11/29/2021 13:19	November 2021 Newsletter	355	164	48.40%	19%	81%	82	24.20%	16	4.50%
11/24/2021 11:31	Last call for printing program!	192	71	39%	22.10%	77.90%	4	2.20%	10	5.20%
11/4/2021 16:17	WACO last chance" for 2021!"	403	102	29.10%	34.80%	65.20%	7	2%	52	12.90%
11/1/2021 19:19	COE Campground Prospects: Just over 6 weeks away!	1294	277	24.50%	26.10%	73.90%	28	2.50%	162	12.50%
11/20/2021 10:28	WACO Prospects: Last call for 2022 Directory	169	27	17.30%	12.50%	87.50%	2	1.60%	42	24.90%



Instagram November Stats





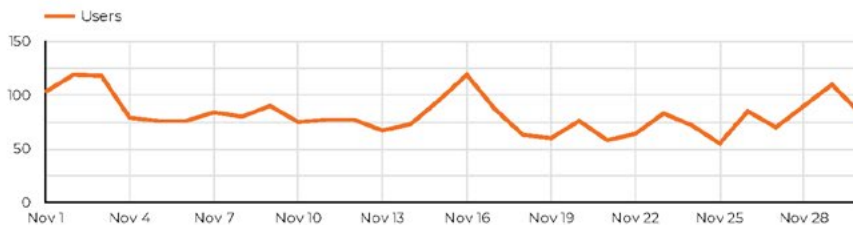
WACO NOVEMBER WEBSITE ANALYTICS

Channel ▾

Device ▾

Nov 1, 2021 - Nov 30, 2021 ▾

Your audience at a glance



Users

2,165

New Users

2,056

Number of Sessions per User

1.24

Sessions

2,677

Pageviews

8,558

Pages / Session

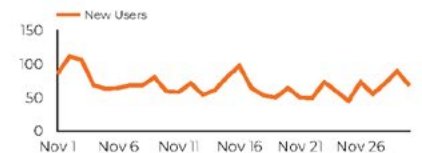
3.2

Avg. Session Duration

00:02:53

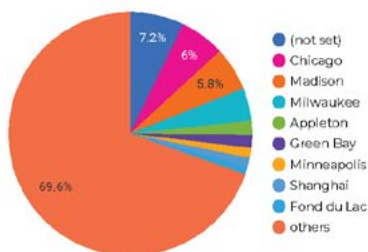
Bounce Rate

56.22%



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

Cities where they log on

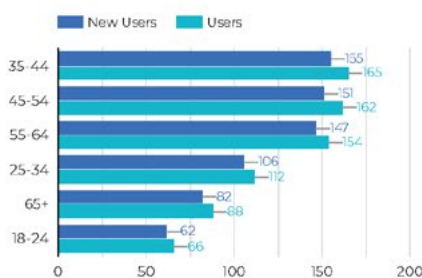


Do you really know your target market?

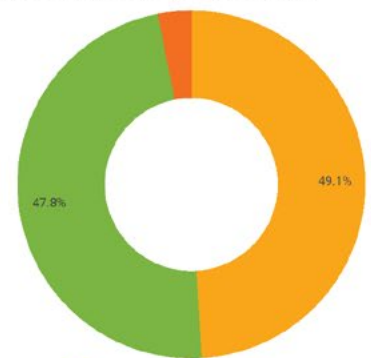
Shanghai? IP addresses are getting crazy haha! Guessing those are some AI bots hard at work, but lucky for us we have some solid security on the website.

In all seriousness - its good to see some of the outer markets still bringing in New Visitor traffic to the WACO website. Check out the Annual comparison for more details!

Age breakdown

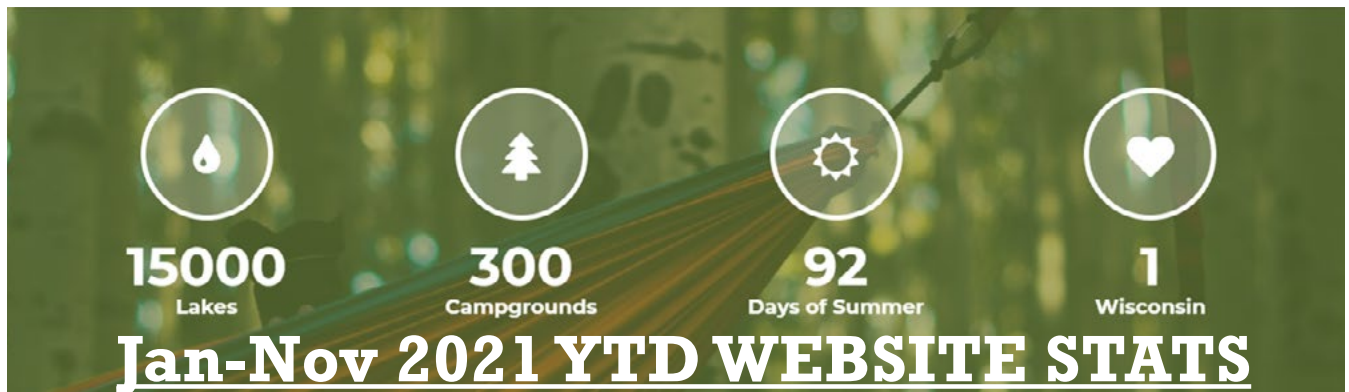


What device are people using?



Device	Users	New Users
1. mobile	1,063	1,025
2. desktop	1,034	970
3. tablet	68	62

1 - 3 / 3 < >



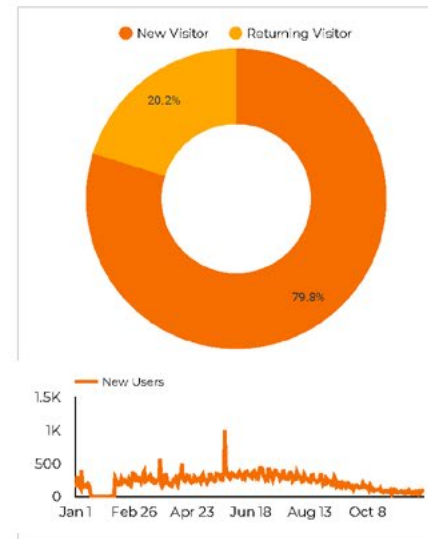
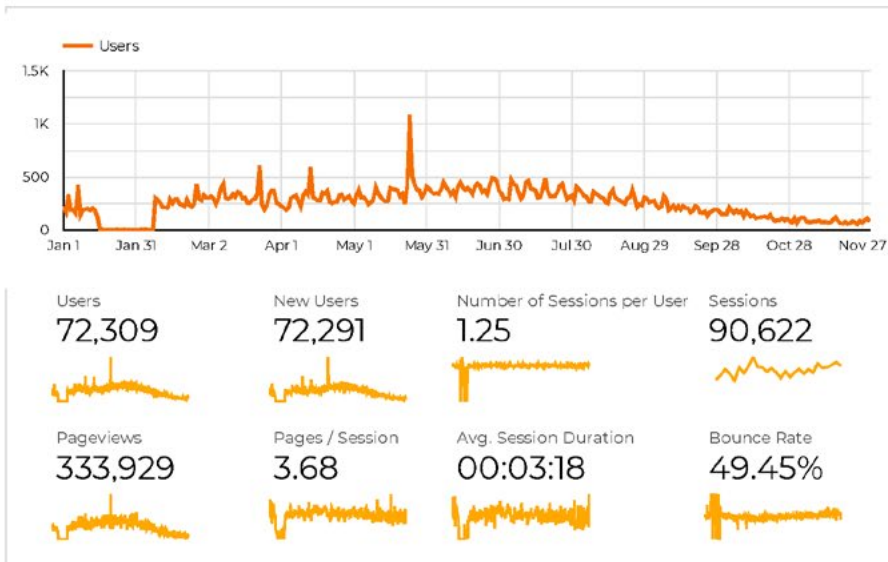
WACO Year to Date WEBSITE ANALYTICS

Jan 1, 2021 - Nov 30, 2021

Channel

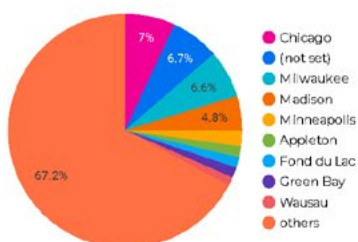
Device

Your audience at a glance



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

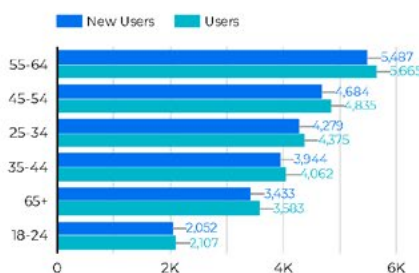
Cities where they log on



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



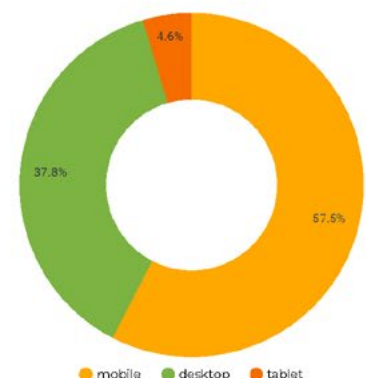
Overall, the 55-64 set continues to be in the #1 place in terms of visitors to our website not only in new users to our site, but in total users.

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	41,604	41,690
2. desktop	27,356	27,340
3. tablet	3,336	3,308

1-3/3 < >

IN THE KNOW

NEW POLICY PLEASE REVIEW & REPLY!



Our partners at the DATCP reached out to discuss a new policy they are creating specific to Winter Camping. As more and more HarvestHosts get creative with their offerings, and as the DNR has made it clear they want to offer some form of lodging or shelter for those winter activity enthusiasts, the DATCP felt it was necessary to put together policies for those offering winter camping.

Please review the draft document posted on the WACO website in the Members Only Section: [CLICK HERE IF VIEWING ONLINE](#)

LINK: https://www.wisconsincampgrounds.com/wp-content/uploads/2021/12/Winter-Camping-Policy-v1.2-DATCP-DRAFT_12-2-21.pdf

Send in your comments to lori@seversonandassociates.com by January 6th.

This is a draft written by DATCP until the code can be rewritten – so it's a policy.

Introducing the Wisconsin Snow Report Widget



Some of our members are open year round or into winter months. It looks like the Wisconsin Department of Tourism has created new tools to assist in making memories for your guests a lot easier!

The Snow Report widget "help travelers and residents plan their trip to your region by sharing the [Wisconsin Snow Report](#). One of Travel Wisconsin's most popular tools, the Wisconsin Snow Report provides up-to-date snow conditions at [downhill ski and snowboard hills](#), [cross-country ski areas](#) and [snowmobile trails](#) statewide."

You can [embed a widget on your website](#) showing a live feed of the snow report, customizable to your county (or you can select multiple counties). Fill out the form to select the desired report type, and you'll receive an iFrame code to embed on your website or blog. The WI Dept of Tourism is here to help so if you have any questions, please contact TourismTourInfo@travelwisconsin.com.

IMPORTANT NOTE: If you have used the Wisconsin Snow Report widget in the past and have an old iFrame code embedded on your website, you'll need to download and embed the new code.

HOW THE WIDGET WORKS

The Wisconsin Snow Report uses local, first-hand information to track trail and slope conditions in real time throughout the season as the snow falls, as well as man-made snow. Travel Wisconsin couldn't make this happen without our fantastic partners throughout the state—the report is maintained by over 100 reporters in all 72 counties, through a dedicated network of chambers of commerce, visitor bureaus, ski resorts, snowmobile clubs, state and county park staff and more.



Information shared from Secretary-designee Anne Sayers, WI Dept of Tourism

IN THE KNOW



EV EQUIPMENT - IS IT TIME TO THINK ABOUT IT?

If you think Wisconsin is slow to market with the EV trend, think again. EV charging stations and conversations came up at our last Board Meeting in December. A quick Google search showed us over 24 charging stations offered in a 60-mile radius. As we continue the conversations of customer expectations and desires, EV needs to be a thought - and more than likely in your future strategic planning.

Blink Charging Co. the owner and operator of electric vehicle (EV) charging equipment and services, will unveil seven new products at the annual Consumer Electronics Show (CES) taking place in Las Vegas next month.

The new EV charging equipment, including both Level 2 and DC Fast Chargers, offer next-generation EV charging technology across the EV ecosystem, including home, fleet, multifamily and retail locations. Blink will also launch a new network and accompanying mobile app that enable a more seamless, efficient, and affordable charging experience for fleets and consumers.

Blink Charging offers the industry's only (so far anyway, as we see this service and product changing OFTEN) complete, end-to-end solution for the EV charging ecosystem, powering electrification globally for consumers, fleets, businesses, retailers, developers and municipalities.

Blink Charging will be in the Las Vegas Convention Center's West Hall at booth #3623. Blink Charging will also host a press conference on January 5 at 11:15 a.m. Pacific. For more information, email CES@blinkcharging.com or check out their website at: www.blinkcharging.com.



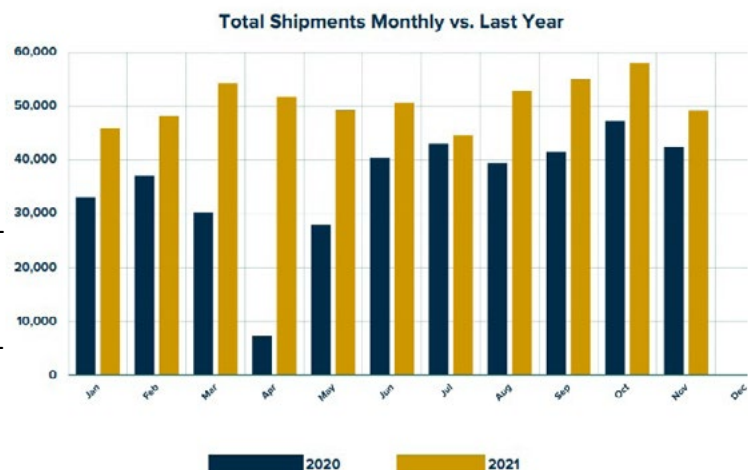
RV & PARK MODEL SHIPMENTS

Results for the RV Industry Association's November 2021 survey of manufacturers determined that total RV shipments ended the month with 49,135 units, a new record for the month of November and an increase of 15.6% compared to the 42,513 units shipped during November 2020, the previous record for November.

Year to date, 559,743 RVs have been produced, the most RVs ever built in a single year. The RV industry remains on pace to build more than 600,000 RVs in 2021 and 2022 according to the latest [RV Roadsigns forecast](#).

Park Model RVs ended the month up 7.4% compared to November 2020 with 290 wholesale shipments.

Want to hear more good news? "Interest in RVing remains high even in what has traditionally been the 'offseason.' Our [latest survey](#) shows 18.5 million Americans plan to travel in their RV during this holiday season, taking advantage of the freedom and control of the RV lifestyle."



2022 RV SHOWS

GREATER CHICAGO
SCHAUMBERG
RV SHOW
JANUARY 14-16

WBAY RV &
CAMPING EXPO
GREEN BAY
JANUARY 27-30

MADISON CAMPER AND
RV SHOW
FEBRUARY 4-6

LA CROSSE BOAT,
SPORTS, TRAVEL, RV &
HUNTING SHOW
FEBRUARY 10-13

MINNEAPOLIS/ST. PAUL
RV, VACATION AND
CAMPING SHOW
FEBRUARY 3-6

MILWAUKEE
RV SHOW
MARCH 3-6

CENTRAL WISCONSIN RV
& CAMPING SHOW
WAUSAU
MARCH 11-13

ROCKFORD RV, CAMPING
& TRAVEL SHOW
MARCH 11-13





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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