

WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS



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

**MARCH 16-20, 2022
MARDI GRAS CELEBRATION!**

New Owners Meet-Up!

**New owners! Meet with other new owners
15-minutes prior to each meal time at the
New Owners Table in the Banquet Room!**

THIS PROGRAM IS A DRAFT!



**Holiday Inn Hotel &
Convention Center
1001 Amber Avenue
Stevens Point, WI 54481
Phone: (715) 344-0200**





WACO Board Of Directors



Be our eyes and ears – if you hear about, or see something that needs to be corrected, be sure to let your Board Members or Executive Director know!

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

Our goal is to make this conference easy for you to attend and enjoy. Please don't hesitate to tell a staff member immediately if you need assistance. Our members mean the world to us and we are happy to help in any way we can. If you have an experience that is not world class, please let a member of the WACO Board or your Executive Director know immediately. Your experience here is important to us. **If you are new to the convention – just look for a STAFF member or a Board Member. There are no silly questions – we are happy to help!**



How May We Help You?



Lori Severson – Executive Director
 Address: P.O. Box 228, Ettrick, WI 54627
 Email: lori@seversonandassociates.com
 Phone: 608-525-2327
 Fax: 608-525-2328
 Cell phone 608-792-5915



Mark Hazelbaker- Attorney
 Address: 559 D'Onofrio Drive, Suite 222,
 Madison WI 53719,
 Direct Email: mhazel@tds.net
 Direct Line: 608-622-2300

Have a question? We have the answer! Call any number below.

WACO Executive Director

Lori Severson 608-792-5915

WACO Staff

Carla Brown 608-790-1756
 Danielle Todd 608-386-0752
 Tina Severson 608-386-3673
 Lisa Black 608-317-9238
 Michelle Forsyth 715-225-3991

Registration

Laurie Smith 608-399-4817

Vendor Set-up And Direction

Rick Severson 608-498-3760

Kids Kamp

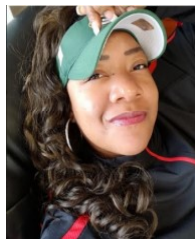
Becky Black 608-317-9237

General Convention Questions

WACO Office 608-525-2327



Rick Severson



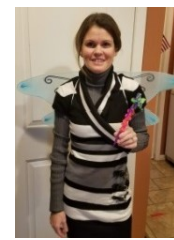
Carla Brown



Lisa Black



Laurie Smith



Michelle Forsyth



Tina Severson



Danielle Todd



Karen Radomski



Becky Black



Mary Zeigler

Our members are out of this world! ...Tell us how to make your experience amazing!

Tuesday Evening Check-in & Registration

Tuesday evening early registration will be open for the WACO Convention from 5:00pm - 7:00 pm. Our registration area is open 7:30 am on Wednesday, Thursday, Friday, and Saturday for your convenience. Registration is set up at the Holiday Inn Convention Center, directly outside of the Trade Show area. The hotel has the schedule of convention activities at the front desk if you have a question. The auction items and baskets should be taken to the registration table where they will be logged in.

Need Lori? Text her at 608-792-5915



Consulting Options



New Owners Meet Up: 15 minutes prior to each meal time!

Location: New Owners Table in the Banquet Room

Calling all rookies and newcomers! This quick meet up is hosted by the WACO Young Professionals group. Meet, greet and network with others in the same new position as you are! Find a mentor and see who knows what, and how you can get the most out of your WACO convention experience! Chat about what you've learned so far and what's up next for the day!

Need to know more about all the great ARVC or WACO Benefits?



Text Jim Button, your ARVC Area 3 Representative at **(920) 570-0764** to set up a time to chat about how both ARVC and WACO can benefit you and your business!



Update your Campground Listing with Danielle Todd

Update your listing on the **WACO Website** right at convention! Bring a flash drive with 4 or 5 photos and we will update your listing for you to be sure everything is current for the 2022 season! **NO charge, NO hassle! Set-up your appointment by texting Danielle at (608) 386-0752!**



Private Legal Consultations with Mark Hazelbaker WACO Attorney

Talk about your personal legal issues! Ask about agreements, review mobile home licenses, park regulations, Employment issues, or general legal questions. You can see the work Mark has done with our forms, waivers, agreements, etc in the Members Only section of our website! Contact Mark by texting him at **(608) 220-7271** to set up your private session.



QuickBooks Consulting with CSAW Associates

Set up a time to learn more about how QuickBooks works, upgrading or getting started. Call or text Chris Metcalf (WACO Accountant) at **(608) 385-8946** to set up your appointment at convention!



Know Your Numbers with John Jaszewski - Bring your P&L to convention and John will show you exactly what your park is worth now and will show you quick and easy ways to increase the value of your park. **Knowledge is Power.** Whether you are thinking of selling or need more leverage for refinancing or expanding the park, schedule a confidential consultation and John can show you exactly what the Banker and Appraiser will be looking for. Schedule an appointment at convention by texting John at 507-450-5626.





Things You Need To Know



Money Made Simple

- Set up your Charge Card at WACO Registration on Tuesday Night. Your charge card will be included with your badge. *It will be the same number as your auction number.* Please be sure you receive a receipt with all of your purchases. Simply show your card with your auction number on it and sign for the charge.
- Your auction number can be used to bid on silent auction items, live auction items, buy raffle tickets, etc.
- PAC (Political Action Council) items are the only exception (they must be paid by personal check or cash).
- You may check your balance at any time during the convention.
- You can pay your balance by check, credit card, cash, WACO bucks or a combination!
- Plan to have your account balance settled no later than 9:00 am on Sunday.
- Not from Wisconsin? No problem! We take all "out of state" currency!

Valet Directory Pickup

Pick up your Wisconsin Association of Campground Owners directories at the show. Simply ask any trade show associate for help loading them to your vehicle. It can be done any time throughout the tradeshow. (Note: only throughout daytime hours please.) Distribute them to your community while getting our directories in the hands of your guests.

Earn 20 Golf Cart tickets by picking up your directories!

**Visit the WACO Website!
Scan me!**



Silent Auction Rules

- To place a silent auction bid, write your bidding number in the starting bid space or on the line following the highest current bid.
- Indicate your bid in the appropriate space on your bidding row.
- In order to be valid, all new bids must be higher than the previous bid by at least the minimum raise indicated at the top of the bid sheet. \$5.00 is the usual amount but please check each auction item.
- A bid is construed as an agreement to purchase the listed item(s) at the amount indicated.
- All bidders must be 18 years of age or above.
- All winning bids must be settled before 9:00 am on Sunday by cash, check or credit card.
- In order to protect the integrity of all bidders, please do not scratch out bids. Simply contact one of our volunteers for assistance if you wish to withdraw your bid.
- The auction will close at the announced time at which time the highest bid on each bid sheet will be declared the winner. If multiple people are still interested in bidding at the end – a final bid off will be allowed where each participant puts in a final sealed bid on a piece of paper. The highest final bid will be awarded the item.
- **Don't leave the convention without written documentation of what you have purchased and won.**
- **Bids may only be voided by an auction volunteer or staff member.**

**See something that needs our
immediate attention?
Call Lori at 608-792-5915
Sunrise to sunset!**



Things You Need To Know



Can't Attend a Seminar?

All seminars and information (if provided by the speaker) are available for our members. If you were unable to attend a session, please feel free to pick up the materials near the WACO desk. This information is available on a first come, first serve basis and if seminar information is provided prior to convention. Information from seminars will also be available on the WACO Website in the "Members" tab the Tuesday after convention week. Video taped seminars will be available on the website! Zoom in and see the completed seminars on the website.

Basket Social

Bring the best campground basket and win bragging rights! Earn the traveling trophy for the basket with the best sales numbers on Friday night! The basket winner also gets **\$1000** to spend at any supplier on Saturday! And EVERY campground that brings a basket gets tickets to win the golf cart. If you enter multiple baskets the **TOTAL** is added together! Ask your suppliers and communities to contribute and earn your community and campground a mention on the WACO Campground website & directory! Last year the winner was **Champions Riverside Resort**

How To Earn Tickets to Win The Golf Cart

50 tickets for Registering before January 31
 50 tickets for presenting a class!
 50 tickets for every auction item you bring.
 50 tickets for every \$200 sponsorship level!
 25 tickets for purchasing raffles from registration
 20 tickets by picking up your directories.
 10 tickets for each bottle of liquor you donate
 20 tickets for bringing a bottle of wine!
 5 tickets for each educational course you attend.
 5 tickets for each course evaluation turned in.
 15 ticket for every GBF Golf Cart Raffle ticket pkg
 40 tickets for bringing a basket.
 20 tickets for any PAC fund donation you make.

Participants are responsible for collecting their tickets.
 Sunday morning simply rip your tickets in half. You keep one half and the other half goes in the bucket for the drawing.
 Must be present on Sunday at 11:00am to win!

Earn \$4000 to spend at the trade show!

Show \$\$\$

- Earn \$1000 to spend at the trade show if you have the basket or combination of baskets, that raises the most money Friday Night! Yes you can combine several baskets!
- Earn \$500 if you win the PAC auction gift card!
- Earn \$1000 to spend at the trade show if you bought from the right supplier Friday. Winner drawn at Friday Evening Dinner.
- Win \$1000 to spend at the trade show if you purchase from the right supplier Saturday morning! Winner drawn Saturday at 3pm!
- Win an extra \$500 to spend at any Show Sponsor! Pulled at our Trade member Dinner Friday Evening.
- ALL money is to be spent at trade show

20 tickets for every \$100 you spend at the auction
 10 tickets for each raffle item you purchase.
 30 tickets for attending the round tables on Sunday
 30 tickets for returning Convention critique on Sunday
 20 tickets for participating in any Basket Raffle
 20 tickets for attending the Wednesday night event
 20 tickets for completing the WACO survey!
 25 tickets for participating in the PAC auction!
 25 tickets if you registered in advance!
 5 tickets for introducing a new member!
 30 tickets for every vendor you purchase from.
Bring your receipts to registration.

Win a Golf Cart Sunday
 Donated by Jim's Golf Cars
 Earn your tickets!



Go High Tech - QR Codes



Sometimes having everything on your phone or tablet can be convenient. We understand that.

You are now able to download each convention day's schedule onto your mobile device to ensure you are in the loop for that days activities. ***Open the camera on your Smartphone or a QR Code Reader App, scan the codes above and watch as each day appears!***

| Wednesday | Thursday | Friday | Saturday | Sunday |
|--------------|--------------|--------------|--------------|--------------|
| Coming Soon! | Coming Soon! | Coming Soon! | Coming Soon! | Coming Soon! |

HAVE YOU JOINED OUR TEXT CLUB YET?



133 of your friends have!
Receive updates
& urgent messages
concerning WACO
on your phone!

Simply Text "WACO" to 25827

Feelin' Social? Tag Us!

#CampWithWACO



/wicampgrounds



@wicampgrounds



@wicampgrounds



/wicampgrounds



Get the convention schedule, trade show map, important alerts, and more!

GET THE WACO CONVENTION APP
Powered by campersAPP

Download on the App Store
GET IT ON Google play

DOWNLOAD **campersAPP**
www.campersapp.com/app
LOGIN WITH **WACO**



WACO Members who helped with a presentation for the WACO conference get 50 Golf Cart tickets per session!

Please get them at Registration! Thanks so much for helping us all be a great industry!

Want to volunteer to help with WACO projects? Contact WACO or your Board of Directors!

Information from seminars (if available from presenter in digital form) will be available on the WACO Website in the "Members" by two weeks post-convention.



GET ON TRACK IN 2022!



NEW IN 2022!

SEMINAR 'TRACK' GUIDANCE!

Here at the WACO Convention, we believe that knowledge is power! We always strive to give you the best variety of educational seminars to help you succeed, no matter your business role! So this year, we wanted to provide you with a bit more guidance on navigating our seminar options based on your position at your park.

Our new color-coded system in the program will help you quickly see what seminars will help you 'STAY ON TRACK' in your role and help you to become a better version of yourself, no matter what your job description says!

This color-coded track system is simply a guide to get you started. You are, of course, always welcome to attend ANY session you feel would benefit you.

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

Any seminar box left in white can benefit all attendees! 😊



SEMINARS - Wednesday (3/16)





Please note that the two daylong seminars (ServSafe & CPO Pool School) REQUIRE pre-registration!

| Owners | Managers | Employee | Young Prof. |
|--------|----------|----------|-------------|
|--------|----------|----------|-------------|

Seminars boxes left in white can benefit all attendees!



|  | Harvest Room | Woodland Room | Stonefield Room | Banquet Room | Trillium Room |
|---|--|--|--|--|---|
| 8:30 am – 9:30 am | ServSafe (8:30am–4:15pm) **NEW Programing Kama Teske <i>Participants should bring their own devices with internet access capability.</i> | CPO – Pool School Neuman Pools **Note that lunch will be from 12:00 – 12:30pm if you registered for this course. Test will be taken on Thursday | Quickbooks Online: The Basics CSAW Associates <i>*This course recommends to bring your laptop for hands-on training in your Quickbooks software!*</i> | New Owners: Get the most out of convention! Laurie Adams | What you need to know during a sales tax audit! Holly Hoffman |
| 9:45 am – 10:45am | | | Updating An Older Park Bud Styer | Graphic Design for Non-Designers Tina Severson & Danielle Todd Severson & Associates | |
| 11:00am – 12:00pm | | | Intro to the J1 Foreign Exchange Student Worker Program Tiffanie Butzen | | Creating Activities & Fun For Your Seasonals Sarah Krause |
| 12:00pm - 1:45pm | <div><div><div>Lunch & Learn - Fundraising (Banquet Room) Presentation by: Stephanie Klett – Lori Severson – Gilbert Brown Understand how the Gilbert Brown Foundation aids in developing relationships that help WACO! <div><div>Grab some free lunch and learn some great tips for gathering community support. Learn how to get groups to visit your campground and community. Brainstorm ideas on what to do for GBF Camping for Kids - Presentation from campground owners who are currently raising funds – what works and doesn't work. Try out some actual raffles to see how they work! Leave with a book of ideas!</div></div></div></div><div>Lunch Sponsored By: Gilbert Brown Pizza Donated By: Brew City Pub - Lotzza Motzza Pizza – Lasagna – Salad Brakebush Chicken</div><div></div></div> | | | | |
| 2:00pm - 3:00pm | ServSafe (8:30am–4:15pm) Kama Teske RECERTIFICATION | CPO – Pool School Neuman Pools (8:30am-4:15pm) **Please note that lunch above. | Security In The Park Panel – Jim Button, Mark Hazelbaker & Portage Co. Sheriff | Crafting For The Adults Julie Michaels | Getting people excited about your park and your community Stephanie Klett |
| 3:15pm - 4:15pm | | | Crafting Your Vision Bud Styer | Crafting For The Kids Julie Michaels | Human Resource Management Mark Hazelbaker |





Seminar Detail Information



SEMINARS - WEDNESDAY MARCH 16

Morning Seminar Descriptions

| ServSafe | 8:30am - 4:15pm | Kama Teske | Harvest Room |
|--|-----------------|------------|--------------|
| <p>The state of Wisconsin requires licensed foodservice operations to meet certain food safety and sanitation regulations, including having at least one manager or operator certified in food protection practices. Take this course at a reduced fee and be sure you can meet the State of Wisconsin Requirements.</p> | | | |
| <p>(8:30a-4:15p) WI - ServSafe CFPM Course & Proctored Exam: This is an 8-hour classroom course that meets or exceeds state requirements. Includes the ServSafe CFPM Course book, 8-hour class, and Proctored ServSafe CFPM Exam.</p> | | | |
| <p>(3:00-4:00p) WI - ServSafe CFPM Proctored Exam: Individuals interested in the ServSafe CFPM Exam for recertification. Includes only the Proctored ServSafe CFPM Exam. This piece is also for those who have taken the ServSafe CFPM Exam, and failed, and need to re-take the exam.</p> | | | |

| CPO - Pool School | 8:30a - 4:15p | Mark Othmer & Cody Butcher | Woodland Room |
|---|---------------|----------------------------|---------------|
| <p>The CPO seal of approval is assurance to commercially owned pool and spas that their facility and their swimmers are under the supervision of trained professionals. CPO certification courses are designed to provide individuals with the knowledge, techniques, and skills of pool and spa operations. Including pool and spa chemistry, testing, treatment, filtration, maintenance, automatic feeding equipment, government requirements and more. The CPO certification program requires participation in either a two-day class taught by a certified instructor or the blended format that combines an online Pool Operator Primer Course and a one day Pool Operator Fusion Course. The CPO certification program requires participation in either a two-day class taught by a certified instructor or the blended format that combines an online Pool Operator Primer Course and a one day Pool Operator Fusion Course. The CPO certification program requires an open book exam and is valid for five years. Successful completion of the certification program provides eligibility for CEU credits and is good for 5 years.</p> | | | |

| Quickbooks Online: The Basics | 8:30 – 10:45a | CSAW Associates | Stonefield Room |
|--|---------------|-----------------|-----------------|
| <p><i>*This course recommends to bring your laptop for hands-on training in your Quickbooks software!*</i></p> | | | |

| New Owners: Get the most out of convention! | 8:30 – 9:30a | Laurie Adams | Banquet Room |
|---|--------------|--------------|--------------|
| <p>Description coming soon!</p> | | | |

| What you need to know during a sales tax audit! | 8:30 – 9:30a | Holly Hoffman | Trillium Room |
|---|--------------|---------------|---------------|
| <p>Description coming soon!</p> | | | |



Seminar Detail Information



SEMINARS - WEDNESDAY MARCH 16

Morning Seminar Descriptions

| | | | |
|-------------------------------|---------------------|------------------|---------------------|
| Updating An Older Park | 8:30 – 9:30a | Bud Styer | Banquet Room |
|-------------------------------|---------------------|------------------|---------------------|

Description coming soon!

| | | | |
|---|----------------------|--|----------------------|
| Graphic Design for Non-Designers | 9:45 – 10:45a | Tina Severson & Danielle Todd | Trillium Room |
|---|----------------------|--|----------------------|

Having great graphics for your website, social media, flyers and more doesn't have to be hard! And better yet, you don't have to hire someone else to do it! Join this fun session as we guide you through a user-friendly program (which has a stellar FREE version!) and explore a few of its capabilities that will help you achieve a designer look, without the designer price tag! You'll feel like a professional designer yourself!

| | | | |
|--|------------------------|------------------------|------------------------|
| Intro to the J1 Foreign Exchange Student Worker Program | 11:00a – 12:00p | Tiffanie Butzen | Stonefield Room |
|--|------------------------|------------------------|------------------------|

What is the J1 Foreign Exchange Student Worker Program? How does the program work? How many agencies are there and what are the contacts for them?

| | | | |
|--|------------------------|---------------------|---------------------|
| Creating activities and fun for your seasonals! | 11:00a – 12:00p | Sarah Krause | Banquet Room |
|--|------------------------|---------------------|---------------------|

Description coming soon!

| | | | |
|---------------------------------|------------------------|--------------|----------------------|
| Halloween Weekend How-To | 11:00a – 12:00p | Panel | Trillium Room |
|---------------------------------|------------------------|--------------|----------------------|

Panel of Julie Michaels, Sarah Krause, Patricia Lombardo, Deneen Pedersen and Hannah Piper. Learn all the best tips and tricks to make your Halloween Weekends spooky, fun and SUCCESSFUL!

SEMINARS - WEDNESDAY MARCH 16

Afternoon Seminar Descriptions

| | | | |
|-----------------------------|---------------------|--------------|------------------------|
| Security In The Park | 2:00 – 3:00p | Panel | Stonefield Room |
|-----------------------------|---------------------|--------------|------------------------|

Panel of Jim Button, Mark Hazelbaker and the Portage Co. Sheriff. Learn what to do when you need to remove someone from the park, a checklist of what security should do, best practices, and how to create meet and greets with law enforcement, and other emergency groups before you need them!

| | | | |
|--------------------------------|---------------------|-----------------------|---------------------|
| Crafting For The Adults | 2:00 – 3:00p | Julie Michaels | Banquet Room |
|--------------------------------|---------------------|-----------------------|---------------------|

Description coming soon!

Seminar Detail Information

SEMINARS - WEDNESDAY

Afternoon Seminar Descriptions

Getting people excited about your park and your community!

2:00 – 3:00p

Stephanie Klett

Trillium Room

Description coming soon!

Crafting Your Vision

3:15 – 4:15p

Bud Styer

Stonefield Room

Description coming soon!

Crafting For The Kids

3:15 – 4:15p

Julie Michaels

Banquet Room

Description coming soon!

Human Resource Management

3:15 – 4:15p

Mark Hazelbaker

Trillium Room

Description coming soon!

Join The Facebook Party!



WACO Campground Members >

Private group · 220 members



[Manage](#) [Invite](#)

[Rooms](#) [Announcements](#) [Topics](#) [Photos](#)

Ever wonder how campground owners get information quickly from so many resources?

Join us in our Facebook group...

WACO Campground Members

It's a private group where you can ask anyone a question and they will give you their opinion! You can buy and sell, ask questions, create a survey or show off something new in your park!

There is also an Activities Group specifically for WACO members as well. Gather up some great ideas any time of the year! We currently have over 220 members. Come and join the party!



Wednesday (3/16) Evening Events



4:00pm

CASH BAR OPENS!

Take part in some informal networking!
Get your Loaded (Or Unloaded!) Lemonade
FOR ONLY \$3.00! A True Fan Favorite!

Featuring...



Tonight's special \$3
pricing is sponsored by:



CSAW ASSOCIATES, LLC
COULEE REGION BOOKKEEPING & TAX

4:30pm

ARVC 2022 MEMBER UPDATES

Held in the Banquet Room

ARVC and WACO As Partners: How Members Benefit!

Paul Bambei, ARVC President/CEO – ARVC

Lori Severson, WACO Executive Director

Jim Button, ARVC Area 3 Representative

Joe Walter, Group 20 Member

Plus 20
Group Info!

5:00pm

MARDI GRAS MURDER MYSTERY PARTY!

(HELD IN THE BANQUET ROOM)



Dinner included in tonight's fun and
Mardi Gras drinks will be served
by your sassy bartender, Patricia
Lombardo! Participate or sit back
and see who can solve the mystery!





Schedule - Thursday (3/17)



Owners

Managers

Employee

Young Prof.

Seminars boxes left in white can benefit all attendees!



| | Harvest Room | Woodland Room | Stonefield Room | Banquet Room | Trillium Room |
|-------------------|---|---|--|--|--|
| 8:00 am – 9:30 am | FISH Philosophy <i>Lori Severson & Carla Brown Severson & Associates</i> | Store Displays <i>Kari Buffalo (TBD)</i> | Cornfield to Campground <i>Bud Styer, Ron Romans and Ted Tuchalski</i> | Americans With Disabilities Act <i>Bill Botten</i> | Interactive Campground Expansion Exercise <i>Ted Tuchalski & Reed McRoberts DATCP</i> |
| 9:45 am – 10:45am | Give 'Em The Pickle <i>Lori Severson Carla Brown</i> | Group Sales <i>Jeff Sims</i> | Leading Your Team to Success <i>Kara Traxler</i> | Putting today's FUN in your activity program! <i>Deb Yeager</i> | DATCP Programs Overview & Updates <i>James Kaplanek DATCP</i> |
| 11:00am – 12:00pm | Activities – Post Covid <i>Eileen Vaughn</i> | KOA Data and Statistics <i>Chris Rademacher</i> | Publicity and PR <i>Jeff Crider</i> | Recreating Your Recreation Program <i>Deb Yeager</i> | Pool Code Revision & Fee Structure Highlights <i>Mary Ellen Bruesch DATCP</i> |
| 12:00pm - 1:45pm | Legislator Luncheon (Banquet Room) <ul style="list-style-type: none"> • Salute to WACO Members who served and National Anthem • Special Guests: Representative Jesse James – more coming soon! • Keynote Speaker: <i>Kurt Bauer, President & CEO at Wisconsin Manufacturers & Commerce (WMC)</i> • Awards to our DATCP Guests: Presented by Adam Malsack | | | | |
| 2:00pm - 3:00pm | Drone Training <i>Mike Henry of Silver Springs & John Anderson of Stoney Creek</i> | Employee Plans – How to pay your people! <i>Mark Hazelbaker</i> | Tourism Trends <i>Andrew Nussbaum WI Dept. of Tourism</i> | Creating photo-ops that bring in bookings! <i>Tia Anderson (TBD)</i> | Pool Code Revision & Fee Structure Highlights (Repeat) <i>Mary Ellen Bruesch DATCP</i> |
| 3:15pm - 4:15pm | Menu Verbiage That Creates More Sales <i>Patrick McDonnell</i> | Utilities: A hands-on course! <i>Heidi Doyle</i> | Guest Services <i>Andrew Nussbaum WI Dept. of Tourism</i> | Working With Family <i>Eileen Vaughn</i> | Death In The Workplace and Other Tough Topics <i>Mary Bauer Dept. of Labor/OSHA</i> |



Seminar Detail Information



SEMINARS - THURSDAY MARCH 17

Morning Seminar Descriptions

FISH Philosophy

8:00 – 9:30a

Lori Severson & Carla Brown

Harvest Room

Description coming soon!

Store Displays

8:00 – 9:30a

Kari Buffalo

Woodland Room

Description coming soon!

Cornfield to Campground

8:00 – 9:30a

**Bud Styer, Ron Romans &
Ted Tuchalski**

Stonefield Room

Description coming soon!

Americans With Disabilities Act

8:00 – 9:30a

Bill Botten

Banquet Room

Description coming soon!

Interactive Campground Expansion Exercise

8:00 – 9:30a

**Ted Tuchalski &
Reed McRoberts**

Trillium Room

With so much growth in our industry, many campgrounds are looking to expand. Learn what that means for you in terms of permits, code adjustments and more in this interactive exercise from the Wisconsin Department of Agriculture, Trade and Consumer Protection.

Give 'Em The Pickle

9:45 – 10:45a

Lori Severson & Carla Brown

Harvest Room

Description coming soon!

Group Sales

9:45 – 10:45a

Jeff Sims

Woodland Room

Description coming soon!

Leading Your Team to Success

9:45 – 10:45a

Kara Traxler

Stonefield Room

Description coming soon!



Seminar Detail Information



SEMINARS - THURSDAY MARCH 17

Morning Seminar Descriptions

Putting today's FUN in your activity program

9:45 – 10:45a

Deb Yeager

Banquet Room

Description coming soon!

DATCP Programs Overview & Updates

9:45 – 10:45a

James Kaplanek

Trillium Room

Does the word "inspection" scare you? Be prepared for your upcoming season by knowing your resources and learning more about your partners at the Wisconsin Department of Agriculture, Trade and Consumer Protection.

Activities – Post Covid

11:00a – 12:00p

Eileen Vaughn

Harvest Room

Description coming soon!

KOA Data & Statistics

11:00a – 12:00p

Chris Rademacher

Woodland Room

Description coming soon!

Publicity and PR

11:00a – 12:00p

Jeff Crider

Stonefield Room

Description coming soon!

Recreating Your Recreation Program

11:00a – 12:00p

Deb Yeager

Trillium Room

Description coming soon!

Pool Code Revision & Fee Structure Highlights

11:00a – 12:00p

Mary Ellen Bruesch

Banquet Room

Lots of changes coming up in 2022 for the pool code! If you have a pool at your park, be sure to check out one of these two available sessions. Note they are both the same material, being offered twice, as we felt there would be a lot of members wanting this information!



Seminar Detail Information



SEMINARS - THURSDAY MARCH 17

Afternoon Seminar Descriptions

| | | | |
|--------------------------|---------------------|---------------------------------------|---------------------|
| Drone Training | 2:00 – 3:00p | Mike Henry & John Anderson | Harvest Room |
| Description coming soon! | | | |

| | | | |
|---|---------------------|------------------------|----------------------|
| Employee Plans – How to pay your people! | 2:00 – 3:00p | Mark Hazelbaker | Woodland Room |
| Description coming soon! | | | |

| | | | |
|--------------------------|---------------------|------------------------|------------------------|
| Tourism Trends | 2:00 – 3:00p | Andrew Nussbaum | Stonefield Room |
| Description coming soon! | | | |

| | | | |
|---|---------------------|---------------------|---------------------|
| Creating photo-ops that bring in bookings! | 2:00 – 3:00p | Tia Anderson | Banquet Room |
| Description coming soon! | | | |

| | | | |
|---|---------------------|---------------------------|----------------------|
| Pool Code Revision & Fee Structure Highlights | 2:00 – 3:00p | Mary Ellen Bruesch | Trillium Room |
| <i>**This course is a repeat from the 11am session for additional attendees to sit in**</i> | | | |
| Lots of changes coming up in 2022 for the pool code! If you have a pool at your park, be sure to check out one of these two available sessions. Note they are both the same material, being offered twice, as we felt there would be a lot of members wanting this information! | | | |



Seminar Detail Information



SEMINARS - THURSDAY MARCH 17

Afternoon Seminar Descriptions

Menu Verbiage That Creates More Sales

3:15 – 4:15p

Patrick McDonnell

Harvest Room

Description coming soon!

Utilities: A hands-on course!

3:15 – 4:15p

Heidi Doyle

Woodland Room

Description coming soon!

Guest Services

3:15 – 4:15p

Andrew Nussbaum

Stonefield Room

What services and amenities should you be providing based on new guest expectations?

Working With Family

3:15 – 4:15p

Eileen Vaughn

Banquet Room

Description coming soon!

Death In The Workplace and Other Tough Topics

3:15 – 4:15p

Mary Bauer

Banquet Room

Description coming soon!



Thursday (3/17) Evening Events



| | |
|-----------------|---|
| 4:15pm | Cash Bar Opens – Beer Tasting & Root Beer Tasting by Point Brewery |
| 4:45pm | <div><h2>STEAK FRY & SHRIMP!</h2><p>BROUGHT TO YOU & SERVED BY YOUR WACO BOARD OF DIRECTORS!</p><p>Also sponsored by Bud Styer, Reinhart Foods and Vista Royale!</p><p><i>This meal is included in your registration and will feature: steak, shrimp, beer brats, hamburgers, hotdogs, baked beans, salads, chips, pickles and dessert!</i></p></div> |
| 5:30pm - 6:30pm | <div><h2>Keynote Speaker:</h2><p><i>Rebecca Kleefisch, Candidate for WI Governor</i></p></div> |
| 6:30pm - 6:45pm | <div><h2>PAC Auction Paddle Sales</h2><p>All the money goes to the PAC Fund for WACO! Buy as many paddles as you like \$20 per paddle – bid for each item for only a dollar!</p><p>We sell paddles for \$20 each or 6 for \$100. When an item comes up for auction it then costs an additional \$1 per paddle to bid on an item. Buy more paddles and pay ahead to get a discount!</p></div> |
| 6:45pm - 8:30pm | <div><h2>PAC Auction with the Weiss Family</h2><p>PRIZES INCLUDE:</p><ul style="list-style-type: none">• 2 - \$500.00 VISA Cards to be used at the WACO Show• Mystery Box• Autographed Brett Favre Print• Autographed Devante Adams Print• Champions Indoor Club Packer Tickets• Wellness weekend tickets for 4 people – 2 rooms• Tavern Tour Tickets with Lodging• Boat Tour tickets for 4 people• Booze Basket• RCI Vacation Package• Collector Helmet Autographed by Multiple Players</div> <div><p>The WACO PAC is a non-partisan fund supported by voluntary personal contributions by WACO members. For more information, pick up a PAC brochure.</p></div> |



Schedule - Friday (3/18)



Owners

Managers

Employee

Young Prof.

Seminars boxes left in white can benefit all attendees!



| | Harvest Room | Woodland Room | Stonefield Room | Banquet Room | Trillium Room |
|-------------------|--|---|---|---|---|
| 8:00 am – 9:30 am | Turning \$3 into \$10,000 <i>Amir Harpaz</i> <i>Harp Development</i> | What do you mean I need to 'know my numbers'? I'm the owner! <i>John Jaszewski</i> <i>Campgrounds4sale</i> | Seminar Coming Soon! <i>Eric Haun</i> <i>Coverra Insurance</i> | How should I be spending my marketing budget? <i>Stephanie Meier</i> <i>Blackhawk Bank</i> | WACO Young Professionals Round Table Discussions (2) <i>Led by Tia Anderson</i> |
| 9:45 am – 10:45am | RVAI Data Collection <i>Craig Kirby (TBD)</i> | Radio and Communication Etiquette <i>Radio Boss (TDB)</i> | Local Government <i>Jason Culatta</i> | Obtaining Training on RV Repairs <i>Curtis Hemmeler</i> <i>RV Technical Institute</i> | WACO Young Professionals Annual Meeting <i>Led by Tia Anderson</i> |
| 11:00am – 12:00pm | Trends In Digital Marketing <i>Amir Harpaz</i> <i>Contact</i> | Seminar Coming Soon! <i>Speaker</i> <i>Company</i> | Seminar Coming Soon! <i>Speaker</i> <i>Company</i> | CLOSED FOR LUNCH SET UP | CLOSED FOR LUNCH SET UP |
| 12:00pm - 1:00pm | Lunch & Learn Session (Banquet Room) Scott Lesnick, Global Leadership Keynote Speaker, CSP Topic details coming soon! | | | | |

Want the Whole Family Educated?

Pets are allowed at the Holiday Inn Express for just \$30 per night!





Seminar Detail Information



SEMINARS – FRIDAY MARCH 18

Morning Seminar Descriptions

| | | | |
|--|----------------------|------------------------|------------------------|
| Turning \$3 Into \$10,000 | 8:00 – 9:30a | Amir Harpaz | Harvest Room |
| Description coming soon! | | | |
| What do you mean I need to ‘know my numbers’? I’m the owner! | 8:00 – 9:30a | John Jaszewski | Woodland Room |
| We all know you know the money you’re making – let’s take some time to talk bank and appraiser talk. So if you need more money, want to turn the park over to the next generation, or you want to sell – we can help you make sense of all the numbers. This session will take you on a short journey through your park and touch on all the key points of money matters without boring you to death....hopefully! | | | |
| OPEN | 8:00 – 9:30a | Eric Haun | Stonefield Room |
| Description coming soon! | | | |
| How should I be spending my marketing budget? | 8:00 – 9:30a | Stephanie Meier | Banquet Room |
| With so many choices, how do I know I’m getting the best ROI for my investment? Traditional or Digital? Is SEO worth it? What about Social Media? Join the conversation as we explore goal setting, and weighing cost versus benefit for your marketing investment. | | | |
| Local Government | 8:00 – 9:30a | Jason Culatta | Trillium Room |
| Learn how to work with your local government. What to do now and when to get involved. How do I make sure they all know what my business is and how I run it. | | | |
| RVAI Data Collection | 9:45 – 10:45a | OPEN | Harvest Room |
| Description coming soon! | | | |
| OPEN | 9:45 – 10:45a | OPEN | Woodland Room |
| Description coming soon! | | | |
| OPEN | 9:45 – 10:45a | OPEN | Stonefield Room |
| Description coming soon! | | | |



Seminar Detail Information



SEMINARS – FRIDAY MARCH 18

Morning Seminar Descriptions

OPEN

9:45 – 10:45a

OPEN

Banquet Room

Description coming soon!

OPEN

9:45 – 10:45a

OPEN

Trillium Room

Description coming soon!

Social Media

11:00a – 12:00p

OPEN

Harvest Room

Description coming soon!

OPEN

11:00a – 12:00p

OPEN

Woodland Room

Description coming soon!

OPEN

11:00a – 12:00p

OPEN

Stonefield Room

Description coming soon!



Schedule - Friday (3/18)



1:00 - 7:00pm - Trade Show Open!

Support those who support our organization, and keep your registration costs low by shopping with these vendors!

Show
Dollars!

Earn \$1000 to spend at the Trade Show on Saturday just for shopping Friday!

BUY.... BUY... BUY....WHY...WHY...WHY?

Our suppliers need to take orders back to their offices to make the business piece work! They are the reason we have a great show with amazing opportunities. Please help our show be the best it can be by asking any supplier you work with to show you their WACO TRADE MEMBER Card!

Also, please be sure to thank our suppliers by purchasing at the show!

5:00pm – Beer Available at Sponsor Booths!

Stop by any of these booths to grab a cold adult beverage!



Mouse Mix
Tail Bangers

Severson & Associates/S&H Ad Specialties



9:15pm – Trade Show Shopper Drawing!

Stick around and you could win \$500 to spend at any of these Show Sponsors! Must be in the Banquet room to win!



Blackhawk Bank

Campgrounds4sale.com

Coverra Insurance

Jim's Golf Cars

Tail Bangers

Severson & Associates/S&H Ad Specialties





Schedule - Friday (3/18)



Your Friday night entertainment lineup!

Hosted by: Gilbert Brown & Caden Dahl



| | |
|--------|--|
| 6:45pm | Banquet Room Opens - Suppliers are welcome! |
| 7:00pm | Dinner served <ul style="list-style-type: none"> • Gilbert Brown Foundation Supporter Recognition • Top Campground Fundraiser Award – Dates for the 2022 Camping For Kids Fundraiser Weekend! |
| 7:30pm | Fun with Gilbert Brown & Caden Dahl (<i>Foundation Support Recipient</i>) Let the good times roll! “Fun”draising for GBF! Win \$1000 in WACO Bucks! Tickets are \$10 each or wingspan for \$20! |
| 8:30pm | Live Auction Begins! Many items including things like... Packer tickets for 2023 season! Autographed memorabilia! A three-night employee retreat at Champions Riverside Resort! ... <i>And so much more!</i> |
| 9:15pm | Trade Show Shopper Drawing \$1000 to spend at the trade show - \$500 to spend at any show sponsor – Must be in the room at time of drawing to win! |
| 9:30pm | Silent Auction Closes & Campground Basket Winner Announced See which campground wins \$1000 to spend at the Trade Show for having the best basket! |



Candy Bar Sale

Win great prizes like golf cart tickets, autographed memorabilia! Plus, win up to \$500.00 in WACO Certificates! Spend at the show!



50/50 Raffle
Winner drawn
after the Live
Auction tonight!

Trade Show Shopper winnings can be spent at any of these Show Sponsors:

| | | |
|-----------------|----------------------|---|
| Blackhawk Bank | Campgrounds4sale.com | Coverra Insurance |
| Jim's Golf Cars | Tail Bangers | Severson & Associates / S & H Ad Specialties |



Schedule - Saturday (3/19)



8:00am -
9:30am

WACO ANNUAL MEETING

(Breakfast served in the Banquet Room)

Bud Styer – Call to order
Secretary's Report - Approvals
Treasurer's Approvals
Nominations from the floor
Nominations
Elections
PAC Report
ARVC update
Any other new business
Adjourn

**Learn where the
organization has been
and where we are going!**

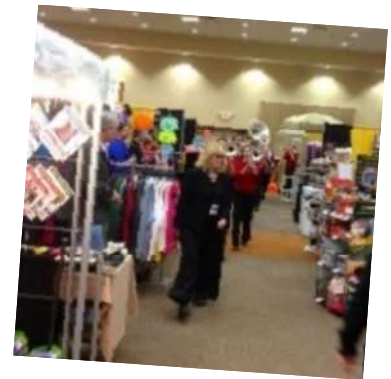
**Bloody Mary Bar at
Coverra Insurance
Booth starts at
9:30am. Tips go to
the Gilbert Brown
Foundation!**

Celebration & WACO Updates Board Member Recognition

9:30am -
4:30pm

Trade Show Open 9:30am – 4:30pm

Remember, placing orders at this show
keeps your convention costs down!
Please support our suppliers who
support you! Please thank your sponsors!



11:00am
1:30pm

**Grab-N-Go lunches served in the
Banquet Room! Vendors are welcome!**

3:00PM - \$1,000 Vendor Drawing

**If you bought from the vendor called, you win \$1000 to be spent at
the Trade show! Must be in the trade show area to win!**



Board of Directors Nominees



Your 2022 Nominees Are...

| | |
|---|---------------------------------------|
| Insert nominee photo here. | Nominee Name – Campground Name |
| Insert nominee photo here. | Nominee Name – Campground Name |
| Insert nominee photo here. | Nominee Name – Campground Name |
| Insert nominee photo here. | Nominee Name – Campground Name |



Schedule - Saturday (3/19)



Be in the Banquet Room for the WACO Auction by 5:30pm and get 20 golf cart tickets!

| | |
|----------------------|--|
| 5:30 – 7:00pm | WACO Auction Begins – Many items including things like... <ul style="list-style-type: none">• Golf Cart from Jim's Golf Cars• Golf Cart from Harris Golf Cars!• Good Sam's Certificate for \$3500 towards print and digital Advertising!• ...And so much more!  |
| 7:00pm | Dinner is served! |
| 7:30pm | Silent Auction Closes |
| 7:45pm | Evening Program Begins <ul style="list-style-type: none">• Memory Slide Show• Hall of Fame Inductee• Hall of Fame Volunteer Inductee• Campground Celebrations• Board Member Introduction• Drawings <div>2022 Hall of Fame Inductee (Insert inductee Campground here.)</div> |

Immediately Following Evening Program

Join us for a "Convention Crash" Party!

It's your final night for networking with your peers as we all look to the 2022 camping season! Use up all our leftover snacks and enjoy the company of your WACO friends and family!

Enjoy light music in the background and a bar available in the Banquet room so you have plenty of room to stretch out!

Avoid the checkout line on Sunday morning!

Your accounting team will be ready for you to check out until 9:00pm tonight. Please settle up prior to 9am Sunday.



Sunday Wrap Up (3/20)



9:00am -10:45am - Structured Cracker Barrel

Lori Severson to facilitate.

Listed presenters will bring three ideas to get us started!

- Tips for creating a fun, positive and productive work environment
- Generating revenue through special events
- Tech-Topics: What's new in 2022?
- Food menu items: Best and worst sellers
- Legal Eagle: How to be prepared in 2022
- Social media channels: Where do I need to be?!
- Best practices to improve workplace communications
- Sales Tax: What you need to know for this tax year
- Campground amenities: What do people love most?
- What is the best idea you've had to save time, save money, make business easier to or make more money?

We will have materials on all of these subjects and more to hand out while your peers help to give you information on what their personal history has taught them! Learn from those who have gone before you!

10:45am – Golf Cart Drawing

Get your tickets ready and see if you're a winner of the golf cart donated by Jim's Golf Cars! At this time, we will also wrap up all other conference drawings that have not been drawn already. Please pick up your items before leaving!



Before you leave, be sure to...

**Pick up any hand outs that are still available, drop off your badges at registration and say your good-byes, good-lucks and farewells!
We wish you all a successful 2022 season!**



KIDS KAMP 2022



SCHEDULE AT A GLANCE

REMINDERS:

- Be sure to bring swimsuits, towel, and coat every day just in case!
- **PICK UP IS 5 PM DAILY** – our volunteers are needed in other areas, so please respect the full Convention with prompt pick up!



WEDNESDAY:

Hotel day – registration sign off, crafts/prep for Mardi Gras parade, movies, and hotel pool time! Be sure to bring a towel, suit, bag for wet clothing and your smiles!

THURSDAY:

LEAVE: *From Hotel to Skate City*

Load Time: 9:30 am at front lobby of Hotel

Departure Time: 9:45 am from Hotel

Drop off Time: 10:15 am at Skate City

WE WILL EAT LUNCH HERE!

LEAVE: *From Skate City to YMCA*

Load Time: 12:30 pm in front of Skate City

Departure Time: 12:40 pm from Skate City

Drop off Time: 1:00 pm at YMCA

RETURN: *From YMCA to Hotel*

Load Time: 3 pm in front lobby of YMCA

Departure Time: 3:10 pm from YMCA

Drop off Time: 3:30 pm at Hotel

SATURDAY:

Hotel/Tradeshow Day – registration sign off, crafts/prep for Mardi Gras parade, movies, and hotel pool time! Be sure to bring a towel, suit, bag for wet clothing and your smiles!

SUNDAY:

GRADUATION DAY!

FRIDAY:

LEAVE: *From Hotel to Putt n' Play*

Load Time: 11:00 am at front lobby of Hotel

Departure Time: 11:15 am from Hotel

Drop off Time: 11:30 am at Putt n' Play

WE WILL EAT LUNCH HERE – BE SURE TO CHOOSE YOUR MENU ITEMS AHEAD OF TIME!

LEAVE: *From Putt n' Play to Children's Museum*

Load Time: 1:30 pm in parking lot of Putt n' Play

Departure Time: 1:40 pm from Putt n' Play

Drop off Time: 1:55 pm at Children's Museum

RETURN: *From Children's Museum to Hotel*

Load Time: 4 pm in front lobby of Children's Museum

Departure Time: 4:10 pm from Children's Museum

Drop off Time: 4:20 pm at Hotel

**MORE INFORMATION
COMING SOON – with daily
schedule and what to bring!**





KIDS KAMP 2022



REGISTRATION FORM

Kids Kamp will operate on the following times:

- Wednesday, March 16th – Saturday 7:30 am to 5:00 pm
- Optional AM session Sunday, March 20th 8:00 to 11:00 am

Kids Kamp Rates:

- Wednesday, March 16th – Sunday, March 20th: \$125/child
- Non-WACO Members Rate: \$50/day/child
- No discounts will be given for days unattended.

**Registrations
DUE FEB 23rd, 2022
ONLINE FORM
AVAILABLE HERE:**

<https://form.jotform.com/220274235537049>

Due to COVID restrictions at some of our field trip locations, we need to provide a good idea of numbers ahead of time to properly staff. Some locations also require a mask. If you are unwilling to mask your child, you'll need to make other care arrangements while we attend that location! Please review this document CAREFULLY and if you have questions, inquire ASAP!

Campground Name: _____

Parent Information:

1st Parent/Guardian Name

2nd Parent/Guardian Name

Parent Cell

Parent Cell

Child(ren) Information:

Child #1 Name

T-Shirt Size – Adult or Youth?

Allergies?

Child #2 Name

T-Shirt Size – Adult or Youth?

Allergies?

Child #3 Name

T-Shirt Size – Adult or Youth?

Allergies?

Child #4 Name

T-Shirt Size – Adult or Youth?

Allergies?

Child #5 Name

T-Shirt Size – Adult or Youth?

Allergies?

I am granting permission for all children registered to attend all activities scheduled for Kids Kamp 2022:

Parent/Guardian Signature





KIDS KAMP 2022



ADDITIONAL INFORMATION

Please ensure we can provide your kiddo with a great experience by helping us prepare our offsite partners with the proper information!



REMINDER:

Please fill out ALL fields below to ensure we have what we need at Convention for planning purposes, to properly staff, and to finalize reservations with offsite venues!

All Kids Kamp RSVP/Registrations must be made BEFORE FEB 23rd, 2022 to ensure we are ready to have fun!

YOU CAN ALSO REGISTER ONLINE HERE!

<https://form.jotform.com/220274235537049>

PAYMENT INFORMATION

Number of Registered

WACO Member

Children Attending: _____ X \$125 = _____

Number of Non-

WACO Member

Children Attending : _____ X _____ Days X \$50 = _____

Days Attending: _____ TOTAL _____

PAYMENT METHOD

CHECK #: _____

CREDIT CARD #: _____

Exp. Date: _____ CCV: _____ Billing Zip Code: _____

SIGNATURE: _____



Presenter Information



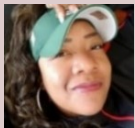
Andrew Nussbaum – Regional Tourism Specialist of Wisconsin Department of Tourism

Andrew joined the Department of Tourism in 2012, after having spent his entire professional career in hospitality, marketing, and tourism. His focus with companies and organizations has always been to grow their customer service effectiveness, a passion that began with his first restaurant job in 1984. Andrew refers to this as "Northern Hospitality". He loves traveling the state meeting with folks and helping them get the word out about all the great things there are to see and do in Wisconsin. Having worked with various regional and statewide collaboration efforts, Andrew enjoys bringing organizations together to share ideas and resources. Tourism is a large part of economic development in Wisconsin, and the visitor's experience here is paramount.



Bud Styer - Bud Styer & Associates

In addition to over 40 years experience in the industry, Bud Styer is an owner and operations consultant for 14 campgrounds in Wisconsin and a National Consultant in the industry. He is the President of the Wisconsin Association of Campground Owners (WACO) and member of Association of RV Parks and Campgrounds (ARVC). Bud, a member of both State and National professional associations, not only attends National and State conventions, but has spoken numerous times for the National Association of RV Parks and Campgrounds (ARVC), Wisconsin Association of Campground Owners (WACO), University of Illinois, Lewis University, IL, St. Mary's College, MN, and numerous State wide training courses. Bud is a committee member for the State of Wisconsin DNR, Governor's Small Business Committee, NFIB's Small Business Committee and Wisconsin's Business Voice Small Business Committee. At the local level, he actively participates in the Chamber of Commerce in five different communities in towns/cities near the Madison area.



Carla Brown - Vice President of Severson & Associates

Born and raised in Detroit, MI to Leroy and Ann Brown. Carla is the fourth of five siblings. Leroy, Gilbert, Carlos and Joann. Studied at West Virginia University, She majored in Sports Management, and minored in Recreation. She also ran her own business called C Mac Productions, emphasizing on photography and video editing out of Michigan.



Chris Metcalf – CSAW Associates, LLC

Chris Metcalf is a native of Viroqua, WI who graduated from Viterbo University and Western Technical College in La Crosse. She has over thirty-five years of experience working in the accounting field. Prior to starting CSAW Associates, LLC – Coulee Bookkeeping and Tax she was employed in various positions such as Bank Controller, Office and Accounting Manager, and Staff Accountant. CSAW Associates works with a variety of businesses including restaurants, campgrounds, marinas, construction companies, rental properties, hair and nail salons, online businesses, exercise facilities and more. She has been married to Bill Metcalf since 1981. They have four children and nine grandchildren.



Presenter Information



Danielle Todd – *Severson & Associates*

Danielle Todd was born and raised in Wisconsin, where she began developing her entrepreneurial skills at a young age. She's always done her best learning with the hands-on approach and has developed her skills in many different areas; including the music, sports, fitness, and campground industries. Owning a few small businesses herself, her skills and passion lie with website/business management and social media marketing. She currently serves on the Chamber of Commerce Board and Downtown Business Alliance Board in her hometown and was recently co-chair of the Promotion & Tourism Committee for the Chamber as well. Danielle has been a lifelong camper and looks forward to continuing to work within the campground industry!



Eric Haun – *Coverra Insurance*

Eric Haun grew up in Sparta, WI. He attended college at the University of Wisconsin-Lacrosse and received his Bachelor of Business Degree in Marketing. Shortly after graduation, Eric started working at Coverra Insurance Services Inc. He has earned his CIC-Certified Insurance Counselors professional designation and continually participates in opportunities to further his knowledge and expertise in the industry. In his free time, Eric enjoys spending time hunting, golfing, cooking, shooting billiards and spending time with friends & family. He also enjoys time relaxing at the cabin in Chetek, Wisconsin. Eric resides just outside of Sparta, Wisconsin with his wife and 2 children.



Hannah Piper – *Evergreen Campsites & Resort*

Hannah has been apart of the outdoor hospitality industry for over the past 14 years with Evergreen Campsites & Resort. She has a degree in Restaurant & Hotel Management. She currently has her Executive certification for outdoor hospitality from Arvc along with multiple years of outdoor hospitality schooling. She is also well versed in 20 group 4. She Starting out working at the resort's water slide to now being owner Jim Button's facilities manager at the resort. Hannah is well versed in social media marketing, digital marketing, reservation systems, seasonal & daily guest experience. Currently holding the Social Chair on the National Association(Arvc)Young Professional Board. She has taught both at the State Association and National Association and is looked at as an industry leader.

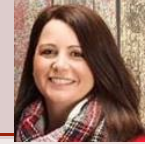


Presenter Information



Heidi Doyle – Utility Supply Group

Utility Supply Group headquartered in the Seattle suburb of Kingston, WA. Utility Supply Group was founded in 2001 as a nationwide distributor of electrical, gas and water utility supplies to RV and Manufactured Housing communities. Wade Elliott and the staff of Utility Supply Group collectively have over 50 years of experience designing electrical layouts in RV parks to meet the needs of the park and follow National Electric Code.



Holly Hoffman - Sales & Income Tax Advisory Network

Holly Hoffman is the owner of the Sales & Income Tax Advisory Network. She has a bachelors and master's degree in accounting and, for the last 8 years, she worked for the Wisconsin Department of Revenue as an auditor, speaker, and sales tax technical law expert.



James Kaplanek - Chief of Food Safety and Recreational Licensing Section with the State of Wisconsin-- Department of Health and Family Services

Currently the Chief of Food Safety and Recreational Licensing Section with the State of Wisconsin--Department of Health and Family Services. In the process of a merger with the Department of Agriculture, Trade and Consumer Protection - Will be the Chief of Technical Services for Retail Food and Recreational Businesses - Has been with the State for 15 years. •Before State employment spent 6 years with the Public Health Madison/Dane county - BS Environmental Public Health—University Wisconsin-Eau-Claire - Wisconsin Delegate to the National Conference for Food Protection - Registered Sanitarian



Jason Culotta - Wisconsin Manufacturers & Commerce

Jason Culotta is the Sr. Director of Government Relations at Wisconsin Manufacturers & Commerce. His policy focus areas include tax and transportation issues. In 2011, Jason served as a policy advisor to Governor Scott Walker and as administrator of the Division of Intergovernmental Relations in the Department of Administration. Prior to that, he worked in the Legislature for ten years, including as a policy advisor to Assembly Speaker John Gard. In his current capacity, Jason serves as a board member of the Wisconsin Transportation Development Association, Wisconsin DOT Freight Advisory Committee, and with the Wisconsin Central Group, an industry group promoting access to freight rail. In addition, Jason serves as a member of the Wisconsin Civil Justice Council, a broad coalition of trade groups working for a sound legal system. A native of Racine, Jason holds a bachelor's degree from UW-Oshkosh.



Jim Button - Evergreen Campsites & Resort Owner

Jim Button has fulfilled his childhood dream of operating and owning Evergreen Campsites & Resort. Jim has been in the industry for 40+ years and has owned Evergreen Campsites & Resort for 22 years. Jim is very passionate about the industry and is an advocate for his state association (WACO) where he currently serves on the BOD. He attends and teaches at conferences, and participates in fall tours and workshops. Jim is also an advocate for his national association (ARVC) where he has participated in advocacy day on the hill, attends and teaches at national conferences, graduate from the OHEP program, OHE certifications, 2017-2018 Arvc Large/Mega Park of the Year, and 2017-2018 Arvc Campground Partner Award. He is also active on the National Group 20 #4 for the past 10 years. This group is devised of campgrounds throughout the USA striving to be the best they can be. Jim does not do this alone he is married to Dawn Button and has four children: Emily, Joey, Ricky, and Rebecca who have started to join the family business. Jim also is an active volunteer firefighter for Saxeville.



Presenter Information



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|  | <p>John Jaszewski - Realtor/Broker/Owner Properties Plus</p> <p>20 years in corporate management focused on Information Technology and Manufacturing automation. For the past 8 years opened a real estate company and sold over \$64 million dollars in real estate. Focused on real estate investments for customers and built a portfolio program for all investors. Currently has just under 250 tenants and owns or manages over \$10 million of rental property.</p> |
| | |
|  | <p>Julie Michaels - Scenic Ridge Campground</p> <p>Julie is the owner of Scenic Ridge Campground in Whitewater, WI. She, along with her family, has owned and operated the campground for 22 plus years. Growing up in a large family and running a business with her siblings, as she would put it, has been quite an adventure but extremely rewarding. Family is very important to her so being able to pass along the rewards of providing other families a safe and enjoyable place to create those memorable family moments is what she believes makes her job and this industry so special. When not tending her responsibilities at the campground, she enjoys spending her time crafting, painting and decorating. In turn, she uses these talents to create a visual atmosphere throughout the campground.</p> |
|  | <p>Kama Teske - ServSafe Instructor</p> <p>Kama has been teaching ServSafe for initial and re-certification for 4 years. She also teaches Family & Consumer Science and Health Science at Arcadia High School in Arcadia, WI.</p> |
|  | <p>Kara Traxler – Dell Pines Campground</p> <p><i>Kara Traxler is a certified Project Management Professional (PMP) and has been hired to direct three start-up organizations in the last eight years, all of which are growing and thriving today. She, along with her husband Rob and four daughters, became first-time campground owners of Dell Pines Campground near the WI Dells two and a half years ago.</i></p> |
|  | <p>Kari Buffalo - Product Design and Development Professional</p> <p>Kari Buffalo is a Product Design and Development professional with over 20 years' experience creating fashion lines for Men, Women and Children while working in New York, Paris, Milan and Minnesota. She currently works as a Product Development Consultant and Educator helping hundreds of entrepreneurs bring their product ideas to life. She has helped to create products ranging from functional athletic wear to technology integrated medical garments and has even created her own line of Rock 'n Roll inspired protective salon wear. In addition, Kari is a freelance health and (continued) beauty consultant who is passionate about helping others live with a sense of adventure & creativity while pursuing a healthy, balanced and joyful life! She is always in search of a good glass of wine! Kari lives with her husband Wally and two sons in Saint Paul, MN. Contact Kari at karibuffalo@gmail.com</p> |



Presenter Information



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|  | <p>Laurie Adams - Baraboo Hills Campground</p> <p>Laurie currently owns and operates Baraboo Hills Campground with her husband Greg and two boys, Trent and Trevor. Laurie began working in campgrounds in 2004 as a reservationist and 10 years later she and Greg purchased the campground. She left her job with Baraboo School District as a school nurse and Greg ended his 27-year career with Sysco Foods to take this life-changing leap. Laurie was elected to the WACO Board in 2018 and serves on the Membership Committee. Baraboo Hills has 50 seasonal sites, 42 rental units and 68 overnight sites for a total of 160 sites. Baraboo Hills has been a WACO member for 20+ years. Laurie enjoys working with the WACO members and helping organize the WACO Fall Tours with the Membership Committee.</p> |
| | |
|  | <p>Lori Severson - Severson & Associates</p> <p>Lori has owned Severson & Associates for 20+ years, a training, consulting and marketing company. Her energetic presentations are filled with forward thinking ideas you can immediately put to use in your business. Her interactive training style allows you to gather ideas from your peers as well. Her passion for success and management excellence will inspire, challenge and encourage you to take action toward continuous improvement in yourself and your organization. Lori has presented to companies like Walt Disney World, Camp Snoopy, Six Flags, IBM, Global Access, TRW, WinCraft, Behrens, Crenlo, GKN, Artsway, Wells Fargo, Merchants Bank, Farmers Bank, Ho-Chunk Nation, ARVC, Jellystone Parks, McDonalds, St. Mary's University, TACO, CONY, KOA, PCOA, Iowa Campground Association, along with a wide variety of other companies that help her bring a strong knowledge of today's business to you. She owns Champions Riverside Resort along with her husband Rick. She is the Executive Director for WACO, the Wisconsin Association of Campground Owners, and volunteers for the Gilbert Brown Foundation.</p> |
|  | <p>Mark Hazelbaker - Kasieta Legal Group</p> <p>Mark Hazelbaker focuses on delivering high-quality legal services equal to the standards that big law firms follow without the costs of a flashy law office, making us the more affordable attorneys without sacrificing what is important.</p> |
|  | <p>Mark Othmer – Neuman Pools</p> <p>Mark works with the smaller commercial accounts as a technical sales and support specialist. He started with NPI as a service technician and progressed thru the ranks as the Service Manager, warranty supervisor and technician, Service sales and support technician and now does rehabs of pools and equipment rooms. He is a Certified Pool Operator Instructor and will do private classes at your own facilities. With over twenty years in the pool business and over twenty years in electrical and maintenance of manufacturing facilities, coupled with his love of the aquatic industry, he can make your pool "pains" disappear. See Mark to help you with the strategic planning of your repair/ rehabilitation/resurfacing of your facility.</p> |
| | <p>Mary Ellen Bruesch - WI Department of Agriculture, Trade and Consumer Protection</p> <p>Mary Ellen Bruesch is a Recreational Technical Specialist, responsible for the Public Pools and Water Attractions Program. She has been in this position for about a year, having transitioned from Campgrounds and Recreational and Educational Camps. She has a BS in Biology and a MS in Microbiology, and is a Registered Environmental Health Specialist and Certified Pool Operator. When she's not working, she can be found hanging out with her cats or on a paddle board or skis, or hiking.</p> |



Presenter Information



Mike Henry – Silver Springs Campground

Hello, I'm Mike Henry from Silver Springs Campground in Rio. My wife and I purchased the campground from her mother three years ago. I have a background in Facilities, Human Resources, Store Operations, and Construction. I'm happy to help or answer any questions you might have.



Paul Bambei - National Association of RV Parks & Campgrounds (ARVC)

Paul Bambei is a marketing and business development expert and entrepreneur with a track record of success at some of the nation's best-known companies, including Time Inc., and Comcast Corp. He is now the president and CEO of the National Association of RV Parks & Campgrounds.



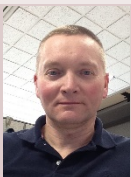
Phil Whitehead – Blackhawk Bank

Phil carries nearly three decades of expertise and proficiency in developing commercial banking relationships aided not only by his years of experience in the industry, but also by being a licensed CPA and Certified Financial Planner. He knows the southern Wisconsin region intimately, having spent a majority of his banking career working and living in Rock County. He has a long history of helping clients develop their business to its fullest potential by providing solid advice and banking services geared to attaining specific goals. Phil earned a Master of Science Degree with an emphasis in Accounting and a Bachelor of Business Administration Degree with an emphasis in Marketing from UW - Whitewater. He received an Associate Degree from UW - Rock County. Civic involvement has always been one of Phil's priorities. His volunteer efforts include a Board membership with the Blackhawk Technical College Foundation and SSM St. Mary's Janesville Hospital Foundation. In addition, he is a member of the Janesville Kiwanis Club and Downtown Janesville Incorporation. Phil formerly served as Board member for Forward Janesville, the Junior Achievement Board of Rock County and the Green County Development Corporation. Currently living in Janesville, Phil and his wife, Lisa, have lived in the Janesville/Milton area for the past 15+ years, where they raised their four children and enjoy spending family time.



Rebecca Kleefisch - Jobs Ambassador for Associated Builders and Contractors of Wisconsin

Rebecca travels the state to encourage more Wisconsin workers to choose well-paying jobs in construction trades. The former Executive Director of the Women's Suffrage Centennial Commission, Kleefisch spent much of 2019 in Washington DC, leading the country's efforts to commemorate and educate America about the 100th anniversary of women earning the right to vote. Previously, Rebecca served as Lieutenant Governor of Wisconsin where she championed workforce and economic development for 8 years. She is well known for her efforts in fighting poverty, focusing on prison reentry reform, where she pushed for the placement of job centers at corrections facilities. She helped create and chaired the Interagency Council on Homelessness which produced Wisconsin's first action plan to end homelessness as we know it. Rebecca also co-chaired the Governor's Task Force on Opioids Abuse and the Task Force on Minority Unemployment. Rebecca started the Governor's Small Business Summit, a symposium for small business owners to gain exclusive all-day access to state leaders and Small Business Academy, a free half day seminar designed for minority and female potential entrepreneurs. She is the former Chairman of the Aerospace States Association, which articulates and advocates for aerospace and aviation policy across the country. She is the former Chairman of the Republican Lieutenant Governors' Association. Rebecca is a member of the Town Bank and the Joseph Project Boards of Directors, former owner of a small media and marketing firm and a "recovering journalist". She lives in Concord, WI with her husband Joel and daughters Ella and Violet.



Reed McRoberts – WI Department of Agriculture, Trade and Consumer Protection

Reed McRoberts, R.S. is the Program Manager for Campgrounds with Food Safety and Recreational Licensing in the Bureau of Environmental and Occupational Health, Wisconsin Department of Health Services. As Program Manager for Campgrounds, he provides direction on campground code issues and monitors trends in the camping industry. He has over 20 years' experience working with environmental health programs.

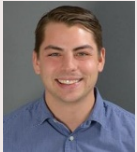


Presenter Information



Sarah Krause – CCO at C&D Hospitality

I have been the manager of Rivers Edge Campground for going on 4 years now. Before taking on the responsibilities of running a campground I had owned a bar in Stetsonville, WI called the Roost bar and Crazy Cow Grill. Prior to that adventure I had spent my whole life in customers service. I am the longest running employee of a bar in Weston, 29 years this year (I do still moonlight there to keep my title) have owned a clothing boutique, managed 2 motels, and sold insurance. I love hospitality and customer service, I thrive on making people smile. I also currently am on the board for our local Bowl for kids sake. I enjoy running fundraisers and large events. I enjoy WACO and all it has to offer and would love to be a part of helping it continue to grow and help others grow.



Ted Tuchalski - WI Department of Agriculture, Trade and Consumer Protection

Ted Tuchalski, R.S. is an Environmental Health Technical Specialist with the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP). His primary focus at DATCP is lodging, which includes: hotels, motels, tourist rooming houses, and bed & breakfast establishments. Ted's environmental health career began as a food inspector in Salt Lake City, Utah and has spanned multiple program areas at the city, county, and state levels here in Wisconsin.



Tia Anderson – Stoney Creek RV Resort

Tia Anderson is the Operations Manager at Stoney Creek RV Resort in Osseo, WI. Tia was raised in the campground industry and has over 10 years experience working in campgrounds. At Stoney Creek, she manages the front desk/reservations and recreation; she also handles all of the online marketing, social media, web design/maintenance and promotional material.



Tina Severson – Severson & Associates

Tina Severson was born and raised in the tri-state area, where her midwest mentality has always served her well in developing successful relationships. In the past 20 years, she has worked for non profit organizations and B2B companies in the construction, festival, education, and employment industries. The variety has given her insight to a common thread across all organizations - success in sales through stellar customer service and building solid relationships. Severson has worked with boards in the past and uses that experience to gain perspective as she sits as the VP on the Tornado Youth Hockey Association, as well as the President for the Onalaska Area Business Association.



Legislative Guests



Jesse James – Wisconsin State Representative

Jesse L. James is a member of the Wisconsin State Assembly representing the 68th district. He was first elected in 2018. Before being elected to the state assembly, James was the police chief of Altoona, Wisconsin. He lives in Altoona, Wisconsin with his wife Vicki and his four children.



Jon Plumer – Wisconsin State Representative

Representative Jon Plumer has been an active member of the community for much of his life. He has previously served as president of the Lodi and Lake Wisconsin Chamber of Commerce. Jon started and continues to operate the Lodi Pride Concerts in the Park series, and he and his wife Chris co-founded the annual Lodi Pride free Thanksgiving dinner. Jon is a member of the Lodi Optimist Club, a member of the Lodi Rotary, and the Columbia County Board of Supervisors. Jon retired after 30 years of service as a route salesman for Kraft Foods. Currently, he owns and operates seven statewide locations of a martial arts schools. Through his small business and community involvement, Jon is in close contact with the residents of the 42nd Assembly District. Jon and his wife Chris have been married for 40 years. They have four grown daughters and seven grandchildren.



Patrick Testin – Wisconsin State Senator

Patrick Testin is an American Republican politician. He is the current President pro tempore of the Wisconsin State Senate (since 2021) and has served in the Senate since 2017.



DATCP Guests



Randy Romanski – Secretary-designee of the Wisconsin Department of Agriculture, Trade and Consumer Protection

Randy Romanski was appointed secretary-designee of the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) by Governor Tony Evers in June 2020. Prior to this appointment, he served as DATCP deputy secretary since January 2019 and interim secretary since November 2019. He brings decades of experience in government administration and policy development to the department. Romanski has held leadership roles at multiple state agencies. He previously served as DATCP's deputy secretary and secretary under Governor Jim Doyle, working on issues such as farmland preservation, local foods, Farm to School, and renewable energy. Romanski has also served as the executive assistant for the Wisconsin Department of Natural Resources and Wisconsin Department of Transportation. From 2011-2019, Romanski served as the safety program chief in DOT's Division of State Patrol. Earlier in his career, he held staff positions in the state legislature, both in the Senate and Assembly. He has also served as a policy analyst for the Wisconsin Department of Justice. Originally from Wisconsin Rapids, Romanski earned his bachelor's degree in Political Science from the University of Wisconsin-River Falls and his master's degree in Public Policy and Administration from the Robert M. La Follette School of Public Affairs at the University of Wisconsin-Madison. Romanski resides in Monona.



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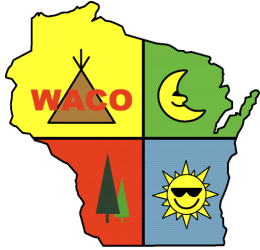


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