



WACO NEWS

MARCH 2022

MARCH 2022

WHEW! We made it through Convention! Now to open up our parks and roll out the red carpet for all those campers in 2022. This year's Convention included many phenomenal speakers, and our members shared real-world examples in many sessions. Hopefully, you were able to take some nuggets of wisdom back to your parks to spark real change and positive environments.

Thank you to all those Board Members and additional WACO Members, Vendors, and Sponsors who made the event possible! We couldn't do it without you!

Letter from the Executive Director

Lori Severson, Executive Director of WACO



Dear Members,

Blessings to being together in 2022! We are so lucky that we could pull off an in-person convention over these past two years. Unfortunately, that is not the case for everyone! This industry has some fantastic resources, and the assistance it provides is available to us. We have this fantastic blend of new owners, owners with history, corporate owners, and young professionals helping us create and maintain one of the strongest state organizations. I am consistently blown away by the time, effort, and energy that individuals donate to help make our WACO family what it is! I'm very proud to work with all of you.

The 2022 WACO Convention was nothing short of amaz-

inside...



THANK YOU to our Members! P. 13



Look for this image for Tips & Tricks from Members Shared at Convention

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ing and was just plain fun! No matter what minor mishaps, we made it enjoyable and beneficial to our members! That's the bottom line!

We can boast about the record-breaking attendance of campground owners, managers, and vendors, coupled with fantastic entertainment. With 195 vendors in attendance, the venue was packed to the brim, bringing new and exciting products to the convention. Campground owners alone totaled 400 attendees, creating synergy and networking opportunities across the industry. You make that happen! Without you telling your vendors they need to be a WACO member for you to buy from them.... this convention couldn't happen.



The highest supporting sponsors included Blackhawk Bank, Campgrounds4sale, Covera Insurance, Harris Golf Cars, Jim's Golf Cars, Royale RV, Severson & Associates, and Tailbangers. Their financial support allowed WACO to provide inspirational and educational speakers and headliner

comedian Charlie Berens! Special shout out and thank you to Scott Grenon from Tunnel Trail, who suggested Charlie. He turned out to be a huge Packer fan, so we were able to use our sponsors and Gilbert to get him at a fantastic rate!

The Gilbert Brown Foundation provided attendees an opportunity to obtain autographed memorabilia from Hall of Famer Dave Robinson, Gilbert Brown, and Santana Dotson. The items signed at the convention will be used to raise money for the foundation all year!

ARVC informed the attendees of all the services and discounts they offer. Jeff Crider blessed WACO with his attendance and shared his second-to-none knowledge and creative writing skills. Recognition of campgrounds included Tunnel Trail Campground, celebrating 50 years in the camping industry! Jellystone Park in Calendonia gave credit to Ed Van Der Molen for his superb mentorship in a touching speech by Briget. 2022 WACO Hall of Fame inductees include Crazy Horse Campground and Chapparral Campground.

The convention buzzed with incredible energy. Thanks to every member who attended, especially those who sit on the WACO Board of Directors! Thanks so much for all your support and help this year!

Sincerely,

Lori Severson
Executive Director,
Wisconsin Association of
Campground Owners





From the Office of the President

Scott Kollock, WACO Board President

Dear Members,

Congratulations on making it through another year of hard work, exciting times, and a great convention! One thing I am incredibly grateful for this year is the people in our industry who truly care about the organization. You can see how much we've grown and survived this crazy time when many other organizations didn't come out nearly as well. I want to thank each member who takes the time to look at our organization and truly see how far we have come. It's remarkable that just 20 years ago, we had 36 vendors at our show, and today can boast over 195! This attendance allows our members to learn about the latest products and speakers who genuinely understand the camping world.

As the President of the Board this year especially, I realize how important the communication factor is, and I hope each of you has seen the difference. We strive to address any questions members have, through personal visits, additional emails, phone calls, Facebook efforts, and addressing issues as they come up, as well as four different sessions at the convention this year. I did my best to reach out to as many people as possible at the convention to ensure everyone knows I am always available. My go-to saying is, "Like I always say, I'll always get you the answer, it may not be the answer you are looking for, but it will be the correct answer, based on what the board you elected decided." Your voice is important to us, and we all recognize how strong we are when we work together to make things happen.

We are excited to welcome our new board members and thank them for serving because that is what we all do, serve the membership. You have to take off your park hat at the board meetings and put on the industry hat. I'm proud of the team we have established to do this. It takes time and energy to be on the board, so I appreciate people stepping up to help us!

I hope you all take a minute to read our annual report. It's filled with valuable information about how the organization runs. Again if you come across something you have a question about,

don't be afraid to ask. We ran several Q&A's this convention, addressing how the Gilbert Brown Foundation, Severson & Associates, and our partners work together. I think Stephanie Klett did a fine job reminding us how lucky we are to have some of our connections at no charge.

I hope you attended Bill's presentation from RVIA, as the session was filled with industry data that we can literally take to the bank, demonstrating our economic value. Lori will be flying out to meet with RVIA once again in April to continue working on the group's strategic planning. It's interesting to see the data they have, and the more we fuel that relationship, the more we'll be privy to!

We just finished a strategic planning session with the entire board and planned to do a quick update with new board members to continue to improve the benefits and services we give our members. We will be doing this at the April 12th meeting at Monks. If you are interested, join us! You can also review the session in the annual report, and if you have additional questions, please reach out.

I hope you will see the organization the way I do. It's made a difference in so many businesses. It's cultivated friendships that will never go away and educate us all to be better. I'm excited for a new year filled with even better business, mentoring and industry support. Thanks for your help, support, ideas, and comments.

Respectfully,
Scott Kollock

President of the WACO Board of Directors





As a campground owner you strive to offer a quality experience for your guests, including amenities for the proper demographic, a good selection of supplies and just the right amount of entertainment.

While most activities are of the outdoor variety it truly is a staple to offer a quality TV experience as well. LodgeVision specializes in providing only the best for your guests. With DISH's SMARTBOX platform high definition TV can be delivered over a basic coaxial network and picked up by most modern flat screen television.

We combine HD and SD over coax so you can save on installs — no costly rewiring. Our technology integrates into existing coaxial, Ethernet or fiber setups. A new technology being deployed now is delivering that same high quality service to mobile devices. Laptops, phones and some smart tvs can get TV service over wifi and bypass the infrastructure wiring all together.



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Providing a quality experience is always the top order of business for you the campground owner. Lodgevision is an expert focusing on only the best for your guests.

About lodgeVision

Founded in 1996, Star Connection dba lodgeVision has focused on finding unique solutions for its customers' diverse communications needs for over 25 years. lodgeVision was noticed by Dish nationally and recognized as the DISH Excellence Business Retailer of the Year for 2018 & 2019 years. The 1st time there has been a back-to-back winner! lodgeVision received honor due to its outstanding performance among thousands of dealers across the United States. "We have achieved this milestone through the hard work and dedication of our team throughout the entire organization." Chad Strampe, says.

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For more information, visit
www.lodgevision.com and
www.starconnection.net.

Coming Soon

The Convention this month brought together several industry experts, presenting targeted information and owners who posed insightful questions during sessions and our cracker barrel.

Interactions like this generate poignant topics that we plan to highlight in the next couple of newsletters. Check out the speakers/expert's notes in this issue to see if the questions you wanted a response to are listed. If we're missing a topic you wanted to see highlighted, email, or call the WACO office so we can get it on the schedule! The point of this newsletter is to include the information YOU need and find beneficial. Let us help you get the facts YOU need for a more successful season!

When you see this icon, know that it means we'll be highlighting the topic more in-depth in the next newsletter! If you have input or a specific question, send it in!



Coming Soon...



Coming Soon...

**Holly Hoffman
will be talking
tax...**

In the Cracker Barrel session on Sunday, it seemed like the group might chat about taxes all day. You'd have thought it was a favorite topic, haha! Holly is planning on following up on the following issues for our group:

- Claw machines and tournaments onsite - what taxes are applicable?
- Surcharges and how you should word them on your reservations or receipts for credit card payments
- Sites for your work campers - are they taxable?

Holly is hosting contractor happy hours and is looking to bring them to YOUR bars/restaurants! Give her a call or email if you'd like to arrange for a happy hour at your location in 2022!



Contact

**Holly@SalesTaxLady.com
about the Sales Tax Audit
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former WI Dept of Revenue
Auditor!**



Keepin' it Legal

Let's be honest. No one loves legal concerns, but we sure do love having access to a 27-year veteran like Mark Hazelbaker, our WACO Attorney, when those pesky legal troubles rear their head.

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

WHY RELATIONSHIPS ARE CRUCIAL

When Towns and Counties looking for revenue have started to target campgrounds, adopting ordinances which purport to impose annual fees on our industry. Experience shows that once a few communities find a new source of money, others will hasten to follow. Where does this issue stand, and what can we do?

An updated model of a job application for campgrounds. The form has been screened to exclude Several years ago, some towns in northwest Wisconsin considered adopting a local "license" ordinance directed at campgrounds. WACO reached out to the towns, informing them that local governments in Wisconsin have no authority to license campgrounds. It was clear the towns had no plans to impose any restrictions or inspect campgrounds. They just wanted money. At least in the instances WACO was aware of, we succeeded in getting them to back down.

Now, though, more direct actions have been taken. We are aware of localities which have adopted local fees on campgrounds or are considering doing so. One had adopted a yearly fee of \$250 per campsite. In proportion to the amount of the seasonal fee, that's a hefty charge. We have informed the localities we are aware of that there is no authority for towns, villages, cities or counties to impose fees or taxes on campgrounds. To date, that argument has had no effect.

The communities' action is disturbing for several reasons. If local units can simply charge a fee on businesses, they certainly will do so. Today, it will be campgrounds. Next year, it may be canoe rental businesses, bakeries or taverns. The Legislature has succeeded in controlling the growth of taxes in Wisconsin over the past 11 years. Some local officials are aggressively searching for new revenue sources.

The case for exacting revenue from campgrounds is exceedingly thin. The officials pushing the fees have complained that campgrounds don't pay very much in property taxes. That is debatable. Wisconsin's property taxes are high by national standards. Campgrounds are assessed just like every other business and property.

It's certainly not true that campgrounds do not generate taxes. Every camping unit generates thousands of dollars of sales taxes when purchased or resold. There are annual registration fees. Campers pay sales taxes on purchases and gas taxes on fuel they use to get to the campground. Campground employees pay income taxes on their earnings. Campground owners pay considerable income taxes as well. Wisconsin has high state income tax rates.

Wisconsinites are taxed a lot. After a decade of decreases





in state tax burdens, total state and local taxes reached \$34 billion in 2021 – a 7.1 percent increase (Wisconsin Policy Forum study). Wisconsin fell from the fourth highest tax burden in the nation in 1999 to the 23rd by 2019. In 1999, state and local taxes took 12.1 percent of income. That burden fell to 10.9 percent, reducing taxes by \$5.57 billion overall.

Of course, we do need to pay for state and local services. But the way to do so is through fair taxes which are not set by individual municipalities. And we also need to resist the narrative that government is somehow starved of revenue in Wisconsin.

As to these fees, WACO will seek to use persuasion to address these matters. If that is unsuccessful, we will explore litigation or legislation to bring the issue to a head. WACO asks our members to share news with us of any local government moving to impose fees on campgrounds.

EMPLOYEE HANDBOOKS

PROTECT YOURSELF FROM EMPLOYMENT LITIGATION WITH A SIMPLE PERSONNEL SYSTEM

At the WACO Convention, I introduced a new simplified personnel system for campgrounds. The goal is to make it easier for small employers to protect themselves from liability for various employment law issues.

Compliance is not a simple thing. Federal and state laws are incredibly detailed and, in some instances, particularly demanding. But compliance is made much easier if an employer has a system in

place to manage employees consistently.

Smaller employers may set an individual pay rate for each employee, and give different amounts of raises to employees. If the employer cannot explain the differences in wages or raises, it makes the employee vulnerable to charges that the differences were caused by illegal factors such as age, race or gender. Solution – have a wage schedule which you follow.

Employees may ask for accommodations for disabilities. If an employer has never defined the minimum requirements of a job, it becomes harder to prove that a requested accommodation is not possible.

Of course, one can go overboard with systems and structures in a small workplace. So, to offer smaller campgrounds some protection, we'll be rolling out a model of an employee guidebook, simplified position descriptions, an updated model job application, and a suggested format for a wage structure.

If you have handbooks, please send them to lori@seversonandassociates.com so we can compile, review best practices and pieces from each, creating one incredible employee handbook model!



Mark Hazelbaker, SC
WACO Attorney

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Look for this image throughout the newsletter, highlighting tips and tricks mentioned at Convention from our WACO Members!

- Candy • Tobacco • Snacks • HBC • Sundries • Groceries •
- Frozen Foods • Paper • Plastic • Chemicals •
- Bar & Restaurant Supplies • Janitorial Supplies •



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CHECK YOUR RATES

MORE THAN LIKELY, THEY ARE TOO LOW!

What do you provide that's unique to your campground or your region in the state? Who is your target market, and what are they willing to spend? Millennials will pay more if they believe in the cause - connect with that! Compare your area and keep your amenities/offering in mind.



Coming Soon...

Watch for these upcoming Legal Updates!

Along with the Employee Handbook Model, we noted in the "Keepin' It Legal," here are some other newsletter topics to watch for in upcoming issues of the WACO newsletter

- Work Camper Agreements
- Unemployment Claims - how to better manage
- Service Animals vs. Emotional Support Animals

If you have questions or examples to share surrounding these topics, please send them to the legal hotline or call the office. The more we share, the more we learn from each other!



Mark Hazelbaker, SC
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SIGNS LEAD THE WAY

WHAT SIGNS DO I NEED FOR MY CAMPGROUND?

Any signs that help find necessary buildings like the bathrooms, shower stalls, dump stations, campsite plots, and other site amenities like pool area, trailheads, or off-leash dog areas are necessary to help your guests navigate their way throughout the campground. It is also necessary to have traffic signs such as stop signs, pedestrian walkways, one-way signs, and any others that guests will need or your state requires of the roadways throughout your campground. Signs that alert guests for dangers, rules, or regulations of your campground are important to have as well. Signs that denote where fires are allowed, feeding wildlife, or signs that denote where caution is needed such as, falling rocks, unsafe paths, or dangerous animals. Finally, signs that label all of your amenities and sites are crucial to the finishing touches of your campground. Signs that denote campsite numbers, electrical hookups, showers, trailhead names, and even rules for specific amenities such as pools are all essential.

WHAT DO I HAVE TO CONSIDER WHEN PICKING A SIGN?

Why should I go with a 3M Certified Sign Fabricator? A 3M Certified Sign Fabricator will match your projects to the right processes, helping to enhance efficiency and cost-effectiveness. They also use 3M matched components to ensure your signs will be fully warranted for the stated service life. All of Sign Solutions USA's signs are made with 3M retroreflective sheeting products and traffic grade 5052 – H38 aluminum and our production equipment, sales support, technical expertise, and quality of manufacturing are verified to exceed 3M's industry requirements!

WHY IS SIGNAGE IMPORTANT?

Signage is important for the wayfinding of your campground as well as being standardized with your state, county, city-level departments of transportation. Sign Solutions USA manufactures and distributes best-in-class transportation safety products, including MUTCD road signs and markers, mounting hardware, and temporary traffic control devices which informs guests where your campground is, how to navigate through it, and to keep them safe.

WHY SHOULD I CHOOSE SIGN SOLUTIONS USA FOR MY CAMPGROUND SIGNS?

Sign Solutions USA manufactures and distributes best-in-class transportation safety products, including MUTCD road signs and markers, mounting hardware, and temporary traffic control devices. Combined with our customizing capabilities, we supply all sectors—state, county, city-level departments of transportation, commercial and residential clients—with products that command attention and lead the industry in innovation. Sign Solutions USA is a certified 3M Sign Fabricator. Our production equipment, sales support, technical expertise, and quality of manufacturing are verified to exceed 3M's industry requirements!

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Introducing Your New 2022 Board Members!



Julie Michaels **Scenic Ridge Campground**

1st Term 2022-2025

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**

2nd Term 2022-2025

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.



Tiffany Pargman **Indian Trails Campground**

1st Term 2022-2025



My name is Tiffany and Indian Trails Campground and the camping industry has been my heart and passion my entire life. My grandparents Chuck & Betty Meierdirk founded Indian Trails Campground in 1965 and I am a 3rd Generation Owner. My husband Matt and I fulfilled my childhood dream & bought Indian Trails from my mom Myrna & her husband Dave in January 2021. Matt’s family has camped at Indian Trails for almost 40 years and yes, I married a camper boy. Matt ended his 25-year engineering career to be a fulltime campground owner and working together is challenging and rewarding at the same time. This year will be our 25th Anniversary and we have two boys who have been fortunate to grow up at the campground, just as I did. I attended Kids Kamp when I was little and going booth to booth at the trade show is a fond memory of my childhood. Both of my boys attended Kids Kamp throughout their childhood and hold the same memories I do. My grandparents joined WACO right from the start and our campground has benefited so much from being a part of WACO. In 2007 & 2008, I attended the RV Park and Campground Management School at the Oglebay National Training Center in Wheeling, WV. As a campground owner, we wear many hats, but my favorite and specialty is our gift shop. I am running for the WACO board for many reasons; to gain more knowledge and insight of our industry, expand networking while helping to grow my campground as well as my peers and to help support and give back to an organization I believe in. I served as VP on our local Boys Club board and ran the basketball program while Matt coached for 7 years when my boys were younger. That was a full-time job during the winter/off season. Throughout those 7 years, our club became very successful and made a 100% turnaround from almost being shut down the year I joined. We were able to purchase new uniforms, equipment and gear for every sport as well as all new tables and equipment for concessions and fundraisers. I recently have been asked by several teachers, administrators and community members to run for our local School Board, which I respectfully declined due to the commitment of 2 meetings a month and having a business to operate. I was very grateful and appreciative to be considered and thought about for that role. What I am passionate about is our industry and will give 110% to the WACO board, just as I do my own business. I want each and every campground to be successful and I wish you all the best. Make it a great 2022 season!

ARVC AREA 3 UPDATE & NEWS



Your AREA 3 ARVC Rep.



Jim Button, OHE (Treasurer)
Evergreen Campsites & Resort



Jim Button currently is your Area 3 Board of Director with ARVC. Jim has been involved in the industry since 1983 and currently owns Evergreen Campsites & Resort which is Nationally recognized in the industry as a leader. Jim is part of your National ARVC Excom Board and currently holds the treasurer's position, he holds a seat on ARVC Foundation and is the current education chairman. Jim is known for being an industry advocate and is here to help guide you to successes.

Your ARVC Chairman



Bert Davis, OHC (Chair)
Dells Camping Resort



Bert Davis currently serves as your National ARVC Chairman and has held multiple seats on the National ARVC Board. Bert has been a part of the WACO board and was previously the Area 3 Rep for National ARVC. Bert currently owns Dells Camping Resort and is a current member of Group IV (National ARVC). Bert is passionate about the success of being part of both State and National ARVC Associations.



National ARVC News

A couple of **GREAT THINGS** happening around the country is the state of Georgia has joined forces with National ARVC! **WELCOME!** The state of Indiana had "two" associations and this last year they combined forces to make one state association- Congratulations for striving for industry unity!

Mark your Calendars OHCE 2022

ORLANDO



Everyone in the
outdoor hospitality
industry
will be there . . .

Nov. 7-10, 2022



Let Blackhawk Bank Help with All Your Campground & RV Park Needs

Respectfully Submitted by Blackhawk Bank, Phil Whitehead, CPA, CFP®, CExP™, Market President

While the campground industry is all about family fun and good times, let's be honest, operating a park is complex. Campground and RV park owners are required to wear several different hats, all to help the campground grow and flourish.

While it can be tough being an owner, events coordinator, and tech support all at the same time, finding the right banking partner shouldn't have to be. Blackhawk Bank knows that running a campground & RV Park takes a team, and we want to help meet your needs so your park can succeed.

KNOWLEDGEABLE BANKERS

Blackhawk Bank understands the campground industry. Our bankers are informed about national trends and news within the industry, and work alongside our clients to overcome obstacles. Not only are we communicating with a network of campground experts, but we are also an active partner with the Wisconsin Association of Campground Owners (WACO), the National Association of RV Parks and Campgrounds (ARVC), and Kampground Owners of America (KOA). We know and understand the complexities that come along with running a campground and RV Park, and we are continuously working to help make our clients' campgrounds successful.

A BANKING PARTNER THAT FITS YOUR GOALS

Whether you're looking to purchase an already established campground, expand, or make upgrades to your park, we know you need a financial partner that will help you reach your goals.

At Blackhawk Bank, campground and RV park owners will find tailored solutions, all the while preserving capital and accommodating the ever-changing demands of your guests. We will have your unique market position and goals in mind, while also bringing ideas to you and building trust.

TREASURY MANAGEMENT AND MERCHANT SERVICES

Blackhawk Bank's Treasury Management Services Team works directly with campground owners to develop customized solutions that will increase efficiencies and streamline your operations, all to help maximize your campground's profitability. Our team of professionals will ensure you have the financial tools to help your business grow today and into the future. With tools like Remote Deposit, ACH Services, Check Positive Pay, and much more you can have peace of mind knowing that your campground is running efficiently and is protected.



BLACKHAWK BANK IS HERE FOR YOU

Park owners work hard to ensure that folks have an amazing camping experience, which is why finding the right banking partner who will work just as hard is crucial in the success of your campground. At Blackhawk Bank, we are just as invested in creating a memorable camping experience as you are. Owning and operating a campground is a team effort, and 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



Phil Whitehead, CPA, CFP®, CExP™, Market President



GREAT RIVER HARBOR: \$44,902



**CHAMPIONS
RIVERSIDE
RESORT:
\$29,140**



DUCK CREEK: \$25,500



SCENIC RIDGE: \$15,469



**PINELAND CAMPING
PARK: \$12,410**

**WILDERNESS
CAMPGROUND: \$10,525**



In 2021, the WACO Members raised \$224,557 for the Gilbert Brown Foundation - no small task! What a privilege to thank those who generously donated over \$10,000 with a commemorative canvas and those who participated with a certificate of appreciation.

As there are so many incredible donors, notes can get crossed! If you feel the number recorded for your campground is out of whack, please get in touch with our office so we can make any corrections necessary! We appreciate all you do to support over 156 WI-based charities, and we would never want even a single owner to feel slighted! Please keep us updated on your fundraising events for 2022, and hopefully, the session with Stephanie Klett, Lori Severson & Gilbert inspired you with new ideas to try!



QUICK TIPS

ALTERNATE DUTIES

Schedule your staff by the hour in different settings.

Example 9-10 am front desk, 10-11 am snack shack, return from break to grounds clean up from 11:30-12:30, etc. This staggered schedule gives a variety to your employee's day and gives you insight from different perspectives for the entire campground.



Coming Soon...

Topics from the DATCP to watch for...



The DATCP sessions at WACO were full of great information about building standards, situational permits, and changes to specific codes coming our way! Keep an eye out for more information from our partners at the DATCP about...

- Approved pool test kits (where to find them)
- Automatic feeders for chemicals in your pool
- Bed bug documents
- Expansion pains including first-hand member experiences

If you have any questions you'd like answered by the DATCP, PLEASE email them to the WACO office! The Q&A we include in our newsletters can be appreciated by more than just you - promise!

SEEN at CONVENTION

Amazing Speakers!

Holly Hoffman



Ted Tuchalski



Mary Bauer



Jason Cullata



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Coming Soon...

FUTURE FINANCIAL FORTE NEWS



CSAW Associates, LLC

Coulee Region Bookkeeping and Tax



CSAW Associates
Christine Metcalf

608-779-2143

couleebookkeeping@gmail.com

Chris & Andrew Metcalf enjoyed meeting with you in their QuickBooks seminar at Convention! Members in that group felt the following would be beneficial for future newsletters:

- Templates for point of sale entries
- Invoice templates and why they are important
- Chart of account guidelines, specific to Campgrounds

Watch future newsletters for these updates and more in the following Financial Forte articles!

**Many thanks to
Jeff & Zach from
Harris Golf Cars
for the Yamaha
included in this
year's
WACO LIVE
AUCTION!**

***IT WAS A
HUGE HIT!***



REWARD EMPLOYEES TIMELY

QUICK TIPS

The psychology behind rewards includes offering the prize shortly after the action. Otherwise, there's no link in the brain to say, "you completed this action, so here's your reward!"

Gift cards, gas, massage or salon certificates, candy, food & restaurant certificates are all quick and easy incentive ideas! **Just remember: If you say you'll do something, DO IT, and DO IT TIMELY.**

SEEN at CONVENTION

THURSDAY LEGISLATOR LUNCHEON KEYNOTE & EVENING PRESENTATION

Kurt Bauer, President & CEO at Wisconsin Manufacturers & Commerce (WMC) presented an insightful keynote about the current political climate and how it may continue to impact your business!



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Rebecca Kleefisch, Candidate for Governor, is a Wisconsin-proud, conservative mom who believes in turning great ideas into reality, regardless of the odds.

Her presentation Thursday evening was eye-opening and invigorating for sure. Good luck to all the legislative candidates in 2022!

SPONSORS

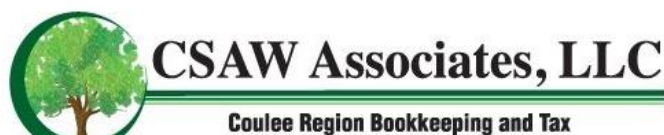
THANK YOU TO OUR 2022 WACO SHOW & PRESENTING LEVEL SPONSORS!

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 - **FEBRUARY 2022**

Page Summary Last 28 days

Export Data

Results from Feb 1, 2022 - Feb 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

February 1 - February 28

2

Total Actions on Page ▲100%



Page Views

February 1 - February 28

168

Total Page Views ▼17%



Page Likes

February 1 - February 28

49

Page Likes ▲26%



Post Reach

February 1 - February 28

3,126

People Reached ▼80%



Story Reach

February 1 - February 28

Get Story Insights

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

Learn more

Recommendations

February 1 - February 28

1

Recommendations ▲0%



Post Engagement

February 1 - February 28

182

Post engagement ▼86%



Videos

February 1 - February 28

168

3-Second Video Views ▲442%



Page Followers

February 1 - February 28

50

Page Followers ▲25%



FEBRUARY INSIGHTS:

Total current likes: 9,029

(+45 from January)

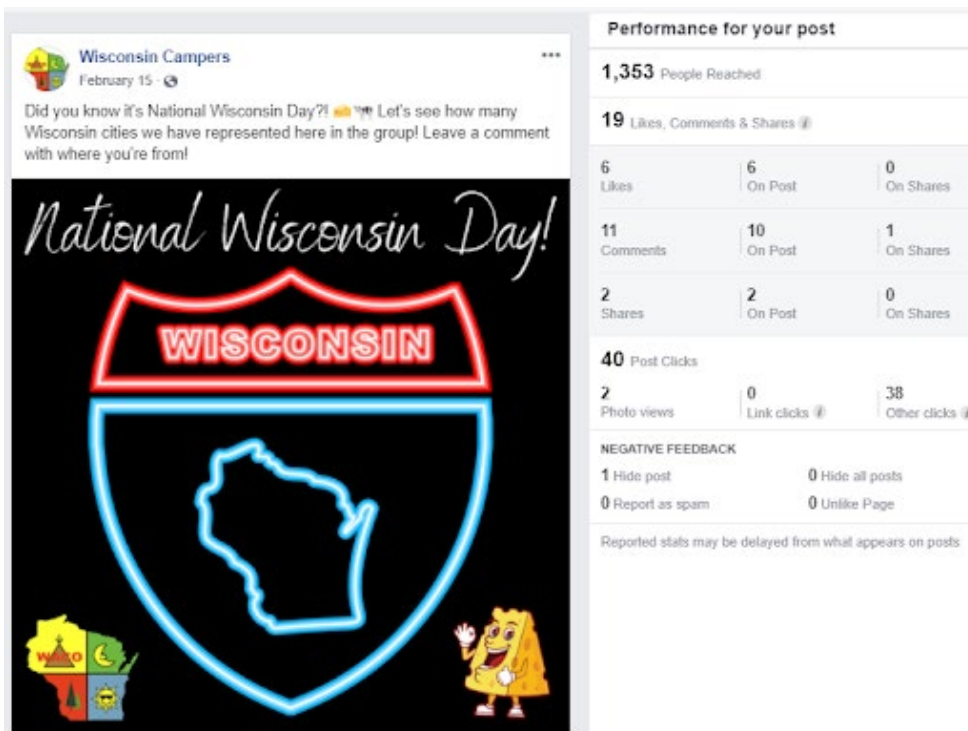
Total current followers: 9,524

(+48 from January)

WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - **FEBRUARY 2022**

Top Facebook Posts

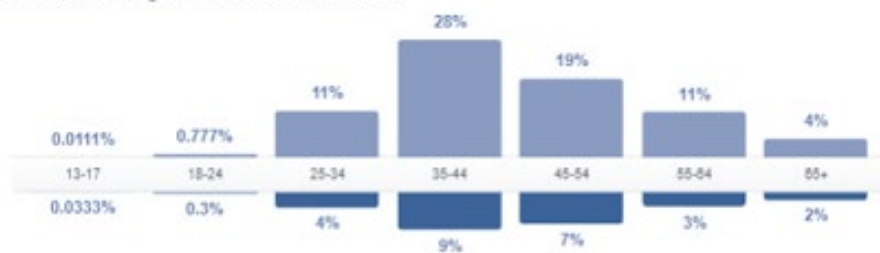


Women

74%
Your Fans

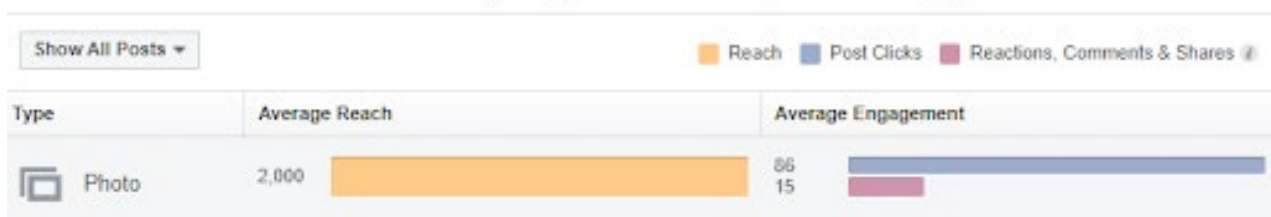
Men

26%
Your Fans



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

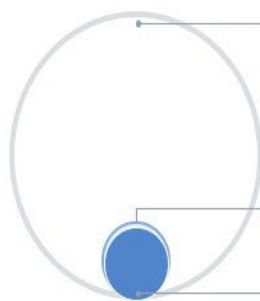


1
Wisconsin

SOCIAL RELATIONSHIP & EMAIL STATS

Jan 2020 - Feb 2021 and Jan 2021 - Feb 2022 Website Visitors from Social Media Sessions

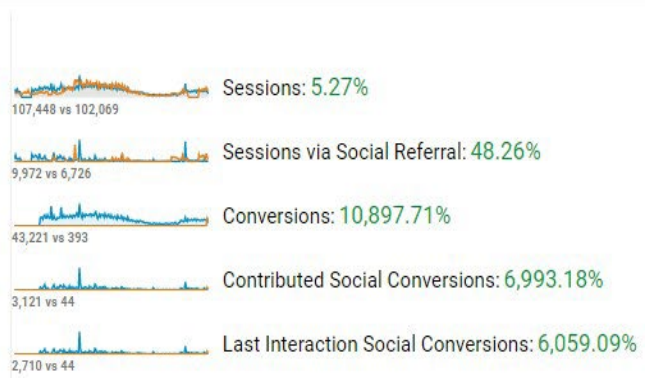
Social Value



43,221 (\$0.00)
Conversions

3,121 (\$0.00)
Contributed Social Conversions

2,710 (\$0.00)
Last Interaction Social Conversions



Social Network

Sessions % Sessions

1. Facebook

Jan 1, 2021 - Feb 28, 2022

9,931

Jan 1, 2020 - Feb 28, 2021

6,680

% Change

48.67% **0.27%**

2. Pinterest

Jan 1, 2021 - Feb 28, 2022

26 | 0.26%

Jan 1, 2020 - Feb 28, 2021

27 | 0.40%

% Change

-3.70% **-35.05%**

3. Twitter

Jan 1, 2021 - Feb 28, 2022

7 | 0.07%

Jan 1, 2020 - Feb 28, 2021

12 | 0.18%

% Change

-41.67% **-60.65%**

4. Instagram

Jan 1, 2021 - Feb 28, 2022

4 | 0.04%

Jan 1, 2020 - Feb 28, 2021

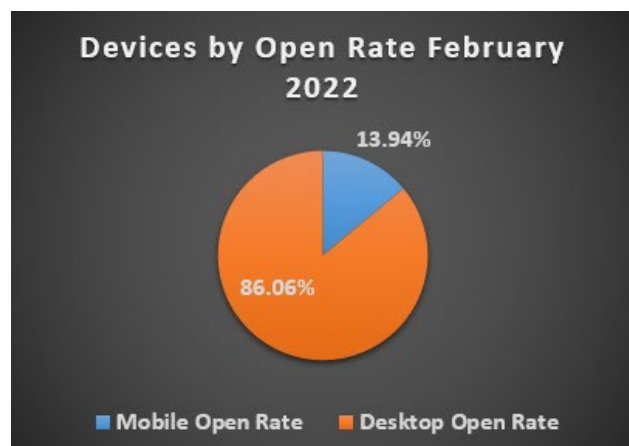
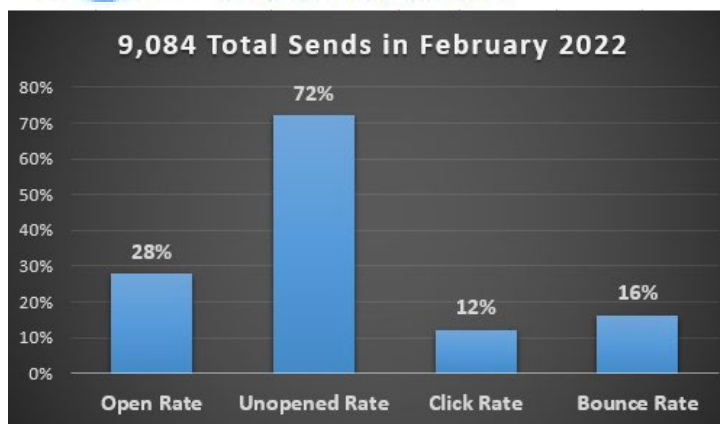
1 | 0.01%

% Change

300.00% **169.80%**

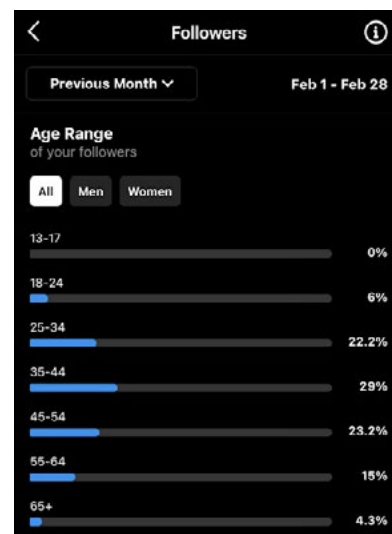
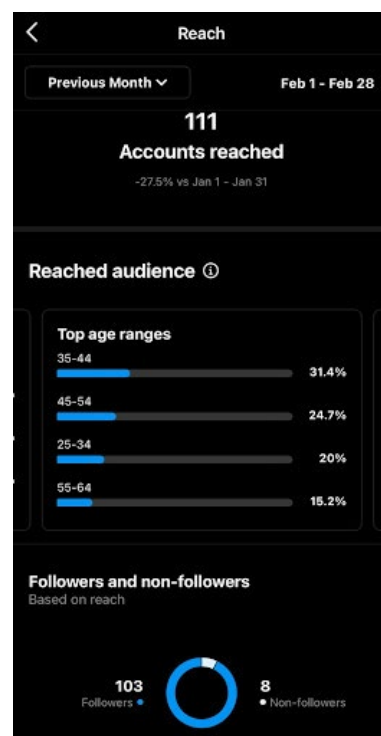
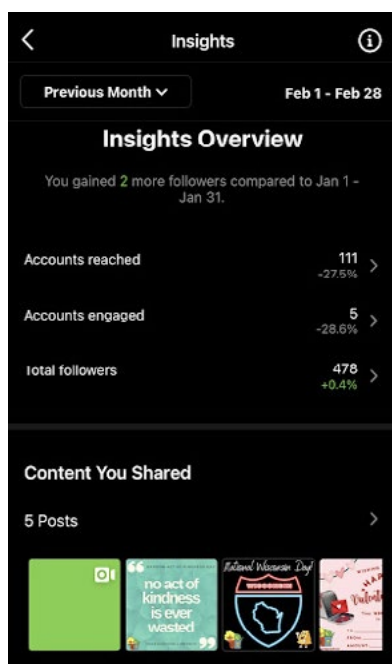


February 2022



Top 5 Emails by Open Rate for February 2022

Time Sent	Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate
2/2/2022 15:45	Sign up for 2022 Heroes & Camping For Kids Weekends	197	113	59.80%	10.60%	89.40%
2/14/2022 15:34	WACO Vendor List - Who is coming to convention?	201	106	54.90%	19.90%	80.10%
2/23/2022 19:13	Absentee Ballot Request Form	202	103	53.40%	15.00%	85.00%
2/23/2022 9:57	February 2022 Newsletter	364	180	52.30%	9.10%	90.90%
2/28/2022 17:43	Charlie Berens Announcement	2269	554	31.20%	13.40%	86.60%



**Instagram
February
2022
Stats**


15000
Lakes


300
Campgrounds


92
Days of Summer


1
Wisconsin

February 2022 WEBSITE STATS

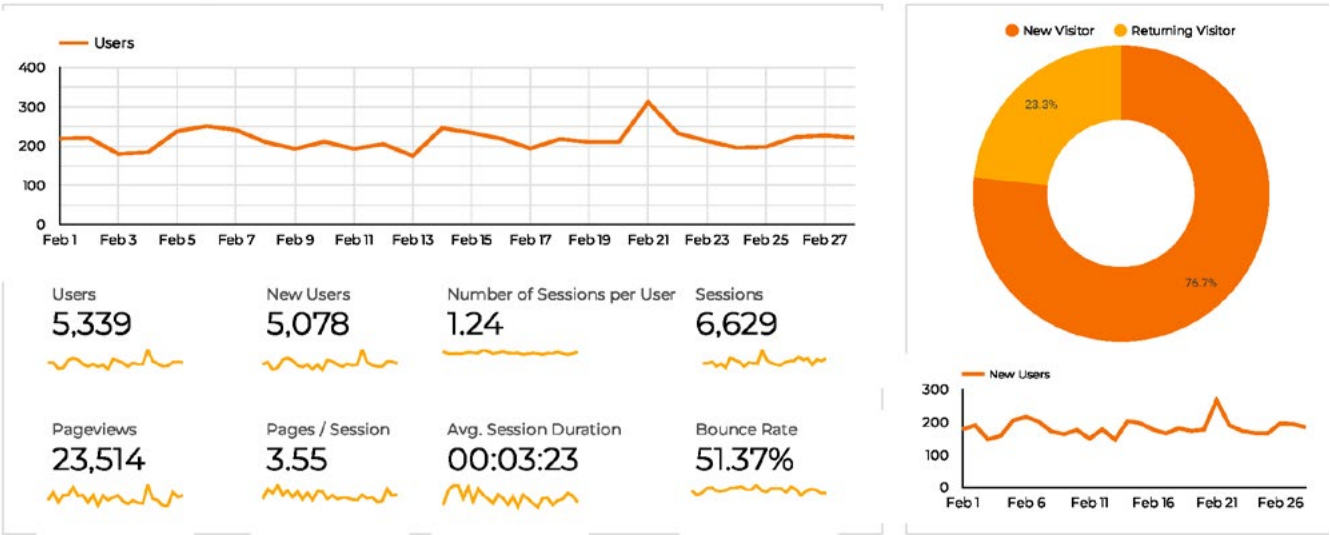
**WACO February 2022 WEBSITE ANALYTICS**

Channel ▾

Device ▾

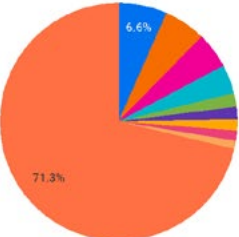
Feb 1, 2022 - Feb 28, 2022 ▾

Your audience at a glance



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

Cities where they log on



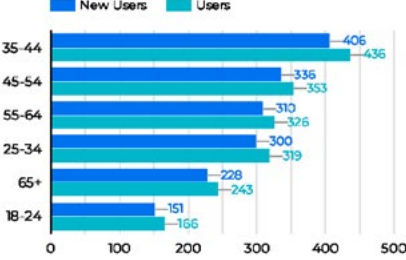
- (not set)
- Madison
- Chicago
- Milwaukee
- Appleton
- Green Bay
- Minneapolis
- Janesville
- Eau Claire
- others

Do you really know your target market?

As we kick the year off, we've also started attending RV shows. Looking forward to seeing these areas grow and set the stage for our upcoming spring marketing efforts!

March will bring in interesting stats as we see an uptick in those making summer plans!

Age breakdown



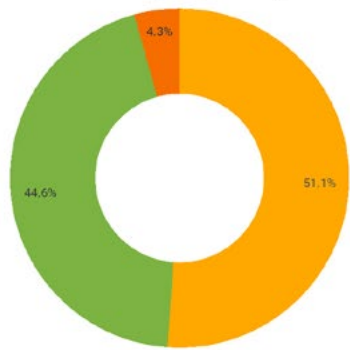
Age Group	New Users	Users
35-44	406	436
45-54	336	353
55-64	310	326
25-34	300	319
65+	228	243
18-24	151	166

35-44 Seeing Most NEW Users

In the month of February, we saw the age group 35-44 as the #1 group of NEW users to the website.

Be mindful of these age trends to see if you should be adjusting your social media platforms and messaging. Our office will be watching these closely!

What device are people using?



mobile desktop tablet

Device	Users	New Users
1. mobile	2,728	2,651
2. desktop	2,379	2,209
3. tablet	232	224

1 - 3 / 3 < >



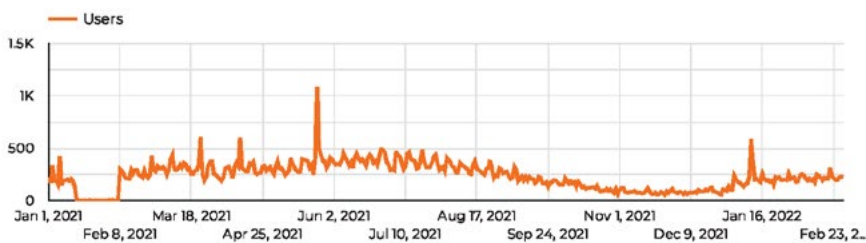
Jan-Feb 2022

Jan 1, 2021 - Feb 28, 2022

Channel

Device

Your audience at a glance



Users

86,018



New Users

85,374



Number of Sessions per User

1.25



Sessions

107,448



Pageviews

394,733



Pages / Session

3.67



Avg. Session Duration

00:03:20

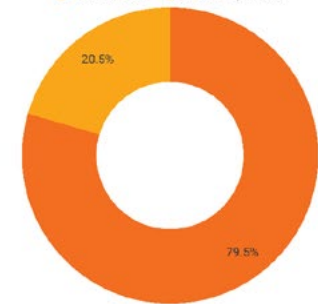


Bounce Rate

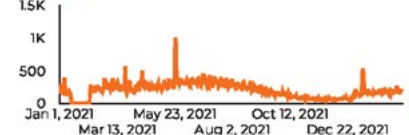
49.81%



New Visitor Returning Visitor

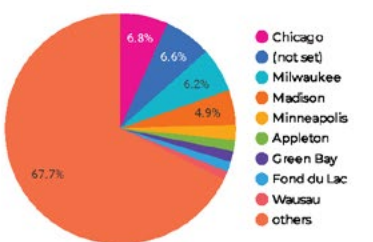


New Users



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

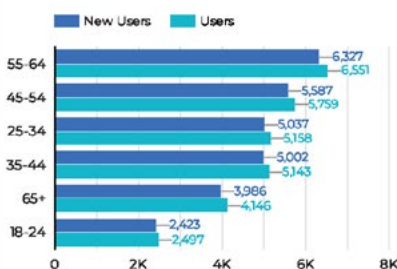
Cities where they log on



Chicago, IL, Milwaukee, WI, and Minneapolis, MN continue to make their presence known on our pie chart of "where are they searching from." Nice to see our capital city starting to make a comeback as well! Could it be related to the relaxing mask mandates in the surrounding counties? We'll keep on eye on this!

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



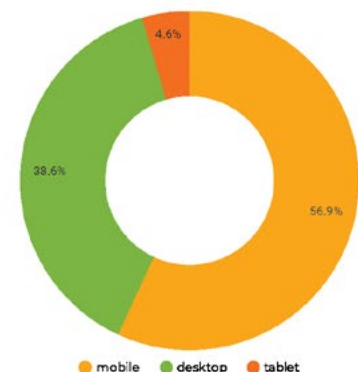
Overall, the 55-64 set continues to be in the #1 place in terms of visitors to our website not only in new users to our site, but in total users.

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	48,500	48,612
2. desktop	32,876	32,949
3. tablet	3,890	3,870

1 - 3 / 3 < >

WACO SHOUTOUTS



Congrats to Tunnel Trail on celebrating their 50th Year in business and to Caledonia Jellystone for receiving the 2021 Jellystone Park System Achievement Award:
Camp-Resort of the Year!



\$1000 RAFFLE WINNER

Congrats to Krystal Pracki, from Rose's Enchanted Forest on being the \$1000 raffle ticket winner!



Chapparral Campground



Crazy Horse Campground



**2022 HALL OF
FAME INDUCTEES**



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



SPONSORS

THANK YOU TO OUR 2022 WACO SILVER, BEER, & REFRESHMENT 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!

SILVER SPONSOR



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We are your "one stop source" for industry supplies



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RECREATION
SPECIALISTS

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SOLAR LIGHTING

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& Associates
S & H Ad Specialties
800-584-9429



Refreshment Sponsors



Scenic Ridge
campground



WACO SHOUT OUTS



2022 WACO PRESIDENT'S AWARD

Congratulations to Bud Styer for the well-deserved 2022 WACO President's Lifetime Achievement Award. The knowledge, information-sharing, and experience you bring to our association are priceless, and we appreciate all you do!

RELATIONSHIPS WE VALUE



Thank you to the DATCP for working with our Executive Director, giving WACO Members their voice when code changes that directly impact our business come up! We appreciate all their time and conversation, ensuring campgrounds are looked at as contributors to the WI economy!

Thank you Secretary Mary Kolar for all you do to ensure the Veterans in our state know about our Heroes Weekend, as well as what your department does for their post-service safety, well being, and more!



Are you a campground member and a vendor? If that's the case remember you will need to have a trade membership as well as a WACO Membership!

Don't Forget!

HASHTAGS

QUICK TIPS

What are they and when should you use them? Anytime you add "#" before a phrase, its a hashtag in social media. It indicates (to users and algorithms) that a piece of content relates to a specific topic or belongs to a category. Hashtags help make content discoverable in on-platform searches and, effectively, reach more people. In other words it another way to engage prospective campers! #usethe

SEEN at CONVENTION

**THANK
YOU
TO OUR
MURDER
MYSTERY
CREW!**



CHARLIE BERENS

Thank you to Scott Grenon of Tunnel Trails for connecting our Executive Director with the agent for Charlie Berens! After some negotiating, we made it work for this year's convention and, I think its safe to say there wasn't a person who didn't leave the room without saying, "Tell your folks I says Hi!"





BOARD MEETING

**April 12th
10:00 am
Monks**

**33 Hillman Road
Lake Delton**

BOARD MEETING

**May 3rd | 10:00 am
Monks**

33 Hillman Road, Lake Delton

**SAVE
THE DATE**



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>Bud Styer, Past President Jellystone Park™ Fort Atkinson mrbud@budstyerassociates.com 608-592-2128 2021-2022</p>
 <p>Ashley Weiss-Wegner, 1st Vice President Wilderness Campground awegner@wildernesscampground.com 608-297-2002 2018-2024 2nd Term</p>	 <p>Peter Hagen, 2nd Vice President Pride of America petehagen@camppoa.com 800-236-6395 2020-2023 1st Term</p>
 <p>Patricia Lombardo, 3rd Vice President Equity Lifestyle patricia_lombardo@equitylifestyle.com 312-533-7255 2022-2025 2nd Term</p>	 <p>Brian Huth, Treasurer Camping in the Clouds Brianhuth22@yahoo.com 920-422-4315 2020-2023 1st Term</p>
 <p>Laurie Adams, Appointed Secretary Baraboo Hills Campground camp@baraboohillscampground.com 608-356-8505 Appointed Term 2022-2023</p>	 <p>Rob Brinkmeier, Director Merry Macs Campground camp@merrymacscampground.com 815-541-4934 2020-2023 1st Term</p>
 <p>Sarah Krause, Director River's Edge Campground camp@riversedgewisconsin.com 715-344-8058 2021-2024 1st Term</p>	 <p>Kristi Mlodzik, Director Duck Creek Campground camp@duckcreekcampground.com 608-429-2425 2021-2024 1st Term</p>
 <p>Tiffany Pargman Director Indian Trails Campground camp@indiantrailscampground.com 608-429-3244 2021-2024 1st Term</p>	 <p>Mark Stefan, Director Grand Valley Campground info@grandvalleycampground.com 920-394-3643 2018-2024 2nd Term</p>
 <p>Deneen Pedersen, Director Stoney Creek RV Resort deneen@stoneycreekrvresort.com 715-597-2102 2021-2024 1st Term</p>	 <p>Adam Malsack, Chair Elect – Legislative Lake Arrowhead Campground adam@lakearrowheadcampground.com 920-295-3000 Appointed Term 2016-2023</p>
 <p>Jim Button, 2022 ARVC Representative Evergreen Campsites and Resort evergreencampsites@gmail.com 920-622-3498</p>	 <p>Lori Severson, Executive Director Severson & Associates lori@seversonandassociates.com 608-792-5915</p>





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