



# Schedule - Thursday (3/17)



Owners

Managers

Employee

Young Prof.

*Seminars boxes left in white can benefit all attendees!*

**8:00am – 12:00pm: CPO Pool School – Neuman Pools**

This second day of coursework and testing will be held in the PBR room located in the back corner of the Amber Grill.



	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room	Pointer Room (12 ppl max.)
8:00 am – 9:30 am	Getting the most out of your membership benefits <i>Paul Bambei Scott Kollock &amp; Lori Severson</i>	Store Displays <i>Kari Buffalo</i>	Cornfield to Campground <i>Bud Styer and Ron Romens</i>	Putting today's FUN in your activity program! <i>Deb Yeager</i>	Interactive Campground Expansion Exercise <i>Ted Tuchalski &amp; Reed McRoberts DATCP</i>	Cracker Barrel for New Parks – Q&A Style <i>Led By: Emily Truell</i>
9:45 am – 10:45am	Activities – Post Covid <i>Eileen Vaughn</i>	King of the Cabins <i>Jerry Anderson</i>	Train 'em and Retain 'em: Using Leadership Skills to Empower & Keep a Stellar Team <i>Kara Traxler</i>	Adding Geocaches <i>Mary Arlington</i>	DATCP Programs Overview & Updates <i>James Kaplanek DATCP</i>	WACO Relationships: How S&A & GBF fit into WACO <i>Lori Severson</i>
11:00am – 12:00pm	Millennial Campers – How to keep them coming back. WACO Young Profes. Panel	Moving Forward in a Dynamically Changing Market <i>Chris Rademacher</i>	Publicity and PR <i>Jeff Crider</i>	Recreating Your Recreation Program <i>Deb Yeager</i>	Pool Code Revision & Fee Structure Highlights <i>Mary Ellen Bruesch - DATCP</i>	Easy Employee Incentives <i>Bud Styer &amp; Lori Severson</i>
12:00pm - 1:45pm	<b>Legislator Luncheon (Banquet Room)</b> <ul style="list-style-type: none"> <li>• Salute to WACO Members who served and National Anthem (<i>sung by Sarah Krause</i>)</li> <li>• Special Guests: Representative Jesse James, Secretary Mary M. Kolar, Secretary of the Wisconsin Department of Veterans Affairs, Senator Patrick Testin, Candidate Brian Westrate</li> <li>• Keynote Speaker: Kurt Bauer, President/CEO at Wisconsin Manufacturers &amp; Commerce (30 min)</li> <li>• The Principles of Leadership – LTC J. Arnold Clamon (Ret - 30 minutes)</li> <li>• Awards to our DATCP Guests: Presented by Emily Truell</li> </ul>					
2:00pm - 3:00pm	Drone Training <i>Ben Stefan of Grand Valley &amp; John Anderson of Stoney Creek</i>	Man Cave: Open Discussion <i>Jim Button</i>	Tourism Trends <i>Andrew Nussbaum WI Dept. of Tourism</i>	Customer Engagement & Advertising Opportunities <i>Tia Anderson</i>	Pool Code Revision & Fee Structure Highlights (Repeat) <i>Mary Ellen Bruesch - DATCP</i>	Campground Valuation <i>John Jaszewski &amp; Phil Whitehead</i>
3:15pm - 4:15pm	Menu Engineering: The Art of Creating More Profits <i>Patrick McDonnell</i>	Employee Plans – How to pay your people! <i>Mark Hazelbaker</i>	Guest Services <i>Andrew Nussbaum WI Dept. of Tourism</i>	Working With Family <i>Eileen Vaughn</i>	Death In The Workplace and Other Tough Topics <i>Mary Bauer Dept. of Labor/OSHA</i>	Campground Valuation <i>John Jaszewski &amp; Phil Whitehead</i>

*The Pointer Room holds 12 people max. This room will host some new, but mostly repeat, seminars so people have a chance to attend them if they are at the same time as others they want to see.*



# Seminar Detail Information



## SEMINARS - THURSDAY MARCH 17

## Morning Seminar Descriptions

### Getting the most out of your membership benefits!

8:00 – 9:30a

Paul Bambei, Scott Kollock and Lori Severson

Harvest Room

Learn about all the benefits that are available in your membership with ARVC and WACO. WACO will explain the relationships associated with the other organizations. Learn how Severson & Associates, Gilbert Brown Foundation and other associations work with WACO. Discover how it all works and ask any questions!

### Store Displays

8:00 – 9:30a

Kari Buffalo

Woodland Room

Creative ways to merchandise your store for increased sales!

### Cornfield to Campground

8:00 – 9:30a

Bud Styer & Ron Romens

Stonefield Room

Learn how to LITERALLY take a cornfield and turn it into a campground – how to put together the action plan, determine cost, return on investment – see a real step by step process!

### Putting today's FUN in your activity program!

8:00 – 9:30a

Deb Yeager

Banquet Room

It has been said that kids are attached to their electronic devices. So let's find ways to incorporate that into our activity program! We'll explore some of the cool things we can do to experience the natural world while staying connected. Finding balance is the key.

### Interactive Campground Expansion Exercise

8:00 – 9:30a

Ted Tuchalski & Reed McRoberts

Trillium Room

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

### Cracker Barrel for New Parks – Q&A Style

8:00 – 9:30a

Emily Truell

Pointer Room

Are you new to the camping world? Come on over and talk about anything campground related. Emily will facilitate and recommend people to mentor with as well!

### Activities – Post Covid

9:45 – 10:45a

Eileen Vaughn

Harvest Room

The outbreak of covid dramatically changed our lives, activities and events. Learn the difficulties and challenges that we faced while still providing the FUN and making lasting memories. Learn the upside in creating new activities, as well as, reinventing old activities. In this seminar you will be able to participate in some new activities that you can bring back to your campground.



# Seminar Detail Information



**SEMINARS - THURSDAY MARCH 17**

**Morning Seminar Descriptions**

**King of the Cabins**

**9:45 – 10:45a**

**Jerry Anderson**

**Woodland Room**

What do you need to build your own rental units? What is required if you acquired cabins in your park. How can you be sure you are meeting code. We will leave time for a Q&A with a guy who truly knows that cabin code!

**Train 'em and Retain 'em: Using Leadership Skills to Empower & Keep a Stellar Team**

**9:45 – 10:45a**

**Kara Traxler**

**Stonefield Room**

Why does your team work for you? Why should they stay? In this time of worker shortages and rising payroll, don't leave your training program to chance! In this workshop you will learn leadership skills and hear practical examples to incorporate into your train and retain program. You'll also complete several exercises that you can use to inspire your team to understand how they impact the world, your business, and their future by being part of your team.

**Adding Geocaches**

**9:45 – 10:45a**

**Mary Arlington**

**Banquet Room**

Geocaching is a hide-n-seek game that can be played alone. But what is, who does it, and perhaps most importantly, how can it be used at a campground? I'll explain how easy it is to actually create one, how to tell people about it, and what you can expect from it.

**DATCP Programs Overview & Updates**

**9:45 – 10:45a**

**James Kaplanek**

**Trillium Room**

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

**WACO Relationships: How S&A & GBF fit into WACO**

**9:45 – 10:45a**

**Lori Severson**

**Pointer Room**

Q&A session - Learn the inner workings of Severson & Associates and The Gilbert Brown Foundation (GBF). What is the relationship between them and how does it all work?

**Millennial Campers – How to keep them coming back**

**11:00a – 12:00p**

**Tia Anderson, Hannah Piper & Jessica Malsack**

**Harvest Room**

Join our discussion on Millennial campers with our panel of Millennial campground owners/managers. This will be an open discussion about attracting and retaining millennial customers. Learn about the preferences and trends of this generation, which currently makes up the largest percentage of campers in North America.

**Moving Forward in a Dynamically Changing Market**

**11:00a – 12:00p**

**Chris Rademacher**

**Woodland Room**

There is no doubt that the last couple of years have been full of change. Moving forward, campground operators must realize the base line of change and make strategic decisions to address the issues of a dynamically changing market.



# Seminar Detail Information



## SEMINARS - THURSDAY MARCH 17

## Morning Seminar Descriptions

<b>Publicity and PR</b>	<b>11:00a – 12:00p</b>	<b>Jeff Crider</b>	<b>Stonefield Room</b>
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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!

<b>Recreating Your Recreation Program</b>	<b>11:00a – 12:00p</b>	<b>Deb Yeager</b>	<b>Banquet Room</b>
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Whether you're new to this or have been doing a Rec Program for years, you'll come away from this workshop with something you can use. We'll share our best ideas and add a twist to some old favorites.

<b>Pool Code Revision &amp; Fee Structure Highlights</b>	<b>11:00a – 12:00p</b>	<b>Mary Ellen Bruesch</b>	<b>Trillium Room</b>
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Lots of changes coming up in 2022 for the pool code! If you have a pool at your park, be sure to check out one of these two available sessions. Note they are both the same material, being offered twice, as we felt there would be a lot of members wanting this information!

<b>Easy Employee Incentives</b>	<b>11:00a – 12:00p</b>	<b>Bud Styer &amp; Lori Severson</b>	<b>Pointer Room</b>
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Gather some fun ideas to engage your employees and get them excited about obtaining goals.

<b>The Principles of Leadership</b>	<b>During Luncheon</b>	<b>LTC J Arnold Clamon (ret)</b>	<b>Banquet Room</b>
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How to lead people through who you are not what needs to be done. By knowing who you are and what you believe in helps you lead others to accomplish the mission without everyone feeling overwhelmed and pressure.

## SEMINARS - THURSDAY MARCH 17

## Afternoon Seminar Descriptions

<b>Drone Training</b>	<b>2:00 – 3:00p</b>	<b>Ben Stefan &amp; John Anderson</b>	<b>Harvest Room</b>
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An intro to using drones for your park! This course is designed to give you the basics of drone operation. You'll learn about equipment basics and how to put it to good use in your park by capturing photographs and videos from drones to create amazing footage for your website and social media.

<b>Man Cave: Open Discussion</b>	<b>2:00 – 3:00p</b>	<b>Jim Button</b>	<b>Woodland Room</b>
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This session will walk you through basic ideas you need to consider when it comes to maintenance, road repair, sewer issues, best practices, ways to save money and energy. You will have time to ask questions of a campground owner that has been through it all!



# Seminar Detail Information



**SEMINARS - THURSDAY MARCH 17**

**Afternoon Seminar Descriptions**

**Tourism Trends**

**2:00 – 3:00p**

**Andrew Nussbaum**

**Stonefield Room**

Statistics, trends, and insights that the 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.

**Customer Engagement & Advertising Opportunities**

**2:00 – 3:00p**

**Tia Anderson**

**Banquet Room**

An open table discussion regarding customer engagement through activities, amenities, social media, and how to utilize these as advertising opportunities.

**Pool Code Revision & Fee Structure Highlights**

**2:00 – 3:00p**

**Mary Ellen Bruesch**

**Trillium Room**

***\*\*This course is a repeat from the 11am session for additional attendees to sit in\*\****

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

**Campground Valuation**

**2:00 – 3:00p**

**John Jaszewski & Phil Whitehead**

**Pointer Room**

What projects increase your campground value? We'll show projects that hit the bottom line and increase value today and in the future. Learn which projects are important to your banker and your valuation.

**Menu Engineering: The Art of Creating More Profits**

**3:15 – 4:15p**

**Patrick McDonnell**

**Harvest Room**

Think that a new menu could make your bar or snack shack an extra \$30,000? Come learn the secrets of menu engineering.

**Employee Plans – How to pay your people!**

**3:15 – 4:15p**

**Mark Hazelbaker**

**Woodland Room**

A tight job market is making it ever more challenging to pay people a fair wage and stop them from bolting to go to work for the Walmart down the road. There are rules that govern pay, and there also sound principles. This seminar will discuss creating a basic framework for how you pay your employees.

**Guest Services**

**3:15 – 4:15p**

**Andrew Nussbaum**

**Stonefield Room**

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



# Seminar Detail Information



SEMINARS - THURSDAY MARCH 17

Afternoon Seminar Descriptions

**Working With Family**

**3:15 – 4:15p**

**Eileen Vaughn**

**Banquet Room**

Working with your family definitely creates a set of challenges. In order to succeed in running a successful business, we need to learn the ups and downs and how to manage working together while still balancing your own personal life.

**Death In The Workplace and Other Tough Topics**

**3:15 – 4:15p**

**Mary Bauer**

**Banquet Room**

We will cover OSHA responsibilities for small business owners - particularly surrounding an accident, or worse.

**Campground Valuation**

**3:15 – 4:15p**

**John Jaszewski & Phil Whitehead**

**Pointer Room**

What projects increase your campground value? We'll show projects that hit the bottom line and increase value today and in the future. Learn which projects are important to your banker and your valuation.



## Join The Facebook Party!



Wisconsin Association of  
Campground Owners  
(WACO)

**Campground Members**

**WACO Campground Members** >

Private group · 220 members



Manage

Invite

Rooms

Announcements

Topics

Photos

Ever wonder how campground owners get information quickly from so many resources? Join us in our Facebook group...

### **WACO Campground Members**

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

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

**Want the Whole Family Educated?**

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





4:15pm	Cash Bar Opens – Beer Tasting & Root Beer Tasting by Point Brewery
4:45pm	<p style="text-align: center;"><b>STEAK FRY &amp; SHRIMP!</b></p> <p style="text-align: center;"><b>BROUGHT TO YOU &amp; SERVED BY YOUR WACO BOARD OF DIRECTORS!</b></p> <p><b>Sponsors: Bud Styer, Performance Foodservice, Vista Royale &amp; Evergreen Campsites</b></p> <p style="text-align: center;"><i>This meal is included in your registration and will feature: steak, shrimp, beer brats, hamburgers, hotdogs, baked beans, salads, chips, pickles and dessert!</i></p>
5:30 - 6:30pm	<p style="text-align: center;"><b>Guest Speaker: Rebecca Kleefisch, Candidate for WI Governor</b></p>
6:30 – 7:15pm	<p style="text-align: center;"><b>Keynote Speaker: Dr Elizabeth Clamon</b></p> <p style="text-align: center;"><b><i>Three Secrets of Visionary Leadership</i></b></p> <p>The secret of Visionary Leaders begin with being a good follower. Leadership is the ability to bring people to a place where they want to follow you, not feel like they are forced to follow you. This takes investing in your team personally. They must know you're not only going to hold them accountable, help them To be better teammates, but you will also look out for them when they are struggling instead of coming down on them.</p> <p style="text-align: center;">"It's not transactional, it's a relationship." --Steve Schwab</p>
6:45 - 8:30pm	<p style="text-align: center;"><b>PAC Auction with the Weiss Family</b></p> <p style="text-align: center;"><b>All the money goes to the PAC Fund for WACO! Buy as many paddles as you like \$20 per paddle – bid for each item for only a dollar!</b></p> <p style="text-align: center;"><b>PAC Auction Paddle Sales:</b> We sell paddles for \$20 each or 6 for \$100. When an item comes up for auction it then costs an additional \$1 per paddle to bid on an item. Buy more paddles and pay ahead to get a discount!</p> <p><b>PRIZES INCLUDE:</b></p> <ul style="list-style-type: none"> <li>• 2 - \$500.00 VISA Cards to be used at the WACO Show</li> <li>• Mystery Box</li> <li>• Autographed Prints from Brett Favre &amp; Devante Adams</li> <li>• Champions Indoor Club Packer Tickets</li> <li>• Wellness weekend tickets for 4 people – 2 rooms</li> <li>• Tavern Tour Tickets with Lodging</li> <li>• Boat Tour tickets for 4 people</li> <li>• Booze Basket</li> <li>• RCI Vacation Package</li> <li>• Collector Helmet Autographed by Multiple Players</li> </ul> <div style="border: 2px solid black; border-radius: 20px; padding: 10px; text-align: center; margin-top: 20px;"> <p>The WACO PAC is a non-partisan fund supported by voluntary personal contributions by WACO members. For more information, pick up a PAC brochure.</p> </div>