



WACO NEWS

FEBRUARY 2022

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This issue of the WACO Newsletter highlights just a FEW of the fantastic speakers you'll hear from at our 2022 Mardi Gras WACO Convention! Be sure to browse the latest program on the website under the [Events/Convention tab](#) as it's ever-changing.

The vendors we have coming to this year's trade show fit a couple of new niches suggested by membership and are excited to connect with you. Be sure to [register online as well!](#)

SEE YOU NEXT MONTH!

Letter from the Executive Director

Lori Severson, Executive Director of WACO



Dear Members,

It's just weeks away from our big exciting WACO convention! We are thrilled to be wholly in-person and complete this year, along with offering Kids Kamp! We know this program is significant to many of you, and we will do our best to bring you safe and fun programs for your children. Please know we are working hard with the hotel to keep things safe as possible.

However, we are leaving masking up to each individual and their children, so be aware of this. There are some field trip/offsite activities that do require masks. Be prepared for that, should you wish

**KIDS
KAMP
IS BACK!**

inside...



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

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

Speaker Spotlights P. 9, 12-13, 24-25



Directory Distribution & RV Shows

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Electronic assistance showcased at the Tampa RV show by Thor Industries.

your child to attend.

Get excited about the entire convention! Try to attend as much as you can. The value for this is incredible! I can tell you there is no other convention in the US where you can get this much education, trade show, entertainment, food, and alcohol for one low price of \$200 per person. You can barely feed an individual for five days for that!

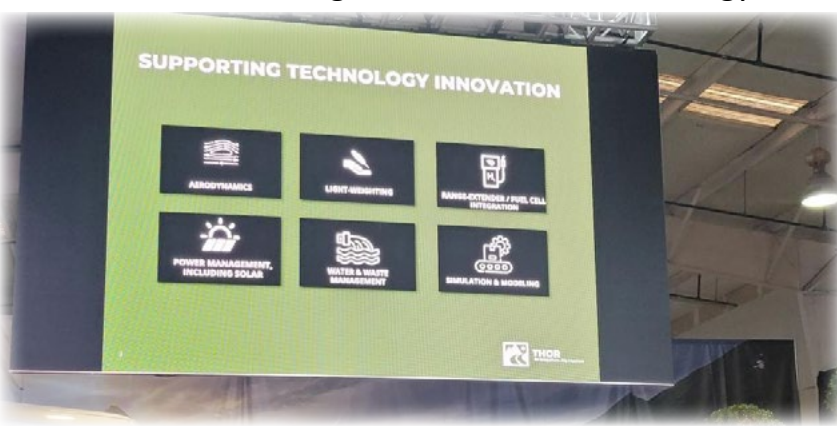
Your staff is working hard on capturing additional information to bring to you to keep you on the cutting edge of the industry. Recently I attended a strategic planning session for RVAI, and part of the session was a tour at the Tampa RV after the show. Thor Industries had left their display of the new electric RV Vehicles for us to view. That was quite the experience. Please take a moment to look at those pictures. It was amazing to see the changes that are coming to our industry. Not only in electric vehicles but in RVs in general with the technology



we are seeing! The most remarkable thing I noticed was the connection to Alexa. You ask Alexa – "why isn't my water heater working?" and Alexa answers where to go in the actual unit you are in to fix the problem. It shows you pictures, directs you to a YouTube video, and tells you where the closest part store is if you need a part. This troubleshooting information is displayed on a tablet on the wall and the windshield, walking very inexperienced RVers through all issues. Some epic stats include those surrounding new demographics and the new RV owners! This technology will likely move to all RV types and is the main reason for all the advances.

CAMP (Campground Association Management Professionals) has been meeting much more often. I can't tell you how helpful the sharing of information is. All Associations are suffering a flat or lower membership rate, so we are thrilled with 220 members, 11 over last year. Thanks so much to our team, who is working on this consistently. Thank all of you guys for talking to campground owners about the benefits of WACO. It's so much more powerful coming from you guys than a staff member that may be viewed as a salesperson!

It's also time to check that vendor list. As you know, they are the folks from who you buy products/services! It would help if you continued to push those vendors to sign up for the convention and, at a minimum, convince them to become trade members. With the supply chain being what it is, I know many of you have ordered already but do not order without asking that question. We have gotten so many vendors that are telling us – "I already got my orders from your WACO campgrounds."



I'll use a scenario from Kristy at Duck Creek. She drilled her supplier and said can you send me your WACO trade member card? They finally called the office and joined. Trade members know to say, "yup, I'm a member," because you trained them! But are they a trade member today? Your registration depends on these vendors! Have they signed up this year?

Creating this fun and exciting time to spend together is so important! We all need this! Please help how you can – a basket, be a sponsor, or attend and share your ideas and thoughts.

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

2022 TRADE SHOW HOURS

Friday (3/18/22)
1 to 7pm

Saturday (3/19/22)
9:30am to 4:30pm



From the Office of the President

Scott Kollock, WACO Board President

Dear Members,

It's time to get ready for the convention, and we are all getting excited to see you. We have several sessions this year to learn more about your Association opportunities. We have three separate time sessions at the convention where you can learn more about ARVC, WACO, and our relationships with all the other associations, people, and Government officials.

I sincerely hope you will join us in one session that works with your Convention schedule. We have a lot of new members, and we are excited to review all the great benefits we bring you. If you are new or have been with us forever, join us and see what's new. I think you will find the benefits sure pay for themselves. The convention is an opportunity to continue forward with our initiative to create more and more communication avenues. As always,

we ask if you have questions. If you have a question, please don't hesitate to come to me for answers. I may not always have the answer you are looking for, but my experience provides many solutions, and if I don't know, I will find out!

I hope you take a moment to review the convention program. It is beefed up with new speakers this year. I know you understand why we have been cautious with speaker expense these past couple of years due to the COVID situation and uncertainty as to what would happen. This year we have pulled out all the stops and have spent time, money, and resources to make this convention filled with new and exciting speakers and presenters.

Respectfully,
Scott Kollock
President of the WACO Board of Directors

**RESULTS FROM SWOT ANALYSIS
ON PAGE 4!**





ur board just went through a strategic planning session to re-view our strengths, weaknesses, opportunities, and threats. We looked at the organization, our board, and our association management company and reviewed these ideas:

STRENGTHS:

(This category was not voted on for most important to least important.)

- Creating a convention
- Motivating our members to show up
- Legislative support
- Willingness to share information
- Helping other members
- Dealing with government regulations - combat-ing unreasonable regulations
- Diversity of all of the members as well as the board - old, new, young, big, small, etc.
- Mutual respect among members
- Love of the industry
- Connections with the right people
- Everyone seems like family
- Providing educational opportunities
- Advocacy for the support of the industry
- The ability to maintain good leadership - ie and Exec. Director
- Longevity of our organization - willingness to adapt
- Educating consumers/non-campers on the industry
- Mentoring between members
- Communication
- Fundraising
- Providing an effective advertising platform
- Family run businesses supporting each other
- Connecting with vendors
- Consistency (board, etc)
- Helping each other to grow in the industry
- From one generation/administration continuity - learn from the past - history
- We're the recognized authority in the industry
- Financially solid - loan free

WEAKNESSES:

(Listed from most important to keep focusing on to least important)

- Getting people to understand what WACO is (general public)
- Communication with the membership
- A lot of understanding on the board but not necessarily conveyed to membership
- Lack of a plan to transition from the direc-tory - eventually paper will be less impor-tant
- How to find the validity of the complaints from members
- Demonstrating the value proposition
- Outgrown our "fish tank" at Convention
- Hard to talk to some owners - seems to be some cliques
- Too busy
- Major pride in our organization - some-times you're not willing to see the weak-nesses
- We try to please everyone and that's not always possible and sometimes hinders our growth
- Because we are so close, sensitivity can happen

S
Strength

W
Weakness

O
Opportunity

T
Threat

OPPORTUNITIES:

(Listed from most important to keep focusing on to least important)

- Finding free money/grants
- App for finding campgrounds in Wisconsin (WACO App)
- Opportunities of education for prospective new owners
- Potential vendor education on who we are
- Outreach to higher education to address labor
- Change over in Government - PAC Fund
- Continuing to grow membership
- Partnership for labor with southern states/ Internship program
- Creating peer review groups (20 groups but local)
- More cost effective advertising options (low / no-cost)
- Generational succession
- Opportunity for mid-year networking/ cracker barrel
- Lifestyle changes - people selling houses and going to RVs full time
- Growth of new vehicles - what will we do?
- Growth within campgrounds and campers
- Opportunities for new board members

STRENGTHS:

(Listed from most important to keep focusing on to least important)

- Expertise - Having the #1 Exec. Dir. - getting on RVAI was a homerun
- Relationships with KOA, COE, CAMP, GBF etc. brings a lot to the table
- Unity you have with the campgrounds
- Directory - Advertising options - Free pens
- Government relationships
- Concious behavior - thinking through everyone's feelings/views when making decisions
- Newsletter

THREATS:

(Listed from most important to keep focusing on to least important)

- Local Government
- Government regulations
- Work ethic in the up and coming generations - Lack of employees
- Electric vehicles
- Public - local public relations - neighbors
- Supply chain - Rising costs of everything
- Corporate consolidation of the industry - Growth of mega resorts - competition
- Surge of new and unfamiliar campers
- Negativity - Members wanting to stay stuck - how can we help?
- Lack of high level general manger pool
- Changing demographics
- Lack of campsites versus campers
- Taxes - always new ones
- Viable financial opportunities

Below are the findings from the Strengths & Weaknesses of the Exeuctive Directors Office:

(These items were not voted on for most important to least important.)

- Convention - Fall Tours
- Teamwork - Everyone is very diverse in their own skill sets - All the girls - Lori's large family
- All the time put in for WACO
- Vision and collaboration

WEAKNESSES:

(Listed from most important to keep focusing on to least important)

- Could be hindered by the same things as WACO (negativity, etc.)
- Lack of lower level task do-ers
- Too much paper
- Too many tasks to do
- Too nice

S
Strength

W
Weakness

O
Opportunity

T
Threat



Board of Directors Nominees



Your 2022 Nominees are Julie Michaels and Patricia Lombardo...



Julie Michaels **Scenic Ridge Campground**

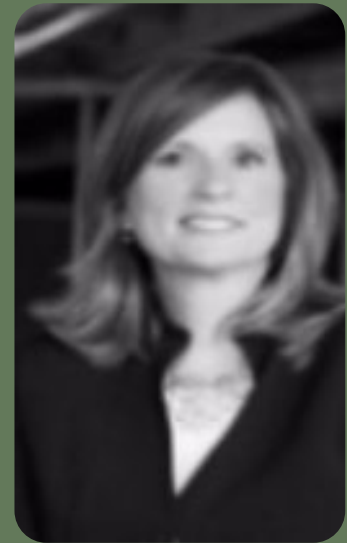
Running for first term

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.

Patricia Lombardo **Blackhawk Camping Resort**

Re-running for a second term

A lifelong Chicago resident, Tricia embraced the camping lifestyle so much that she became a seasonal at one of the Wisconsin parks, immersing herself in campground culture while providing "boots-on-the-ground" support for her team for six months of the year. Tricia holds degrees in Finance and Marketing from Loyola University Chicago and is a current participant in the National School of RV Park & Campground Management. While I bring a wealth of institutional experience to the table, I'm very aware that this industry was mostly built by mom and pop operators whose specialized knowledge remains invaluable. By working collaboratively - sharing information, resources, industry advocacy and best practices - we can continue to see guest satisfaction and financial rewards soar to the betterment of this industry.



ARVC AREA 3 UPDATE & NEWS



Hello Members!

Before you know it, our season is fast approaching. Make sure you have things ordered, planned, and executed. Make lists if you need to, even prioritize needs vs wants. Anticipate shortages, possibly staffing.

Have your answers to the what "ifs" before it's too late. Being proactive is much better than reactive. Always have the what "if" answer or as close as you can come.

ARVC YOUNG PROFESSIONALS

The Young Professionals are looking for employees, managers, and owners between the age of 18-40 to join us! This is a great opportunity for you to network with industry leaders!

ARVC Young Professionals will be hosting an exclusive webisode on April 25 & 26! This webisode is dedicated to those who are looking to learn, network, and grow! More information on registering for this webisode will be coming soon!

TWO TOPICS OF INTEREST:

1. Would you like to know what travelers want in 2022 and what they mean for your park?

- Travelers are ready to be more spontaneous
- People can't wait to reconnect
- It's game on for thrill seekers
- For many, mindfulness is top of mind
- Fido & Fluffy are coming along too

2. How about how to bring the magic of the holidays to your campground?

- Make money during slower time when it's traditionally slow or closed
- Help introduce new people to your park
- Keep you top of mind during your off season
- Do something that others are not
- Make a media presence! Your campground benefits

For more information on these 2 Topics go to arvc.org!

I am just a phone call away: 920.570.0764 | Email: jim@evergreencampsites.com

Thank you and make it a great day!

ARVC HAPPENINGS:

- As mentioned in my last update, Feb. 20th marked the start of the National School of RV Park & Campground Management
- Feb. 24th | Campfire Session: Industry Trends and Insights



**Respectfully Submitted by
Jim Button, OHE, COP
Area 3 Director, ARVC**

Protecting Your Campground Against Check Fraud

Respectfully Submitted by Blackhawk Bank, Written by Kim Lantta, VP Treasury Management

Paper check usage continues to decline each year, and yet check fraud remains one of the highest fraud concerns for businesses.

Believe it or not, thousands of businesses are victims of check fraud every year, and it can catch Campground Owners by surprise. We wanted to offer some insight into this type of fraud, as well as what steps you can take to protect your campground.



WHAT IS CHECK FRAUD?

Check fraud is one of the oldest and still most common ways that scammers attempt to steal money. Paper checks are an easy target for criminals. Since they're passed hand-to-hand on their way to payment, they can easily be stolen, duplicated, altered or cashed illegally.

One way this happens is when a check, issued by a business owner, is intercepted by a scammer. The scammer can wash the check and then alter it. If your business account information is on the check, it gives the scammers an opportunity to create counterfeit checks, putting more of your money at an even greater risk.

Another common way a scammer can commit check fraud is through obtaining blank or cancelled checks. If checks are not being securely stored, someone can steal the blank checks and illegally cash funds.



HOW TO PROTECT YOUR CAMPGROUND AGAINST CHECK FRAUD

- 1. If You Are Still Using Paper Checks, Store Them in a Secure Location**
 - Make sure to keep any blank checks, cancelled checks and bank statements locked up and stored in a secure spot.
 - Consider using a safe or lockbox. Taking this extra step can help keep you protected from fraudsters.
- 2. Reduce Paper Check Usage**
 - Another solution is to reduce the amount of checks your business issues. A smart and efficient way to pay vendors and to do payroll is through ACH.
 - ACH offers a secure, efficient and easy way for you to issue payments without the risk associated with paper checks.
- 3. Positive Pay**
 - Many banks offer Positive Pay solutions for businesses, which is a way to ensure that the checks being presented for payment are legitimate before they get paid.
 - At Blackhawk Bank, we offer Check Positive Pay that allows businesses to upload the information from the checks that they have issued, we verify all items presented, and then pay only the approved checks, reducing the overall risk of financial loss. [Click here to learn more!](#)

FINDING A RELIABLE BANKING PARTNER

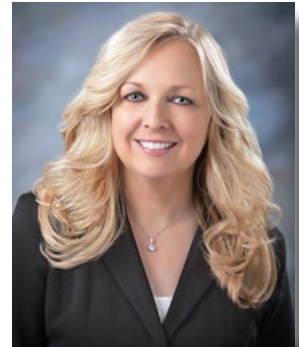
Owning and operating a campground is a team effort, and one of the best ways you can protect your campground is by finding a banking partner you trust. Our experienced bankers know what it takes to set your campground and RV park up for successful seasons to come.

Contact us today to learn more.

Member FDIC | Equal Housing Lender

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

To learn more about the Check Positive Pay Blackhawk Bank offers:
<https://www.blackhawkbank.com/treasury-management-fraud-solutions>



Blackhawk Bank

Welcome
TO THE **Tail Bangers** FAMILY!

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**Blackhawk Bank,
USG, and Tail
Bangers are both
proud sponsors of the
2022 WACO
Convention and will
be speaking in
sessions on FRIDAY,
MARCH 18th!**

**Be sure to check out
the program and see
what sessions fit the
needs of your
upcoming season!**

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.

Greetings, WACO members, from your friends at CSAW Associates, LLC! We've been busily working on closing out our clients 2021 books, getting their tax prep docs prepared, and their 2021 taxes filed.



We are excited to announce that we have been asked to present at this year's WACO Convention. We will be offering a course on setting up businesses in QuickBooks Online. This class will introduce you to setting up your business in QuickBooks Online from choosing your version to generating reports. Topics include chart of accounts, banking, invoicing, and recording expenses. **The presentation is scheduled for Wednesday 03/16 from 8:30 – 10:45 AM in the Stonefield Room. The course will be led by Chris Metcalf and our newest team member Andrew Metcalf.**

Brown Foundation and will be available for the entire length of the conference. We welcome all WACO members to stop by, have a refreshing beverage, and meet our team. Feel free to talk with us about our course and you can even bring your laptop for some hands-on experience. In addition, we will be able to answer any questions about bookkeeping, taxes, and accounting and how CSAW Associates can help to keep your books in order and your company in compliance.

We're looking forward to seeing old friends and meeting new ones at the convention this year! If you're looking for friends, or just someone to help with your bookkeeping needs, don't hesitate to stop by. We here at CSAW Associates have a wealth of experience helping new

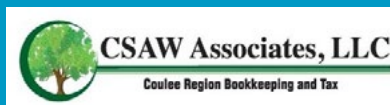


CSAW Associates will again be manning the lemonade stand on behalf of the Gilbert

FINANCIAL FORTE

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
Christine Metcalf

608-779-2143 | couleebokkeeping@gmail.com



Check out the Golf Car from Harris Golf Cars that will be included in this year's raffle at this year's WACO Convention! Jeff & Zach are super excited to see you all this year!

YAMAHA YDRE (electric)

- 3" spindle lift
- 14" mag wheels
- Custom painted black/green tribal body
- LED head and tail lights
- USB port on driver's side
- Stone seats
- Stone top
- Stone rear seat kit
- Grab bar for the rear seat kit
- ECOGEAR 26" sound bar



SPEAKER

spotlight



FRIDAY'S LUNCH & LEARN SESSION WILL FEATURE...

Scott Lesnick, Global Leadership Keynote Speaker, CSP

**The Benefits of Resilience and Successfully
Navigating Change in an Ever-Evolving
Campground Workplace**

The world's changed professionally and personally. Not since 9-11 have we been challenged to change how we live, work and socialize. None of us are the same now that a pandemic has shown us a new normal. People are exhausted, hopeful and concerned about their jobs. To retain your team and talent, you must understand the effect change has on staff or risk losing them to a competitor. The "Great Resignation" is upon us. Addressing this, and other employee concerns openly will increase retention, grow productivity, lower stress and health issues, as well as strengthen

Scott will also be
conducting a
breakout session on
Inclusion & Belonging
just before this
Lunch & Learn!

WEDNESDAY LUNCH & LEARN

**Presentation by: Stephanie Klett,
Lori Severson & Gilbert Brown**

Understand how the Gilbert Brown
Foundation aids in developing relationships
that help WACO!



THURSDAY LEGISLATOR LUNCHEON

**Kurt Bauer, President & CEO
at Wisconsin Manufacturers
& Commerce (WMC)
The Principles of Leader-
ship by LTC J. Arnold Clamon
(Ret)**

*Special Guests: Representative Jesse James, Secretary
Mary M. Kolar, Secretary of the Wisconsin Department of
Veterans Affairs, Senator Patrick Testin, Candidate Brian
Westrate*



Is This Resale?

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

The fee a campground charges is an admission – it provides access to a variety of entertainment and amusement facilities/activities. You are providing your customers more of a service than a product so you cannot purchase your inflatables, boats, golf carts, and other taxable items without tax for resale even though you are charging your customers sales tax.

The folks who mistakenly believe that there should only be tax on one side of the transaction are incorrect, we have a transactional tax in Wisconsin and because we have a use tax there can be tax at each transaction if the item is used. You are using a variety of amusement and entertainment items in your campground upon which you charge an admission to your customers. This admission is subject to sales tax.

Some of you may have previously charged separately for bike rentals or boat rentals. If you did charge separately, you would charge sales tax to the customer for the rental but you could purchase the equipment without tax for resale. Resale also applied to parts and service to the bikes and boats. However, if at any point in time you changed the use of those bikes and boats to anything other than exclusively for rental or resale, then the bikes or boats would be subject to use tax on the original purchase price. This doesn't matter as much for the change over of the giant jumping cushion, laser tag, or mini golf because for those items you would not have qualified for resale on the purchase of the equipment. In these cases the customer is paying for the amusement and fun experience, not to rent the equipment.

AS A CAMPGROUND OWNER, HOW DO YOU KNOW WHICH OF YOUR PURCHASES QUALIFY FOR RESALE?

Purchases for resale are items you directly transfer to your customer.

Candy

- Toys
- Apparel
- Firewood
- Soda
- Bike/Boat (Rental provided without an operator)

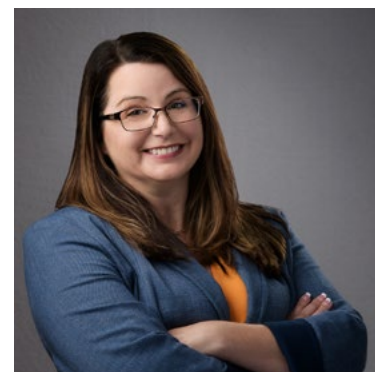
Purchases you are deemed to be the consumer of (used in the process of providing your business service) include:

- General business and office supplies to run campground
- Landscaping services and general electricity service (except electricity for resale)
- Amenities included in camping admissions (purchase of jumping cushion, bikes, golf carts, boats, inflatables, etc.)
- Apparel provided to staff at no charge
- Items for the grounds and cabins purchased from out-of-state vendors

Don't forget to provide your vendors exemption certificates claiming resale so that you do not pay sales tax on items that you resell in your store or exclusively rent to campers for which you charge sales tax on!

Contact Holly@SalesTaxLady.com about the Sales Tax Audit Protection Plan for \$1,134 for 1 Year of Sales Tax Audit Protection from a former WI Dept of Revenue Auditor!

SEE HOLLY AT THIS YEAR'S CONVENTION, WEDNESDAY, MARCH 16th!



Free Consultation

for all your Campground Ownership needs

Respectfully Submitted by John Jaszewski of Campgrounds4Sale

New to the industry? Want to expand? Want to change direction? Ready to sell? Or anywhere in between and I can help you!



in a way that makes sense to the lenders so you can feel more confident when pitching your growth or purchase ideas to them. If you're selling, this helps you get the money you want and deserve – and ultimately both parties are happy!



I've been working in this industry for about 20 years and I can tell you there is nothing more satisfying than helping someone get into this industry, move to the next level, or moving on from it. There really are three major classes of campground owners:

- **Getting In**
- **Getting Profitable**
- **Getting Out**

How long you stay at each stage can always be up to you! And I can help make sure that each step you have the financing needed to get where you want!

My relationship with banks that understand this industry, has allowed me to help so many of my clients get into parks – improve them substantially – and enjoy the fruits of their labor. These consultations are helpful whether you are buying, building, or selling.

I have always offered totally free consultation to any campground owner – or even for folks that are looking to get into the industry. I help you analyze the information

Ultimately my spreadsheet – which is free to you to use over and over again – creates value from the numbers we enter into it. And shows you how to say that to a banker in a way that makes sense to both you and the bank.

John Jaszewski
Properties Plus
Owner/Broker
WI & MN

(507) 450-5626

john@propertiespluswinona.com

CAMPGROUNDS4SALE.COM



SPONSORS

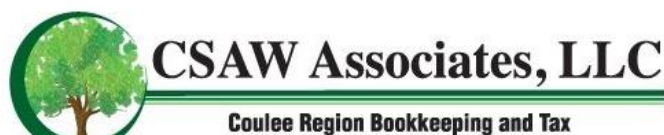
THANK YOU TO OUR 2022 WACO SHOW & PRESENTING LEVEL SPONSORS!

Your support means our Members will be getting additional education,
a fantastic trade show experience, and the continued excellence that
Wisconsin campground owners have come to expect at our annual convention!

SHOW SPONSORS



PRESENTING SPONSORS



WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - **JANUARY 2022**

Page Summary Last 28 days

Export Data

Results from Jan 1, 2022 - Jan 28, 2022

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

January 1 - January 28



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

Page Views

January 1 - January 28

195

Total Page Views ▲71%



Page Likes

January 1 - January 28

37

Page Likes ▲95%



Post Reach

January 1 - January 28

15,408

People Reached ▲645%



Story Reach

January 1 - January 28

Get Story Insights

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

Learn more

Recommendations

January 1 - January 28



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

Post Engagement

January 1 - January 28

1,257

Post engagement ▲3043%



Videos

January 1 - January 28

30

3-Second Video Views ▲1400%



Page Followers

January 1 - January 28

38

Page Followers ▲100%



JANUARY INSIGHTS:

Total current likes: 8,984

(+26 from December)

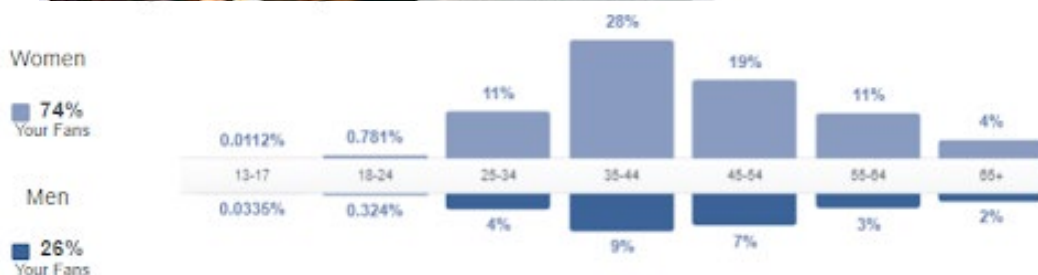
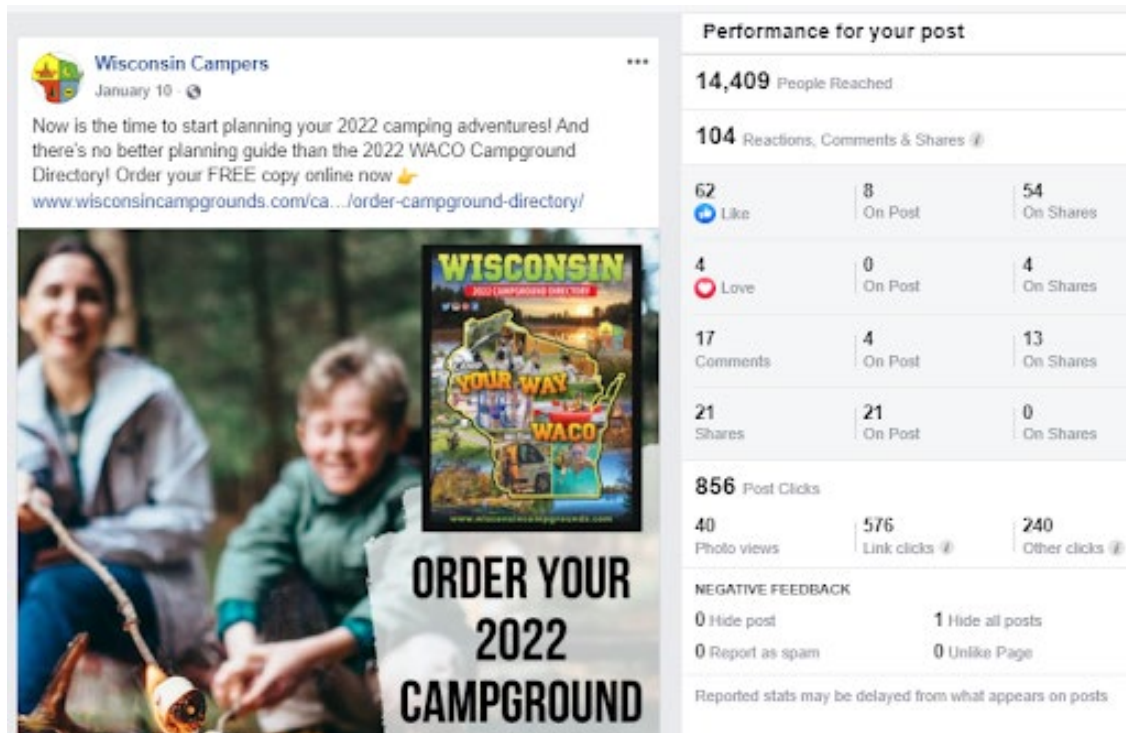
Total current followers: 9,476

(+29 from December)

WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - **JANUARY 2022**

Top Facebook Posts



Summary of Page Fans

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



Success By Post



15000
Lakes



300
Campgrounds



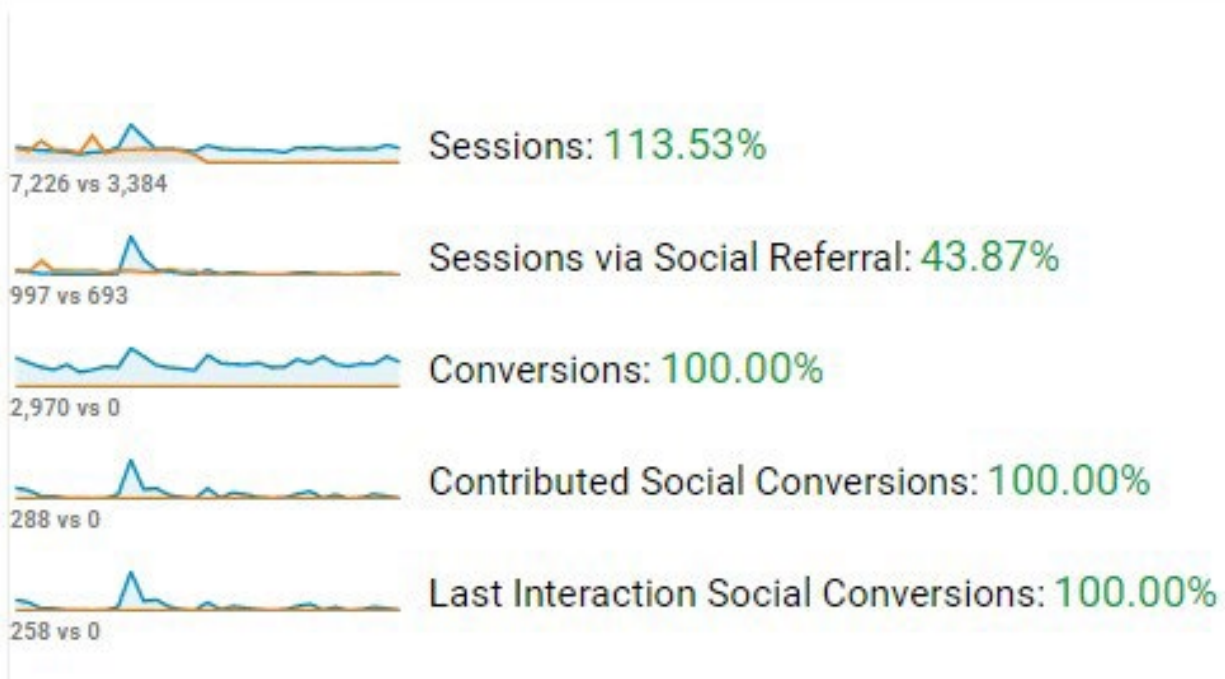
92
Days of Summer



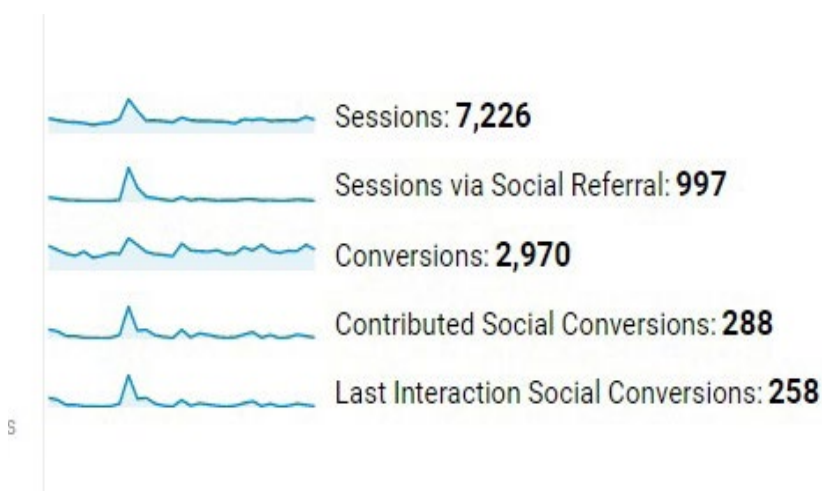
1
Wisconsin

SOCIAL RELATIONSHIP & EMAIL STATS

January 2021 vs 2022 Website Visitors from Social Media Sessions



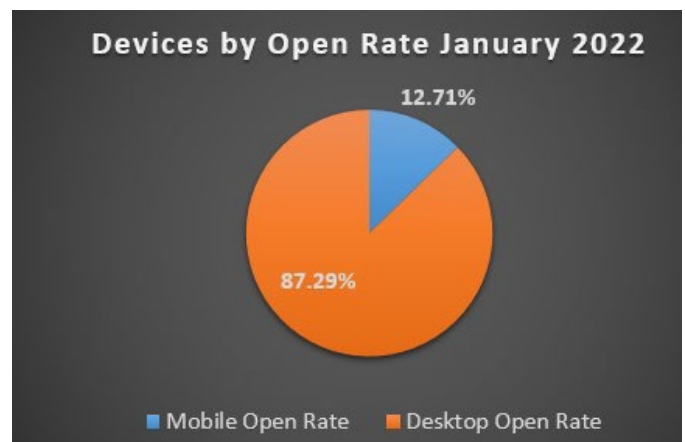
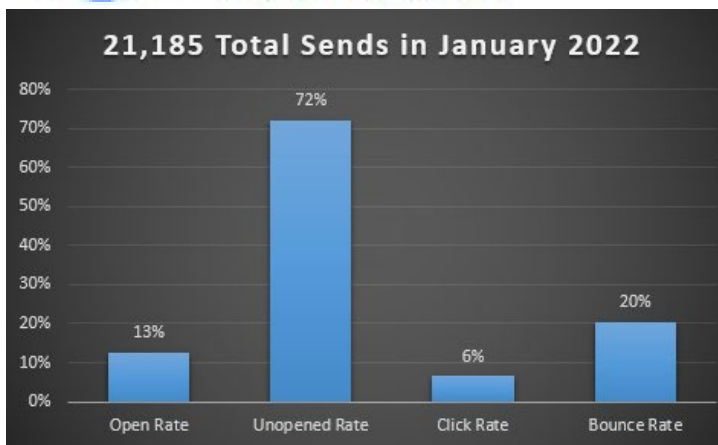
January 2022 Social Media



Traffic from Facebook to our Website is up 44% from Social Media when comparing the month of Jan year over year.

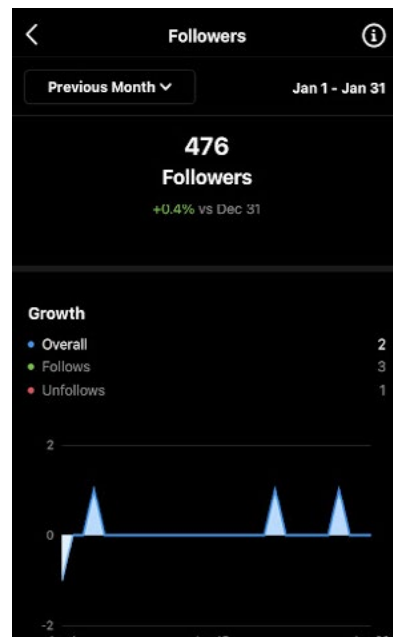
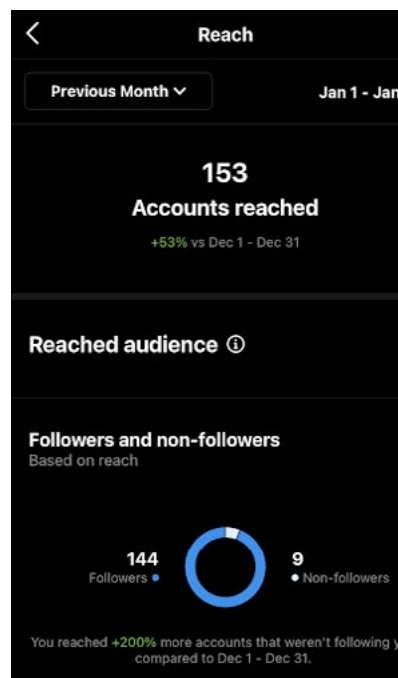


January 2022



Top 5 Emails by Open Rate for January 2022

Time Sent	Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
1/20/2022 18:10	January 2022 Newsletter	360	204	60.00%	17.40%	82.60%	105	30.90%
1/19/2022 16:59	January Announcements	196	104	55.60%	17.30%	82.70%	11	5.90%
1/20/2022 12:55	Minneapolis Show Cancelled	197	90	48.10%	13.10%	86.90%	5	2.70%
1/21/2022 17:07	Virtual DC Fly-In - Feb. 15-16	197	89	47.60%	12.00%	88.00%	2	1.10%
1/21/2022 16:26	Oshkosh RV Show - Get in at half price	197	84	44.90%	11.20%	88.80%	9	4.80%



**Instagram
January
2022
Stats**



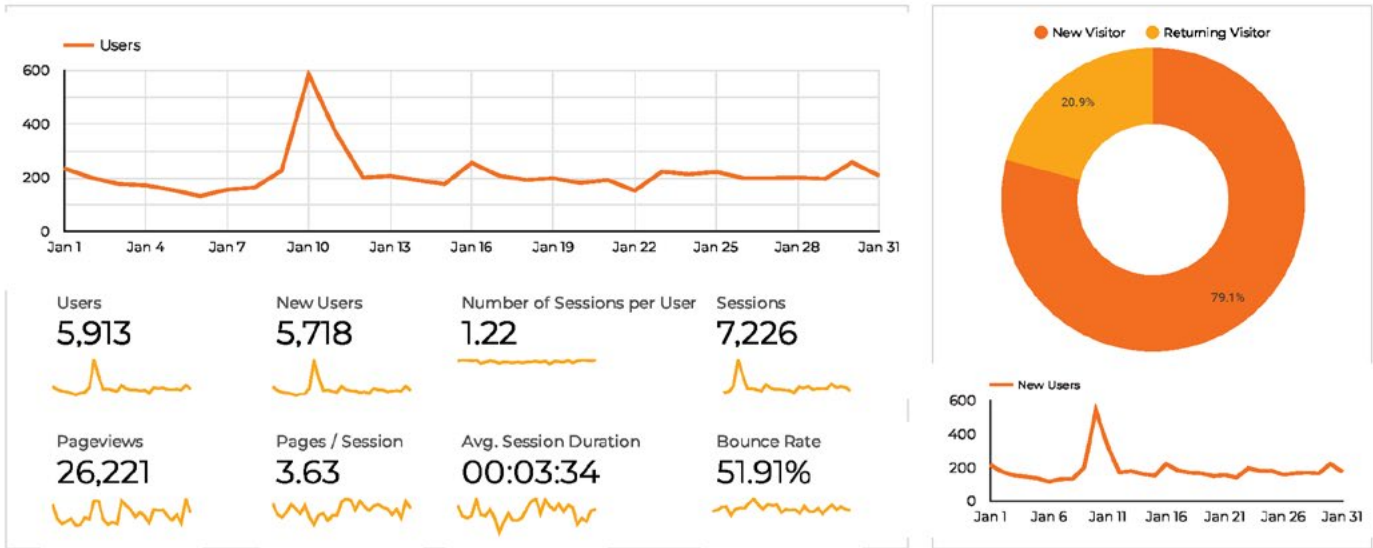
WACO January 2022 WEBSITE ANALYTICS

Channel ▾

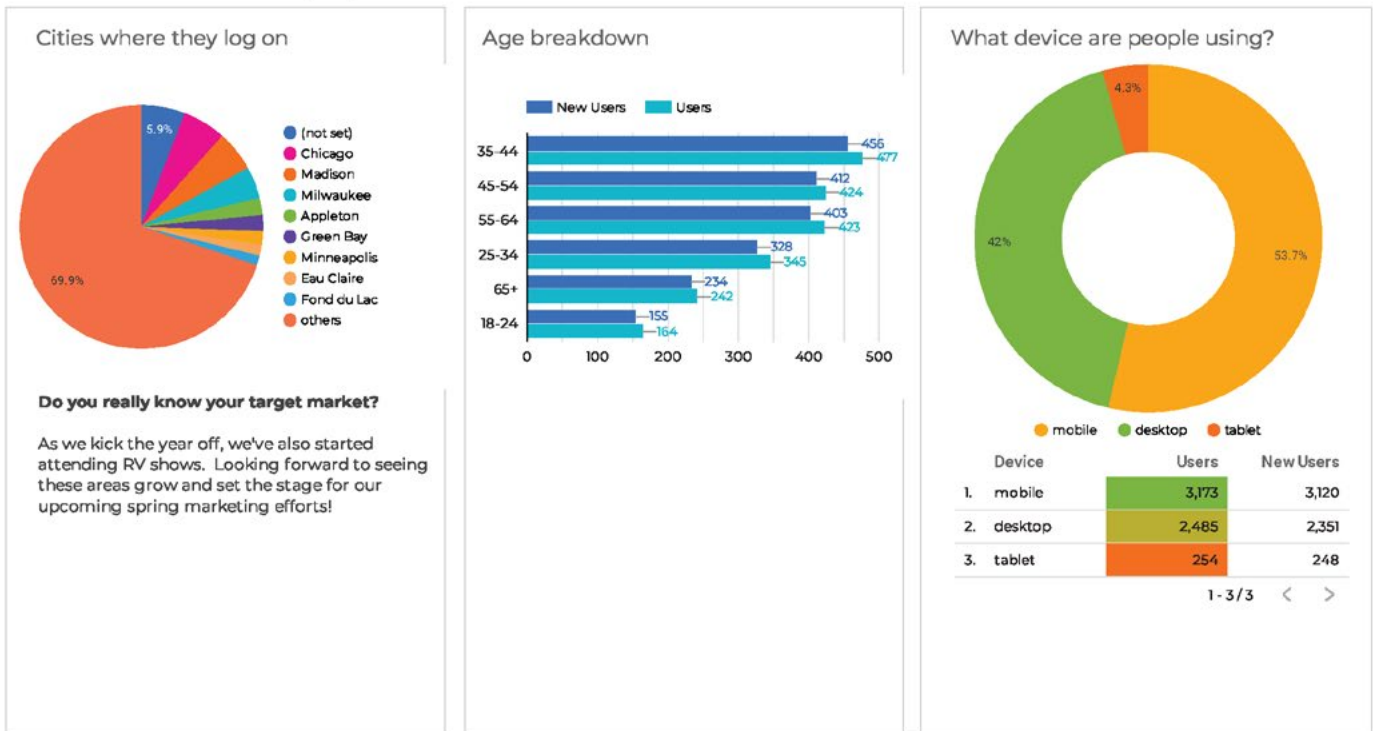
Device ▾

Jan 1, 2022 - Jan 31, 2022 ▾

Your audience at a glance



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





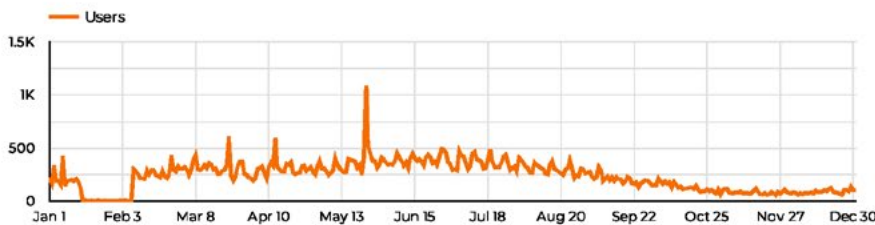
2021 Annual Summary WEBSITE ANALYTICS

Jan 1, 2021 - Dec 31, 2021

Channel

Device

Your audience at a glance



Users

74,897



New Users

74,578



Number of Sessions per User

1.25



Sessions

93,593



Pageviews

344,998



Pages / Session

3.69



Avg. Session Duration

00:03:19

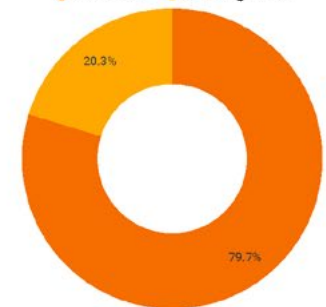


Bounce Rate

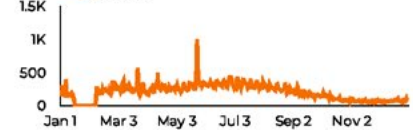
49.54%



New Visitor Returning Visitor

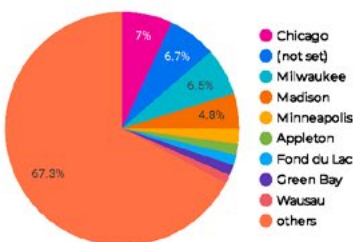


New Users



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

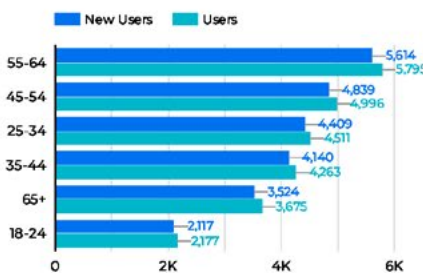
Cities where they log on



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

Our target markets continue to grow and as the industry experiences that same growth in 2022, be sure to get your brochures to the RV shows all over our state and surrounding area!

Age breakdown



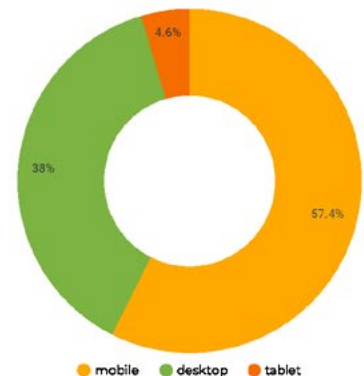
Overall, the 55-64 set continues to be in the #1 place in terms of visitors to our website not only in new users to our site, but in total users.

However, combined ages 25-54 make up our largest group of website visitors!

Still seeing that 18-24 year old range growing - keep it in mind for your Spring advertising and social media efforts!

This first quarter, we'll be checking the Month Over Month comparisons to see what our newbie website visitors look like demographically.

What device are people using?



Device	Users	New Users
1. mobile	42,793	42,841
2. desktop	28,336	28,389
3. tablet	3,423	3,398

1-3/3 < >

WACO & OUT ABOUT

Its been great to see our Members and prospective campers out and about at the various RV Shows so far this year! See more updates on the shows on P. 26!



The Tampa RV Show did NOT disappoint this year! As mentioned in Lori's letter this month, Thor Industries put on a fantastic display showcasing the future of RVs. WACO will keep you apprised of these trends to ensure you're ready for the next generation of campers!



SPONSORS

THANK YOU TO OUR 2022 WACO SUPPORTING & GOLD LEVEL SPONSORS!

Your support means our Members will be getting additional education,
a fantastic trade show experience, and the continued excellence that
Wisconsin campground owners have come to expect at our annual convention!

SUPPORTING SPONSORS



GOLD SPONSORS



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CAMPSITES

Lake Lenwood

Scenic Ridge
campground

WILDERNESS
CAMPGROUND
Where Life-Long Memories Are Made



.....

JEFF CRIDER - THURSDAY MARCH 17th

Former newspaper reporter, Jeff Crider has worked with the campground industry for about 25 years. Learn from his culmination of PR, journalism, and advertising! Review how to craft solid press releases and leverage activities and events to bring people to your park!



We  Wisconsin.

**DID YOU KNOW LEAVITT REC HAS ACCESS
TO OVER 20 CAMPGROUND CARRIERS?**

And yes, we now have earned access to a few more of Wisconsin's favorite carriers:

- ▶ West Bend
- ▶ Secura
- ▶ Auto Owners

We also have an exclusive program with Allianz that loves Wisconsin too.

Give me a call and let's put together a plan for your next renewal.



LEAH BRIGHT

Agent

Direct 605.423.4361

Cell 307.296.6142

leah-bright@leavitt.com

 **Leavitt Recreation
& Hospitality Insurance**
A Leavitt Group Insurance Agency

.....
ANDREW NUSSBAUM - THURSDAY MARCH 17th

1st Session:

Learn about what Travel WI group is seeing that may impact how you market and advertise your campground, what amenities you choose to upgrade or purchase, and what the next couple of years will look like for those in the recreation and hospitality industry.

2nd Session:

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





**GREEN BAY RV SHOW WAS A
HUGE SUCCESS!**
**We gave away 10,000 bags &
Attendance was 14,600!**



**MILWAUKEE
RV SHOW
MARCH 3-6**

**CENTRAL
WISCONSIN RV
& CAMPING
SHOW WAUSAU
MARCH 11-13**

**ROCKFORD RV,
CAMPING &
TRAVEL SHOW
MARCH 11-13**

**Winners at the Camper & Power
Sports in Jefferson County this
month! Giveaways are just one of
the many ways we helped
distribute over 1600 directories
for our WACO Members!**



**The WACO staff held down the
fort for 4 days at the La Crosse
Sports Show! This year had a
solid crowd and were able to
distribute 1,485 directories
here!**



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.

BOARD POSITIONS WILL BE AVAILABLE IN 2022! IF YOU ARE INTERESTED IN JOINING THE BOARD, PLEASE WATCH FOR MORE INFORMATION!



 <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 duckcrcg@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>





WACO OFFICE

PO Box 228

Ettrick, WI 54627

WACO Phone (608) 525-2327

wisconsincampgrounds.com

Severson & Associates

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

lori@seversonandassociates.com