



# 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	<b>Turning \$3 into \$10,000</b> <i>Amir Harpaz</i> <i>Harp Development</i>	<b>Marketing: Tell Your Story</b> <i>Hogan Shrum</i>	<b>USG Interactive Tutorial Workshop</b> <i>Heidi Doyle</i> <i>Utility Supply Group</i>	<b>How should I be spending my marketing budget?</b> <i>Stephanie Meier</i> <i>Blackhawk Bank</i>	<b>WACO Young Professionals Round Tables</b> <b>#1: 8:00-8:45am</b> <b>#2: 8:45-9:30am</b> <i>Tia Anderson</i>
9:45 am – 10:45am	<b>Broadband: How to Increase Your Revenue</b> <i>Tim Rout</i> <i>AccessParks</i>	<b>Creating Recreation Around Your Pond</b> <i>Ron Romens</i> <i>CRS</i>	<b>Local Government</b> <i>Jason Culatta</i>	<b>Obtaining Training on RV Repairs</b> <i>Sharonne Lee</i> <i>RV Technical Institute</i>	<b>WACO Young Professionals Annual Meeting</b> <i>Led by Tia Anderson</i>
11:00am – 12:00pm	<b>What do you mean I need to 'know my numbers'? I'm the owner!</b> <i>John Jaszewski</i> <i>Campgrounds4sale</i>	<b>Emergency Action Plans</b> <i>Rich Durkee</i> <i>Secura Insurance</i>	<b>Inclusion and Belonging: How to Attract, Engage &amp; Retain a 5-Generation Workforce</b> <i>Scott Lesnick</i>	<b>CLOSED FOR LUNCH SET UP</b>	<b>CLOSED FOR LUNCH SET UP</b>
11:00am – 12:00pm	<b>Cracker Barrel – Held in the Top Shelf Bar area (aka - Little Bar)</b>				
12:00pm - 1:00pm	<p style="text-align: center;"> <b>Lunch &amp; Learn Session (Banquet Room)</b>  <b>The Benefits of Resilience and Successfully Navigating Change in an Ever-Evolving Campground Workplace</b>  <b>Scott Lesnick, Global Leadership Keynote Speaker, CSP</b>                      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 communications and grow your business.                 </p>				

**1:00pm – Trade Show Kickoff with the Echoes of Camp Randall Band!**

**The UW Marching Band is back to officially open the 2022 trade show!**



# Seminar Detail Information



## SEMINARS – FRIDAY MARCH 18

## Morning Seminar Descriptions

### Turning \$3 Into \$10,000

8:00 – 9:30a

Amir Harpaz

Harvest Room

Amir is a campground owner in multiple states and a board member of the FL & AL Associations of RV Parks and Campgrounds, who has been in the outdoor hospitality industry for over two decades. In this presentation, Amir will discuss some of the revenue management strategies his company uses to drive more demand and get higher rates in order to maximize revenues. He will demonstrate how playing with rates, demand and occupancy can add thousands of dollars to your bottom line.

### Marketing: Tell Your Story

8:00 – 9:30a

Hogan Shrum

Woodland Room

Marketing your campground(s) isn't as difficult or as expensive as you may think. Today's most effective marketing strategy is simple (and fun!): storytelling. And who better to tell your story, than you? In this session you'll learn how to utilize content and digital marketing tactics to tell your story, build your brand and grow your business, all without breaking the bank.

### USG Interactive Tutorial Workshop

8:00 – 9:30a

Heidi Doyle

Stonefield Room

Join Utility Supply Group for a hands-on, interactive workshop! We will cover the following: Replacing receptacles & circuit breakers (including converting a GFCI receptacle to a GFCI circuit breaker - Adding a meter socket kit (need a wiring diagram) - Adding a pagoda top light kit( need wiring diagram) - Suggested maintenance tips & tools of the trade - Q & A for current electrical trends. Such as electric vehicle charging, SMART metering options, NEC codes, internet connections, etc.

### 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? Should I use traditional or digital advertising? Is SEO worth it? How about social media marketing? Join the conversation as we explore the best options for you and your budget.

### WACO Young Professionals – Round Table 1 & 2

8:00 – 9:30a

Tia Anderson

Trillium Room

**Round Table #1 (8:00-8:45am):** Activities & Engagement- An open table discussion relating to customer engagement across generations with activities and amenities. **Round Table #2 (8:45-9:30am):** Employees- An open table discussion relating to hiring, incentives, employees across generations, management styles, and more.

### Broadband: How to Capitalize on Teleworking & Distance Learning to Increase Revenue

9:45 – 10:45a

Jeff McCaskill

Harvest Room

Discussion of changing demographics in outdoor recreation, related to teleworking, distance learning and real-time video communications. Learn how to optimize Broadband connectivity for your park to capture new guests and increase duration of stay.



# Seminar Detail Information



## SEMINARS – FRIDAY MARCH 18

## Morning Seminar Descriptions

### Creating Recreation Around Your Pond

9:45 – 10:45a

Ron Romens

Woodland Room

Campers love a pond, but what's all involved? Learn what you need to know before building a swim pond - who are the players to involve, codes to concern yourself with, and what to put in it!

### Local Government

9:45 – 10:45a

Jason Culatta

Stonefield 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?

### Obtaining Training on RV Repairs

9:45 – 10:45a

Sharonne Lee

Banquet Room

This presentation will cover a quick overview of the RV Industry and its unprecedented growth, what RVTI is and its role in keeping RVers enjoying the lifestyle, how providing services at RV campgrounds could play a key role in providing needed services to RVers & how to get your personnel trained and/or certified.

### WACO Young Professionals Annual Meeting

9:45 – 10:45a

Tia Anderson

Trillium Room

Open to all WACO Young Professional members and prospective members. Join us for our annual meeting as we discuss our group, our impact on the WACO organization, and plans for next year.

### What do you mean I need to 'know my numbers'? I'm the owner!

11:00a – 12:00p

John Jaszewski

Harvest 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!

### Emergency Action Plans

11:00a – 12:00p

Rich Durkee

Woodland Room

In this presentation we discuss the importance of an Emergency Action Plan, what it should include & the steps to implement at your park.

### Inclusion & Belonging

11:00a – 12:00p

Scott Lesnick

Stonefield Room

Successfully blending the Five Generations in today's workplace can be a tall order for any leader. Smart organizations assist all employees, especially leaders, to better understand one another and in so doing, increase productivity. It begins with open & vibrant dialogue & inclusion of all generations as we navigate to train & retain talent in our new normal. Millennials/Gen. Z get a special/positive nod in this presentation & you'll see why they've earned it in this fun, informative, interactive and fast paced session.



# Schedule - Friday (3/18)



## 1:00pm – Trade Show Kickoff with the Echoes of Camp Randall Band!

The UW Marching Band is back to officially open the 2022 trade show!

## 1:00 - 6:00pm - 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 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! Thank our supplier members by purchasing at the show!

## 4:00pm – Beer Available at Sponsor Booths!

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



Gama Sonic

Mouse Mix

Tail Bangers



## 8:30pm – Entertainment: Charlie Berens

CHARLIE BERENS is an Emmy-winning journalist, comedian, host, and creator of the Manitowoc Minute. The Wisconsin native has been featured on Fox, CBS, Funny or Die, TBS Digital, Variety, MTV News and more.



## 9:30pm – 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

Harris Golf Carts

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



5:45pm

**Banquet Room Opens - Suppliers are welcome!**

6:00pm

**Dinner served**

- Gilbert Brown Foundation Supporter Recognition
- Top Campground Fundraiser Award – Dates for the 2022 Camping For Kids Fundraiser Weekend!

6:30pm –  
7:00pm

**Ask the President everything you ever wanted to Know about WACO but were afraid to ask!**

*With Scott Kollock & Lori Severson*

7:00pm –  
7:30pm

**Fun with Gilbert Brown & Caden Dahl** (*Foundation Support Recipient*)  
*Campground Awards Presentation*

7:30pm –  
8:30pm

**Live Auction Begins! Many items including things like...**

Packer tickets for 2022 season! Autographed memorabilia!

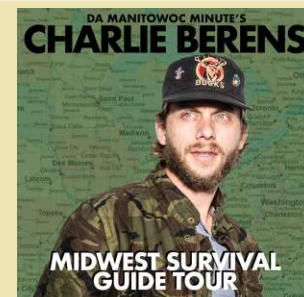
A three-night employee retreat at Champions Riverside Resort! ...And more!



8:30pm –  
9:30pm

**Entertainment: *Charlie Berens***

In 2017, Charlie began the viral Midwest comedic news series Manitowoc Minute. He currently has over 1.9 million Facebook followers. After garnering millions of views, he's toured the United States, selling out venues within minutes. Most recently, Charlie's Midwest-focused sketch comedy videos have garnered Hundreds of millions of views. In addition to sketch comedy and the Manitowoc Minute, Charlie also hosts Dark Side Of on Discovery ID.



*Scheduled to appear.*

9:30pm

**Trade Show Shopper Drawing** - \$1000 to spend at the trade show - \$500 to spend at any show sponsor – Must be in room at time of drawing to win!

**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	Harris Golf Cars
Jim's Golf Cars	Tail Bangers
Severson & Associates /S & H Ad Specialties	