

**WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS**



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

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

***New Owners Meet-Up!***

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

**Led by The WACO Young Professionals Group!**



**Holiday Inn Hotel &  
Convention Center  
1001 Amber Avenue  
Stevens Point, WI 54482  
Phone: (715) 344-0200**





# WACO Board Of Directors



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



**Scott Kollock, President**  
Vista Royale Campground  
[skollock@uniontel.net](mailto:skollock@uniontel.net)  
715-335-6860  
2021-2024 1st Term



**Patricia Lombardo, Director**  
Equity Lifestyle  
[patricia\\_lombardo@equitylifestyle.com](mailto:patricia_lombardo@equitylifestyle.com)  
312-533-7255  
2019-2022 1st Term



**Bud Styer, Past President**  
Jellystone Park™ Fort Atkinson  
[mrbud@budstyerassociates.com](mailto:mrbud@budstyerassociates.com)  
608-592-2128  
2021-2022



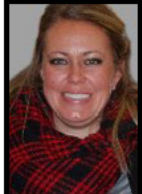
**Brian Huth, Treasurer**  
Camping in the Clouds  
[Brianhuth22@yahoo.com](mailto:Brianhuth22@yahoo.com)  
920-422-4315  
2020-2023 1st Term



**Mike Dricken, Director**  
Lake Lenwood Beach and Campground  
[mmdricken@gmail.com](mailto:mmdricken@gmail.com)  
262-334-1335  
2016-2022 2nd Term



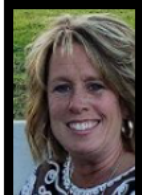
**Peter Hagen, 2nd Vice President**  
Pride of America  
[petehagen@camppoa.com](mailto:petehagen@camppoa.com)  
800-236-6395  
2020-2023 1st Term



**Ashley Weiss-Wegner, 1st Vice President**  
Wilderness Campground  
[awegner@wildernesscampground.com](mailto:awegner@wildernesscampground.com)  
608-297-2002  
2018-2024 2nd Term



**Rob Brinkmeier, Director**  
Merry Macs Campground  
[camp@merrymacscampground.com](mailto:camp@merrymacscampground.com)  
815-541-4934  
2020-2023 1st Term



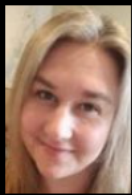
**Laurie Adams, Secretary**  
Baraboo Hills Campground  
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608-356-8505  
2018-2024 2nd Term



**Kristi Mlodzik, Director**  
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[duckcrg@frontier.com](mailto:duckcrg@frontier.com)  
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2021-2024 1st Term



**Mark Stefan, Director**  
Grand Valley Campground  
[info@grandvalleycampground.com](mailto:info@grandvalleycampground.com)  
920-394-3643  
2018-2024 2nd Term



**Sarah Krause, Director**  
River's Edge Campground  
[camp@riversedgewisconsin.com](mailto:camp@riversedgewisconsin.com)  
715-344-8058  
2021-2024 1st Term



**Scott Grenon, 3rd Vice President**  
Tunnel Trail Campground  
[scott@tunneltrail.com](mailto:scott@tunneltrail.com)  
608-435-6829  
2019-2022 1st Term



**Deneen Pedersen, Director**  
Stoney Creek RV Resort  
[deneen@stoneycreekrvresort.com](mailto:deneen@stoneycreekrvresort.com)  
715-597-2102  
2021-2024 1st Term



**Jim Button, 2021 ARVC Representative**  
Evergreen Campsites and Resort  
[evergreencampsites@gmail.com](mailto:evergreencampsites@gmail.com)  
920-622-3498



**Lori Severson, Executive Director**  
Severson & Associates  
[lori@seversonandassociates.com](mailto:lori@seversonandassociates.com)  
608-792-5915

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





# How May We Help You?



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



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

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

## WACO Executive Director

Lori Severson 608-792-5915

## WACO Staff

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

## Registration

Laurie Smith 608-399-4817

## Vendor Set-up And Direction

Rick Severson 608-498-3760

## Kids Kamp

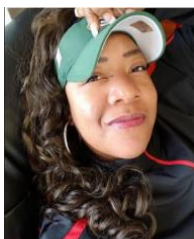
Becky Black 608-317-9237

## General Convention Questions

WACO Office 608-525-2327



Rick Severson



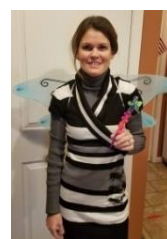
Carla Brown



Lisa Black



Laurie Smith



Michelle Forsyth



Tina Severson



Danielle Todd



Karen Radomski



Becky Black



Mary Zeigler

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

## Tuesday Evening Check-in & Registration

Tuesday evening early registration will be open for the WACO Convention from 5:00pm -

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

**Need Lori? Text her at 608-792-5915**



# Consulting Options



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

**Location: New Owners Table in the Banquet Room**

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

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



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



**Update your Campground Listing with Danielle Todd**

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



**Private Legal Consultations with Mark Hazelbaker WACO Attorney**

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



**QuickBooks Consulting with CSAW Associates**

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



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





# Things You Need To Know



## Money Made Simple

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

## Valet Directory Pickup

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

Earn 20 \$1,000 VISA gift card entry tickets by picking up your directories!

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



## Silent Auction Rules

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

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





# Things You Need To Know



## Can't Attend a Seminar?

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

## Basket Social

Bring the best campground basket and win bragging rights! Earn the traveling trophy for the basket with the best sales numbers on Friday night! The basket winner also gets **\$1000** to spend at any supplier on Saturday! And EVERY campground that brings a basket gets tickets to win a \$1,000 gift card. If you enter multiple baskets the **TOTAL** is added together! Ask your suppliers and communities to contribute and earn your community/campground a mention on the WACO Campground website & directory! Last year the winner was **Champions Riverside Resort**.

## How To Earn Tickets to Win A \$1,000 VISA Gift Card!

- 50 tickets for Registering before January 31
- 50 tickets for presenting a class!
- 50 tickets for every auction item you bring.
- 50 tickets for every \$200 sponsorship level!
- 25 tickets for purchasing raffles from registration
- 20 tickets by picking up your directories.
- 20 tickets for each bottle of liquor you donate
- 20 tickets for bringing a bottle of wine!
- 5 tickets for each educational course you attend.
- 5 tickets for each course evaluation turned in.
- 20 tickets for every batch of 100 GBF cookbooks you purchase to sell in your park
- 40 tickets for bringing a basket.

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

## Earn \$4000 to spend at the trade show!

Show \$\$\$

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

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

*Bring your receipts to registration.*

Win a \$1,000  
VISA Gift Card!  
Earn your tickets!





# Go High Tech - QR Codes



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

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

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

## HAVE YOU JOINED OUR TEXT CLUB YET?



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

**Simply Text "WACO" to 25827**

## Feelin' Social? Tag Us!

**#CampWithWACO**



/wicampgrounds



@wicampgrounds



@wicampgrounds



/wicampgrounds



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

**GET THE WACO CONVENTION APP**  
Powered by campersAPP

Download on the App Store  
GET IT ON Google play

DOWNLOAD **campersAPP**  
[www.campersapp.com/app](http://www.campersapp.com/app)  
LOGIN WITH **WACO**



**WACO Members who helped with a presentation for the WACO conference get 50 \$1,000 VISA Gift Card entry tickets per session! Please get them at Registration! Thanks so much for helping us all be a great industry!**

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

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

# 2022 Special Camping Weekends



Sign up now to participate, and be included in the advertising for these weekends on the WACO website and our Facebook page!



Scan here with  
your smartphone camera  
to sign up now  
online!



## Heroes Weekend | May 20-22, 2022

This is a weekend that campgrounds typically offer free camping for heroes, including Military, Emergency personnel (Police, Fire and EMT's) and more. It is up to each campground who is considered a "hero" to take advantage of this deal. Some campgrounds include healthcare workers and teachers.

## Camping For Kids Weekend | June 3-5, 2022

This is a weekend that campgrounds host different events throughout the weekend that raise money for the Gilbert Brown Foundation which supports over 156 children's charities throughout Wisconsin.







## *An Enlightened Touch*

Advanced Corrective Therapy

3419 Theresa St. | Eagleville, PA 19403 | Phone: (610) 724-2278

Email: [AnEnlightenedTouch@gmail.com](mailto:AnEnlightenedTouch@gmail.com)

***Make an appointment by calling Kristyn Hartman directly at (610) 724-2278.***

### **CONSULTATION: FREE**

### **BODYWORK:**

- WACO Special (30 minutes) Corrective Bodywork with Consult | \$70.00
- Corrective Bodywork | \$135.00/hr
  - \*This is a custom treatment is a combination of Myofascial Release, Cupping, Craniosacral Therapy, Therapeutic Touch, and Energy Balancing.*
- Myofascial Release | \$135.00/hr
- Medical Cupping | \$135.00/hr
- Craniosacral Therapy | \$135.00/hr
- Therapeutic Touch with Energy Balancing | \$135.00/hr
- Iridology Reading with Consultation | \$60.00
- Chair Massage (15 minutes) | \$35.00

### **SPA SERVICES:**

- Full body buff (45 minutes) | \$75.00
  - \*This treatment includes a full body exfoliation with a scrub of your choice followed by a hydrating body lotion application.*



## NEW IN 2022!

### SEMINAR 'TRACK' GUIDANCE!

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

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

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

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

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



# Tuesday (3/15) - ServSafe Course



**New! Additional ServSafe course being offered on Tuesday 3/15 from 8:30am to 4:15pm!**

**ServSafe**

**8:30am - 4:15pm**

**Kama Teske**

**Harvest Room**

The state of Wisconsin requires licensed foodservice operations to meet certain food safety and sanitation regulations, including having at least one manager or operator certified in food protection practices. Take this course at a reduced fee and be sure you can meet the State of Wisconsin Requirements.

**(8:30a-4:15p) WI - ServSafe CFPM Course & Proctored Exam:** This is an 8-hour classroom course that meets or exceeds state requirements. Includes the ServSafe CFPM Course book, 8-hour class, and Proctored ServSafe CFPM Exam.

**(3:00-4:00p) WI - ServSafe CFPM Proctored Exam:** Individuals interested in the ServSafe CFPM Exam for recertification. Includes only the Proctored ServSafe CFPM Exam. This piece is also for those who have taken the ServSafe CFPM Exam, and failed, and need to re-take the exam.



## Energy Refreshers



**Wednesday through Saturday | 9am to Noon**



Visit Laurie Adams for an Herbalife Energy Refresher! Located near the Gilbert Brown Foundation booth!

***Drinks are \$6 each with \$1 from each drink being donated back to GBF!***

Flavors include: Skittles, Gushers, Blue Bomb, Cherry Bomb. Ray Lemonade & Jolly Rancher!





# SEMINARS - Wednesday (3/16)



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

**Owners**

**Managers**

**Employee**

**Young Prof.**

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

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room	Pointer Room (12 ppl max.)
8:30 am – 9:30 am	<b>ServSafe</b> (8:30am–4:15pm) <b>**NEW</b> Programing Kama Teske	<b>CPO – Pool School</b> Neuman Pools  <i>**Note that lunch will be from 12:00 – 12:30pm if you registered for this course.</i>  Test will be taken on Thursday	<b>Quickbooks Online: The Basics</b> CSAW Associates  <i>*This course recommends to bring your own laptop for more assistance.*</i>	<b>Strategic Planning for Your Park</b> Severson & Associates	<b>What you need to know during a sales tax audit!</b> Holly Hoffman	<b>New Owners: Get the most out of convention!</b> YP Team Carla Brown
9:45 am – 10:45am	<i>Participants should bring their own devices with internet access capability.</i>			<b>Halloween Weekend How-To Panel</b>	<b>Graphic Design for Non-Designers</b> Tina Severson & Danielle Todd	<b>Fish Philosophy</b> Severson & Associates
11:00am – 12:00pm			<b>Intro to the J1 Foreign Exchange Student Worker Program</b> Tiffanie Butzen	<b>Activities: How to promote and get all campers involved!</b> Sarah Krause	<b>Updating An Older Park</b> Bud Styer	<b>Give ‘Em The Pickle</b> Severson & Associates
12:00pm - 1:45pm	<b>Lunch &amp; Learn – Leveraging the Power of Celebrity (Banquet Room)</b> Presentation by: Stephanie Klett – Gilbert Brown – Lori Severson Understand how the Gilbert Brown Foundation aids in developing relationships that help WACO! <div> <div> <p>Grab some free lunch and learn from Stephanie on how she used celebrities at the Dept. of Tourism and now in her role at Visit Lake Geneva. Then, you'll hear from Gilbert on what celebrities look for to say yes to your event and how to track them down. Finally, hear from Lori on the exciting opportunities that our WACO members have with various football players through the Gilbert Brown Foundation! It's sure to be a fun lunch &amp; learn!</p> </div>  </div> Lunch Sponsored By: <b>Gilbert Brown</b> - Pizza Donated By: <b>Brew City Pub – Lotzza Motzza Pizza – Pasta - Breadsticks – Salad</b>					
2:00pm - 3:00pm	<b>ServSafe</b> (8:30am–4:15pm) Kama Teske <b>RECERTIFICATION</b>	<b>CPO – Pool School</b> Neuman Pools (8:30am-4:15pm) <i>**Please note that lunch above.</i>	<b>Security In The Park</b> Panel – Jim Button, Mark Hazelbaker & Portage Co. Sheriff, Mike Lucas	<b>Facebook For True Beginners</b> Tia Anderson	<b>Getting people excited about your park and your community</b> Stephanie Klett	<b>Fish Philosophy</b> Severson & Associates
3:15pm - 4:15pm			<b>Crafting Your Vision</b> Bud Styer	<b>Bingo Made Fun!</b> Carla Brown	<b>Human Resource Management</b> Mark Hazelbaker	<b>Give ‘Em The Pickle</b> Severson & Associates

*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 - WEDNESDAY MARCH 16

## Morning Seminar Descriptions

### ServSafe

8:30am - 4:15pm

Kama Teske

Harvest Room

The state of Wisconsin requires licensed foodservice operations to meet certain food safety and sanitation regulations, including having at least one manager or operator certified in food protection practices. Take this course at a reduced fee and be sure you can meet the State of Wisconsin Requirements.

**(8:30a-4:15p) WI - ServSafe CFPM Course & Proctored Exam:** This is an 8-hour classroom course that meets or exceeds state requirements. Includes the ServSafe CFPM Course book, 8-hour class, and Proctored ServSafe CFPM Exam.

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### CPO - Pool School

8:30a - 4:15p

Mark Othmer

Woodland Room

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

### Quickbooks Online: The Basics

8:30 – 10:45a

CSAW Associates

Stonefield Room

This class will provide an intro to setting up your business in QuickBooks Online from choosing your version to generating reports. Topics include chart of accounts, banking, invoicing & recording expenses. We will be available to answer questions after the session. Bring your own laptop for more assistance.

### Strategic Planning

8:30 – 9:30a

Severson & Associates

Banquet Room

Learn how to take your team through a strategic planning session for your park. Learn to brainstorm your strengths, weaknesses, opportunities and threats. Determine what to work on first, who should do what and how to take your park to the next level. This process works whether you have a team or it's just you! We will do a practice session where you can see exactly how the process works and use it immediately.

### What you need to know during a sales tax audit!

8:30 – 9:30a

Holly Hoffman

Trillium Room

Learn what items you can purchase without tax for resale (provide your vendors a resale certificate) and which products you consume in your business (must pay tax on). Holly will also alert you to some tips to avoid audit issues – don't miss this session!



# Seminar Detail Information



## SEMINARS - WEDNESDAY MARCH 16

## Morning Seminar Descriptions

**New Owners: Get the most out of convention!**

**8:30 – 9:30a**

**The YP Team & Carla Brown**

**Pointer Room**

Want to learn more about how to get the most out of convention? Attend this session AND join the welcome table in the Banquet Room before any meal!

**Halloween Weekend How-To**

**9:45a – 10:45a**

**Panel**

**Banquet Room**

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

**Graphic Design for Non-Designers**

**9:45 – 10:45a**

**Tina Severson & Danielle Todd**

**Trillium Room**

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

**Fish Philosophy**

**9:45a – 10:45a**

**Severson & Associates**

**Pointer Room**

Explore four simple practices anyone can use to be successful - known as The FISH! Everyone can benefit from the kind of passion generated by practicing these principles!

**Intro to the J1 Foreign Exchange Student Worker Program**

**11:00a – 12:00p**

**Tiffanie Butzen**

**Stonefield Room**

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

**Activities: How to promote and get all campers involved!**

**11:00a – 12:00p**

**Sarah Krause**

**Banquet Room**

Let's break down where to get your theme weekend ideas, how to let people know about those themes, what to do for each theme, where and how to promote each theme, and how to tie each theme into your store and/or bar to boost sales!

**Updating An Older Park**

**11:00a – 12:00p**

**Bud Styer**

**Trillium Room**

Revamping a park can seem overwhelming. Learn how to manage this task! Determine which pieces of the puzzle fit! Learn what to do first and what not to do!

**Give 'Em The Pickle**

**11:00a – 12:00p**

**Severson & Associates**

**Pointer Room**

As our industry grows, so do the customers and some have a very different idea of expectations! Learn how to "give them the pickle" and avoid missing out on future revenue and return guests!





# Seminar Detail Information



## SEMINARS - WEDNESDAY MARCH 16

## Afternoon Seminar Descriptions

### Security In The Park

2:00 – 3:00p

Panel

Stonefield Room

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

### Facebook For True Beginners

2:00 – 3:00pm

Tia Anderson

Banquet Room

Learn how to set up, utilize, advertise, and other basics for your Facebook business page.

### Getting people excited about your park and your community!

2:00 – 3:00p

Stephanie Klett

Trillium Room

How do you sell your park and surrounding area? Do you jettison the generic? Do you use the “ests?” No idea what the “ests” are? This is the presentation for you. Stephanie will lay the groundwork for how to sell your park & destination in ways that aren’t the same ole, same ole. In the process, learn how to get the media involved & develop better partnerships with organizations that can help you get the word out.

### Fish Philosophy

2:00 - 3:00p

Severson & Associates

Pointer Room

Explore four simple practices anyone can use to be successful – known as The FISH! Everyone can benefit from the kind of passion generated by practicing these principles.

### Crafting Your Vision

3:15 – 4:15p

Bud Styer

Stonefield Room

What is your vision for your campground? Is it a hobby, lifestyle or are you making a living? What do you need to do to take it to the next level? Which projects and priorities should you keep in mind?

### Bingo made fun!

3:15 – 4:15p

Carla Brown

Banquet Room

Learn different variations you can use to make the classic game of bingo fun for all ages in your park!

### Human Resource Management

3:15 – 4:15p

Mark Hazelbaker

Trillium Room

Campgrounds need the best people to provide a quality guest experience. Managing people is phenomenally complex, made more so because of hundreds of federal and state rules governing employment. This seminar is an overview of the major rules you should be aware of. It’s not meant to make you a lawyer, but rather, to help you avoid needing one.

### Give ‘Em The Pickle

3:15 – 4:15p

Severson & Associates

Pointer Room

As our industry grows, so do the customers and some have a very different idea of expectations! Learn how to "give them the pickle" and avoid missing out on future revenue and return guests!



4:00pm

Featuring...

**LEAP**  
— PREMIUM —  
**VODKA**

## CASH BAR OPENS!

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

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



CSAW ASSOCIATES, LLC  
COULEE REGION BOOKKEEPING & TAX

4:30pm

Plus 20  
Group Info!

## ARVC 2022 MEMBER UPDATES

Held in the Banquet Room

ARVC and WACO As Partners: How Members Benefit!

Paul Bambei, ARVC President/CEO – ARVC

Lori Severson, WACO Executive Director

Jim Button, ARVC Area 3 Representative

Joe Walter, Group 20 Member

5:00pm

## MARDI GRAS MURDER MYSTERY PARTY!

**(HELD IN THE BANQUET ROOM)**

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





# Schedule - Thursday (3/17)



**Owners**

**Managers**


**Employee**

**Young Prof.**

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

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

### KOA Data & Statistics

11:00a – 12:00p

Chris Rademacher

Woodland Room

Let's review the results of the annual KOA North American Camping Report and how we can apply those trends to your park and what guests want in 2022!



# Seminar Detail Information



## SEMINARS - THURSDAY MARCH 17

## Morning Seminar Descriptions

### Publicity and PR

11:00a – 12:00p

Jeff Crider

Stonefield Room

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!

### Recreating Your Recreation Program

11:00a – 12:00p

Deb Yeager

Banquet Room

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.

### Pool Code Revision & Fee Structure Highlights

11:00a – 12:00p

Mary Ellen Bruesch

Trillium Room

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

### Easy Employee Incentives

11:00a – 12:00p

Bud Styer & Lori Severson

Pointer Room

Gather some fun ideas to engage your employees and get them excited about obtaining goals.

### The Principles of Leadership

During Luncheon

LTC J Arnold Clamon (ret)

Banquet Room

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

### Drone Training

2:00 – 3:00p

Ben Stefan & John Anderson

Harvest Room

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.

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

2:00 – 3:00p

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.





# 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.

### Man Cave: Open Discussion

3:15 – 4:15p

Jim Button

Woodland Room

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!

### 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!**





# Thursday (3/17) Evening Events



4:15pm

**Cash Bar Opens – Beer Tasting & Root Beer Tasting by Point Brewery**

4:45pm

## STEAK FRY & SHRIMP!

**BROUGHT TO YOU & SERVED BY YOUR WACO BOARD OF DIRECTORS!**

**Also sponsored by Bud Styer, Reinhart Foods, Vista Royale, Evergreen Campsites**

*This meal is included in your registration and will feature: steak, shrimp, beer brats, hamburgers, hotdogs, baked beans, salads, chips, pickles and dessert!*

5:30 -  
6:30pm

**Guest Speaker: Rebecca Kleefisch, Candidate for WI Governor**

6:30 –  
7:15pm

## Keynote Speaker: Dr Elizabeth Clamon

### *Three Secrets of Visionary Leadership*

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.

*"It's not transactional, it's a relationship." --Steve Schwab*

6:45 -  
8:30pm

## PAC Auction with the Weiss Family

**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!**

**PAC Auction Paddle Sales:** 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!

### **PRIZES INCLUDE:**

- 2 - \$500.00 VISA Cards to be used at the WACO Show
- Mystery Box
- Autographed Prints from Brett Favre & Devante Adams
- Champions Indoor Club Packer Tickets
- Wellness weekend tickets for 4 people – 2 rooms
- Tavern Tour Tickets with Lodging
- Boat Tour tickets for 4 people
- Booze Basket
- RCI Vacation Package
- Collector Helmet Autographed by Multiple Players

The WACO PAC is a non-partisan fund supported by voluntary personal contributions by WACO members. For more information, pick up a PAC brochure.



# 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>Topic coming soon!</b> <i>Speaker coming soon!</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 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, <i>Global Leadership Keynote Speaker, CSP</i></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.

### Topic Coming Soon!

9:45 – 10:45a

Speaker coming soon!

Harvest Room

Description coming soon!



# 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!

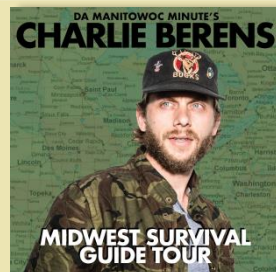
A three-night employee retreat at Champions Riverside Resort! ...*And more!*



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





# Schedule - Saturday (3/19)



<p>8:00am - 9:30am</p>	<h2 style="color: green;">WACO ANNUAL MEETING – Banquet Room</h2> <p style="color: red;"><i>(Breakfast served in the Banquet Room)</i></p> <div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Scott Kollock– Call to order Secretary’s Report - Approvals Treasurer’s Approvals Nominations from the floor Nominations Elections PAC Report ARVC update Any other new business Adjourn - Celebration &amp; WACO Updates Board Member Recognition</p> </div> <div style="width: 45%; text-align: center;"> <p><b>Breakfast served during the meeting! Learn where the organization has been and where we are going!</b></p> </div> </div> <div style="border: 2px solid green; padding: 10px; margin-top: 10px; text-align: center;"> <p style="color: white;"><b>Bloody Mary Bar at Coverra Insurance Booth starts at 9:30am. Tips go to the Gilbert Brown Foundation!</b></p> </div>
<p>9:30am - 4:30pm</p>	<h2 style="color: blue;">TRADE SHOW OPEN!</h2> <p>Remember, placing orders at this show keeps your convention costs down! Please support our suppliers who support you! Please thank your sponsors!</p> 
<p>11:00am - 1:30pm</p>	<h2 style="color: purple;">Grab–N–Go lunches served in the Banquet Room! Vendors are welcome!</h2>
<p>2:00pm - 4:00pm</p>	<h2 style="color: green;">Dave Robinson Autograph Signing at the Gilbert Brown Foundation booth!</h2> <p>Autographs and photos will be available for purchase! All proceeds benefit The Gilbert Brown Foundation, which supports over 156 children’s charities in Wisconsin!</p> <div style="display: flex; align-items: center;"> <div style="width: 30%;">  </div> <div style="width: 40%; text-align: center;"> <p style="color: green;"><b>All foundation supporters are eligible for one free autograph!</b></p> <p>In 10 years with the Packers, Robinson played in 127 games, started 103 and intercepted 21 passes. He also started in nine postseason games, including all eight when the Packers won their three straight NFL titles under Lombardi. Following the 1967 season, he was named outstanding lineman in the Pro Bowl.</p> </div> <div style="width: 30%;">  </div> </div>

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

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



# Board of Directors Nominees



## **Patricia Lombardo - Blackhawk Camping Resort**

### ***Rerunning 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.



## **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.



## **Tiffany Pargman - Indian Trails Campground**

### ***Running for first term***

Greetings WACO! 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 Meierdick 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!



# Schedule - Saturday (3/19)



**Be in the Banquet Room for the WACO Auction by 5:30pm and get 20 \$1,000 VISA gift card drawing tickets!**

**5:30pm**

-

**7:00pm**

**WACO Auction Begins – Many items including things like...**

- Golf Cart from Jim's Golf Cars
- Golf Cart from Harris Golf Cars!
- Good Sam's Certificate for \$3500 towards print and digital Advertising!
- ...And so much more!



Donated by HDI Wholesale

More  
auction  
items  
being  
added  
daily!



Hear from Jeff at Harris Golf Cars on this amazing golf cart they have donated to our WACO auction!

Donated  
by Utility  
Supply  
Group



Basket of water bottles and other boutique items like these bags!

Donated by  
Southeast  
Publications/  
MySites



Donated by Lynkris Patio Furniture



Donated by  
ARVC

**ONE (1) FREE ATTENDEE REGISTRATION  
FOR THE OUTDOOR HOSPITALITY  
CONFERENCE & EXPO**





# Schedule - Saturday (3/19)



**7:00pm**

**Dinner is served!**

**7:30pm**

**Silent Auction Closes**

**7:45pm**

**Evening Program Begins**

- Hall of Fame Inductees
- Hall of Fame Volunteer Inductee
- Campground Celebrations
- Board Member Introduction
- Drawings

## 2022 Hall of Fame Inductees



**Avoid the checkout line on  
Sunday morning!  
Settle up your bills tonight!**

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





# Sunday Wrap Up (3/20)



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

Lori Severson to facilitate. Listed presenters will bring three ideas to get us started!

- Tips for creating a fun, positive and productive work environment – **Hannah Piper, Tia Anderson and Lori Severson**
- Generating revenue through special events – **Deneen Pedersen, Joyce Stenklyft and Lori Severson**
- EV Charging and Other IT Issues– **Pete Hagen**
- Food menu items: Best and worst sellers – **Bud Styer, Hannah Piper and Sarah Krause**
- Legal Eagle: How to be prepared in 2022 – **Mark Hazelbaker**
- Social media channels: Where do I need to be?! – **Tia Anderson & Sarah Krause**
- Best practices to improve workplace communications – **Mark Hazelbaker**
- Sales Tax: What you need to know for this tax year – **Holly Hoffman**
- Campground amenities: What do people love most? – **Bud Styer, Sarah Krause and Deneen Pedersen**
- What is the best idea you've had to save time, save money, make business easier to or make more money? – **Lori Severson**

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

## 10:45am – Kids Kamp Graduation

Watch the WACO Kids Kamp graduates get their certificates and fun gifts!

## 11:00am – \$1,000 VISA Gift Card Drawing

Get your tickets ready and see if you're a winner of the \$1,000 VISA gift card! At this time, we will also wrap up all other conference drawings that have not been drawn already. Please pick up your items before leaving!

## Before you leave, be sure to...

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



# Presenter Information



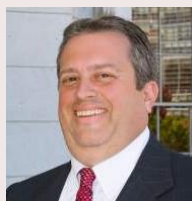
## **Amir Harpaz - Harp Development**

Amir Has been involved in the outdoor hospitality industry since 2001 when he joined his family business and since then has developed and operated thousands of sites throughout S.E. USA. He is focused on introducing operational efficiencies in campgrounds, primarily through the integration of technology. As a FL & AL association board member, he loves assisting parks throughout the country, teaching them how to run a more efficient, leaner, and profitable business.



## **Andrew Metcalf - Vice President of CSAW Associates, LLC**

A graduate of West Salem High School and the University of Wisconsin – La Crosse, Andrew brings years of experience in project coordination, operations, data analytics, and administrative support combined with outstanding customer service experience. Recently relocated back to the West Salem area with his wife and son, he is our resident IT and MS Office expert and keeps our technology up to date. Additionally, as a licensed Independent Sales Associate for Aflac, he also helps our clients add affordable benefit packages for themselves and their employees.



## **Andrew Nussbaum – Regional Tourism Specialist of Wisconsin Department of Tourism**

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



## **Ashley Wegner - Wilderness Campground**

I am a proud third generation, future campground owner, of Wilderness Campground in Montello. We have around 390 sites and are in the Central Wisconsin River Country Region. I have been involved in day to day operations of the campground ever since I can remember. My very first memories involve the campground, and the WACO convention as a child. I graduated from U.W. Whitewater with my B.B.A. in Marketing in 2008. In 2010 I moved to Appleton, Wisconsin with my husband and took a position at Kimberly-Clark in the Consumer Services Department. We moved back to Montello in 2013 and I accepted a position in the Marketing Department for Brakebush Bros. In 2014, I decided I had enough experience outside the family business and went back to work at the campground full-time. I feel that my time away from the campground has helped me to realize that my passion and my skillset alike are really for the campground industry. It is a highly demanding, yet extremely rewarding career in which one must wear multiple hats. I truly am looking forward to helping continue the growth of our family campground.



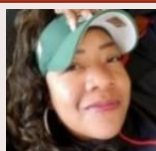
## **Ben Stefan – Grand Valley Campground**

Ben Stefan has over 17 years of experience in his family's campground, Grand Valley Campground in Kingston, WI. He is also a full time Systems Engineer at Moraine Park Technical College and an entrepreneur at his business Stefan Technologies. Growing up at Grand Valley Campground Ben has always taken care of everything technology related for the campground. His passion for technology led him to Moraine Park Technical College where he earned two information technology associate degrees in 2012. For the past 10 years Ben has been a full time IT Systems Engineer at Moraine Park Technical College in Fond du Lac, WI. Ben's business Stefan Technologies specializes in small business technology solutions. Ben is always busy keeping his eye out for technology that can help in the campground industry.



## **Bud Styer - Bud Styer & Associates**

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



## **Carla Brown - Vice President of Severson & Associates**

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



# Presenter Information



## **Chris Metcalf – CSAW Associates, LLC**

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



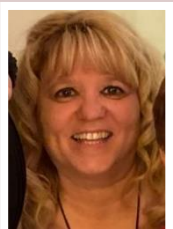
## **Chris Rademacher – Franchise Development Manager for Kampgrounds of America**

After a career in Sales Management & Marketing, Chris Rademacher and his wife Jamie purchased their KOA campground in April 2011. In 2016, they had earned the coveted Rising Star Award, along with the Founder's Award every year of their ownership. By 2019, they had taken their park from an overnight stop off I-80 to one of the best family-friendly staycation KOA RV Parks in the Midwest quadrupling their income in 9 short years of operation. Through hard work, constant re-investment into their park, and always having an open mind to change and growth from the best KOA owners in the business, they grew their park from a small mom and pop operation to recently selling their park to a well-known corporate buyer that owns 14 other KOA's. In February 2020, Chris joined the Franchise Development Team at KOA to help other RV Park and Campground owners grow their businesses by utilizing KOA's outstanding support network. After selling their park in Des Moines, IA, they've purchased 2 new parks that they're currently in the process of converting to KOA, as well. Chris believes whole-heartedly in all the benefits KOA offers their Franchisees and looks forward to sharing his firsthand knowledge of the business with others.



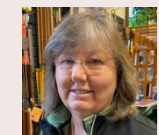
## **Danielle Todd – Severson & Associates**

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



## **Deneen Pedersen– Stoney Creek RV Resort**

Deneen started her campground career in high school working the front desk at Jellystone in Warrens. She worked her way up to management in 4 short years. Over her 25+ years at Jellystone, she worked as Operations Manager and was monumental in growing the recreation program, developing a large successful retail store, and running day-to-day operations at a 1,000 site campground. In 2014, Deneen along with her husband, Brian, and mother, Joyce, purchased Stoney Creek RV Resort in Osseo, WI. Deneen owns and operates Stoney Creek RV Resort with her family, Brian, Joyce, daughters-Tia and Amber, son-in-laws- John and Josh, and grandchildren- Roy, Josie, and Maggie. Stoney Creek has just over 230 sites and is currently undergoing an expansion. Deneen has always loved the campground industry and enjoys working side by side with her family.



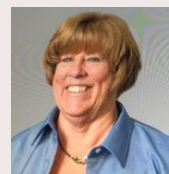
## **Deb Yeager – Rose Point Park – Cabins & Camping, New Castle PA**

Debby, along with her husband Rick Yeager, have owned and operated Rose Point Park – Cabins & Camping, in New Castle, Pennsylvania for 40+ years. Deb has a degree in Recreation Planning and Property Management from Slippery Rock State University and worked for many years as a Professional Girl Scout.



## **Dr. Elizabeth Clamon**

Straight from the backwoods of the bayous of Louisiana, Dr. Elizabeth Clamon is an avid motorcycle-riding grandma and serial entrepreneur with a servant's heart. Elizabeth Clamon has been featured on NBC, ABC, Fox, and CBS. She has been sought out for her expertise by Weight Watchers and the Department of Defense. Though she admits she can't spell to save her life, she nonetheless is a multiple time #1 international best-selling author and award winning speaker. She has survived a traumatic, abusive childhood, chronic illnesses & severe pain, caused by multiple auto accidents, one that left her bedridden for 12 years!



## **Eileen Vaughn - Mountain Vista Campground Owner**

Eileen owns and operates Mountain Vista Campground, a 200-site campground located in Northeast Pennsylvania since 1981, with her partners Jason and Joan Vaughan. Currently serving as ARVC region 2 representative since 2017. She serves as Chairperson of the Pocono Mountains Vacation Bureau Committee representing 4 counties. Previously served on the ARVC COD board for 10 years and as the COD Secretary for 3 years. Presently serving on ARVC's Public Affairs Committee. Represented ARVC in Washington DC for RVIA's Advocacy Day. MBA in Healthcare Administration and BS in Accounting.



## **Emily Truell - Lake Arrowhead Campground**

Emily Truell is the third generation in her family to own and operate Lake Arrowhead Campground. Over the 40 years that the Malsack family has been in the camping industry Lake Arrowhead Campgrounds Inc has grown to 3 properties and over 400 sites. Emily is the youngest sibling of Jessica and Adam Malsack. She is the Administrative Manager and handles the office, retail space, reservations, HR, and bookkeeping. Emily graduated from Western Washington University with a bachelor's degree in Recreation.





# Presenter Information



## **Hannah Piper – *Evergreen Campsites & Resort***

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



## **Heidi Doyle – *Utility Supply Group***

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



## **Hogan Shrum - *Vice President of Growth at BookOutdoors***

He is an Entrepreneur and Brand Marketing Executive with experience working with numerous Fortune 500 brands in the travel/leisure, CPG and technology categories. He is passionate about developing & utilizing innovative and sustainable marketing strategies to drive profitable growth for companies looking to have a positive impact on the world. He lives in Los Angeles with his wife and newborn son, and is an avid golfer, musician and occasional painter.



## **Holly Hoffman - *Sales & Income Tax Advisory Network***

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



## **LTC J Arnold Clamon (ret)**

Lt Col J. Arnold Clamon (RET) has 33 years of leadership experience in the US Air Force. His highly decorated climb through the ranks beginning as a airman first class to complete his career as a Lieutenant Colonel. As a speaker he has shared his vast leadership experience in front of senior leaders from all five branches of the military, spoken at the Air Force Academy, and Louisiana Tech University. He is the co-author of *The Savvy Leader* and *Warrior Rising From Ashes* both due out early 2022. He is an avid motorcycle rider and doting grandfather of five.



## **Jason Culatta - *Wisconsin Manufacturers & Commerce***

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



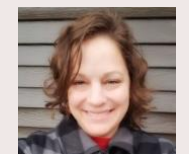
## **Jeff Crider - *Camping Info Source***

Jeff Crider is a longtime freelance writer and media relations consultant for campground and RV industry associations across the country. He has written for Woodall's Campground Management for more than 20 years and secured positive camping story placements in media outlets across the country, from AAA to National Public Radio and The New York Times. He worked as a daily newspaper reporter for nearly 12 years before becoming a public relations consultant.



## **Jerry Anderson - *Building Inspector for State of WI***

I've been a life long resident in southeast WI. I am a Building Inspector fully credentialed for the past 12 years and have been employed by a local community for the past 8 years. I've been in construction for over 36 years. I served for 6 years in the U.S. Air Force and 2 years as Alderman in my hometown. Construction and home improvements have been my passion for most of my life. I've built conventional stick framed homes, log homes and some commercial building. I'm married with two awesome daughters.



## **Jessica Malsack – *Lake Arrowhead Campground***

Jessica Malsack was born and raised in the camping industry and began working at the family campground at age 11, scooping ice cream cones and collecting trash. Along with her two siblings, she is the third generation of Malsacks to own and operate Lake Arrowhead Campground.





# Presenter Information



## **Jim Button - Evergreen Campsites & Resort Owner**

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



## **Joe Walter - O'Neil Creek Campground Owner**

As a park owner, I'd like to live in a world where every employee is a rock star (showing up for every shift, and staying through Labor Day), and every camper spends as much as they can afford and goes to bed at 10:00pm every night. Sunny and 80° every weekend too! ;) I've been a small business owner for close to 30 years, in several different industries. My wife, Geri, and I fell in love with O'Neil Creek Campground (Chippewa Falls), and purchased it in early 2012. To say this industry has been good to us, is a real understatement. OCC, and this entire industry, has exceeded every expectation we ever could've imagined. If you're new to the industry, or to WACO, I encourage you to spread your wings at this convention. Don't hesitate to introduce yourself to any WACO member, I promise, you won't be disappointed. WACO and ARVC are both filled with high quality individuals that will be there for you EVERY step of the way. I'm excited to meet you, and hear your story!



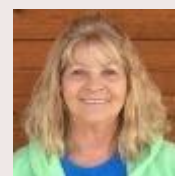
## **John Anderson - Stoney Creek RV Resort**

John Anderson works with his family at Stoney Creek RV Resort in Osseo, WI. Professionally, John worked in law enforcement for a number of years until moving into private security. He is now an Operations Supervisor for Securitas Security Services, Inc. At Stoney Creek, John manages the advanced laser tag system, office/park technologies, and security.



## **John Jaszewski - Broker/Owner - Campgrounds4sale.com - Properties Plus**

I spent 20 years in corporate America focused on Information Technology and integrating it into Manufacturing. During that time I started investing in Real Estate, and got my broker's license in two states so that I could better understand the industry - and got involved in the campground industry through the Wisconsin Association of Campground Owners (WACO). Soon after, campground owners were talking to me about ways to get more money for their parks to invest or to prepare to sell. So I started helping them, and before long I became an industry expert and began assisting them in preparing their books, pitching plans to their banks and selling their parks. Since then I have sold about \$140 Million in commercial properties! This is my passion - I so enjoy helping people become their own boss and create wealth. In the last few years, I have helped about 40 parks change hands! What I enjoy more than anything is showing great people in this industry how to articulate their numbers in ways that banks and potential buyers can understand - and as WACO members you are entitled to a free consultation anytime - even if you're not selling. I am here to help!



## **Joyce Stenklyft - Stoney Creek RV Resort & Campground**

Joyce has over 30 years of experience in the camping industry. She started her campground career at Jellystone in Warrens where she worked her way up to become the general manager. In 2014, Joyce along with her daughter Deneen and Son-In-Law Brian Pedersen purchased Stoney Creek RV Resort in Osseo, WI. Stoney Creek RV Resort has over 230 sites with tons of amenities and activities for the whole family. Joyce loves working side by side with her family every day at work. She has served on the WACO board and been the WACO Board President in previous years and is excited to continue working in the campground industry.



## **Julie Michaels - Scenic Ridge Campground**

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.



## **Kama Teske - ServSafe Instructor**

Kama has been teaching ServSafe for initial and re-certification for 4 years. She also teaches Family & Consumer Science and Health Science at Arcadia High School in Arcadia, WI.

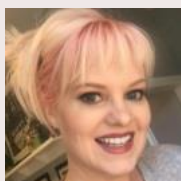


## **Kara Traxler - Dell Pines Campground**

Kara Traxler is a certified Project Management Professional (PMP) and has been hired to direct three start-up organizations in the last eight years, all of which are growing and thriving today. She, along with her husband Rob and four daughters, became first-time campground owners of Dell Pines Campground near the WI Dells two and a half years ago.



# Presenter Information



## **Kari Buffalo - Product Design and Development Professional**

Kari Buffalo is a Product Design and Development professional with over 20 years' experience creating fashion lines for Men, Women and Children while working in New York, Paris, Milan and Minnesota. She currently works as a Product Development Consultant and Educator helping hundreds of entrepreneurs bring their product ideas to life. She has helped to create products ranging from functional athletic wear to technology integrated medical garments and has even created her own line of Rock 'n Roll inspired protective salon wear. In addition, Kari is a freelance health and (continued) beauty consultant who is passionate about helping others live with a sense of adventure & creativity while pursuing a healthy, balanced and joyful life! She is always in search of a good glass of wine! Kari lives with her husband Wally and two sons in Saint Paul, MN. Contact Kari at karibuffalo@gmail.com



## **Kurt Bauer – CEO & President of the Wisconsin Manufacturers & Commerce (WMC)**

Kurt R. Bauer became the fifth head of Wisconsin Manufacturers & Commerce (WMC) in 2011. Founded in 1911, WMC is the combined Wisconsin State Chamber of Commerce, Wisconsin Manufacturers' Association and the Wisconsin Safety Council. WMC represents 3,800 employers of all sizes and from every sector of the economy, and is referred to as "the state's most powerful business and manufacturing group" by the Milwaukee Journal Sentinel. In 2020, WMC was recognized as the State Chamber of the Year for its advocacy, information delivery and general support of Wisconsin businesses during the Covid-19 pandemic. Prior to joining WMC, Bauer spent 18 years working for financial industry trade groups, including serving as CEO for both the Wisconsin and Arizona Bankers Associations. Bauer is Immediate Past Chair of the Council of State Manufacturers Associations and serves on the boards of the National Association of Manufacturers and the National Association of State Chambers. He is also a member of the U.S. Chamber of Commerce Committee of 100 and the U.S. Chamber of Commerce Public Affairs Committee. Bauer is a Wisconsin native and a graduate of the University of Wisconsin-Madison.



## **Laurie Adams - Baraboo Hills Campground**

Laurie currently owns and operates Baraboo Hills Campground with her husband Greg and two boys, Trent and Trevor. Laurie began working in campgrounds in 2004 as a reservationist and 10 years later she and Greg purchased the campground. She left her job with Baraboo School District as a school nurse and Greg ended his 27-year career with Sysco Foods to take this life-changing leap. Laurie was elected to the WACO Board in 2018 and serves on the Membership Committee. Baraboo Hills has 50 seasonal sites, 42 rental units and 68 overnight sites for a total of 160 sites. Baraboo Hills has been a WACO member for 20+ years. Laurie enjoys working with the WACO members and helping organize the WACO Fall Tours with the Membership Committee.



## **Lisa St. Clair – CEO of Tail Bangers Dog Bakery**

Lisa went to Johnson & Wales University, where she received an Associate's Degree in Hotel & Restaurant Management. She grew up making Chocolate for her mother's Chocolate Shop. She apprenticed under several Chefs and went on to work in various restaurants from Delaware to California prior to starting Tail Bangers. Upon graduating from college, she and a friend packed up her car and camped across country in a tent for 6 weeks, finally landing in Carlsbad, California. Lisa tent camped up and down the West Coast for the 10 years she lived in California, finally camping back across country with her dog when she moved back to Delaware. When she started her business, she purchased an old Class C Winnebago (with a leaky roof) and that is what she traveled in to Craft Shows, Home Shows and Street Fairs where she first began selling her dog treats. Currently, she has a newer Winnebago, and she continues to travel around the country selling her dog treats with her dogs. Lisa is heavily involved in Animal Rescue. She donates her broken dog treats to hundreds of shelters and Rescues across the country. She has fostered both dogs and cats. She has 3 Rescue Horses, 6 Rescue Dogs and 3 Rescue Cats.



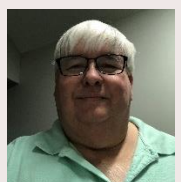
## **Lori Severson - Severson & Associates**

Lori has owned Severson & Associates for 20+ years, a training, consulting and marketing company. Her energetic presentations are filled with forward thinking ideas you can immediately put to use in your business. Her interactive training style allows you to gather ideas from your peers as well. Her passion for success and management excellence will inspire, challenge and encourage you to take action toward continuous improvement in yourself and your organization. Lori has presented to companies like Walt Disney World, Camp Snoopy, Six Flags, IBM, Global Access, TRW, WinCraft, Behrens, Crenlo, GKN, Artsway, Wells Fargo, Merchants Bank, Farmers Bank, Ho-Chunk Nation, ARVC, Jellystone Parks, McDonalds, St. Mary's University, TACO, CONY, KOA, PCOA, Iowa Campground Association, along with a wide variety of other companies that help her bring a strong knowledge of today's business to you. She owns Champions Riverside Resort along with her husband Rick. She is the Executive Director for WACO, the Wisconsin Association of Campground Owners, and volunteers for the Gilbert Brown Foundation.



## **Mark Hazelbaker - Kasieta Legal Group**

Mark Hazelbaker focuses on delivering high-quality legal services equal to the standards that big law firms follow without the costs of a flashy law office, making us the more affordable attorneys without sacrificing what is important.



## **Mark Othmer – Neuman Pools**

Mark works with the smaller commercial accounts as a technical sales and support specialist. He started with NPI as a service technician and progressed thru the ranks as the Service Manager, warranty supervisor and technician, Service sales and support technician and now does rehabs of pools and equipment rooms. He is a Certified Pool Operator Instructor and will do private classes at your own facilities. With over twenty years in the pool business and over twenty years in electrical and maintenance of manufacturing facilities, coupled with his love of the aquatic industry, he can make your pool "pains" disappear. See Mark to help you with the strategic planning of your repair/ rehabilitation/resurfacing of your facility.



# Presenter Information



## **Mary Arlington – MMCC, Inc.**

Mary Arlington has been in the outdoor hospitality industry for 23 years and has spent her life with her travel bags in easy reach. Her RV park, when she had one, was near the world's oldest active geocache, and she added a geocache at her campground shortly after learning of the activity. She's worn many hats in the industry, and her favorite is the one that helps the current campground owners.



## **Mary Bauer - CAS OSHA**

Mary Bauer is the Compliance Assistance Specialist – CAS - in the Eau Claire Area OSHA Office. She has a bachelor's degree from UW-Eau Claire and holds certifications for CSP (Certified Safety Professional) and CIH (Certified Industrial Hygienist). Ms Bauer was a Compliance Officer in the Eau Claire area for 20 years and has been the CAS for the past 16 years. Mary provides general information about OSHA standards and compliance assistance resources. She responds to requests for help from a variety of groups, including small businesses, trade associations, union locals, and community groups.



## **Mike Lukas - Portage County Sheriff's Office**

Sheriff Lukas is in his first term at the Portage County Sheriff's Office. He has been a member of the sheriff's office since 1994 and has worked his way up the organization from patrol to detective sergeant, to court services supervisor and now to sheriff. Sheriff Lukas is a very active member of the community along with his wife and two children. Sheriff Lukas has visited numerous campgrounds throughout the state with his family and safety is a priority in his position. The Sheriff's Office offers not only campgrounds in Portage County but residents the opportunity for deputies to come out and walk through the buildings and properties to give safety tips to help the community.



## **Patricia Lombardo – Equity Lifestyle**

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.



## **Patrick McDonnell – Flapjack.co**

Patrick McDonnell is the co-founder of Flapjack.co, a company that specializes in helping restaurants create more profitable menus. With an engineering background, he originally worked at companies such as Dropbox and SpaceX, before deciding that his true calling was in helping restaurants succeed.



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

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



## **Pete Hagen – Pride of America Camping Resort**

Our family has owned Pride of America Camping resort since 1974. As a second generation owner I have the unique experience of 46 years of growing up with the RV industry. At age 8 I started my career as a "Trash Picker Upper" and moved on to grounds and maintenance to help finance my way through the University of Wisconsin where I earned a BS in Mechanical Engineering. After 8 years of designing custom machinery, I changed careers and began working for the UW-Madison in Information Technology. In 2001, after we bought out our final partners, I started managing the IT department at the campground as my second full time job. I brought my knowledge of Information Technology to the business just as the industry was moving towards an embrace of technology. I am retiring from the UW in the near future and looking to become much more involved in growing and improving our industry. I feel my variety of skills and experience can be of great benefit to our organization as we all need to adapt to the ever changing world of technology and the move towards digital marketing.





# Presenter Information



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

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



## **Rich Durkee - Secura Insurance**

Rich Durkee grew up on a small dairy farm in Wisconsin where he learned the importance of safety at an early age. In college, he worked as a heavy equipment operator where he performed golf course construction in Kohler, WI. After college, Rich managed the safety & health compliance for a Fortune 500 company with locations in Wisconsin, Kentucky, Missouri, and Mexico. He has worked in the risk management field for more than 24 years, consulting with clients on their safety and risk management programs. He holds certifications in Workers' Compensation, Behavioral Aspects of Safety, Machine Guarding, and Ergonomics. He also has expertise in safety leadership and supervisor training. Rich graduated from the University of Wisconsin-Whitewater, one of the highest-ranking risk management schools in the nation. He holds a Bachelor of Science Degree in occupational safety and health. In his free time, Rich enjoys spending time with family and friends, cooking, being outdoors, hiking, kayaking, and golfing. He resides in Baraboo, WI.



## **Ron Romens - President at Commercial Recreation Specialists**

As the president of CRS, Ron is responsible for running all facets of the business. He has a proven executive management track record and over 20 years of experience in the recreation and watersports industries. Prior to founding CRS with Rich Wills in 1999, Romens was a founding member of RAVE Sports, a front-runner in the watersports industry and inventor of the water trampoline. As president, Ron has positioned CRS as a leader in the commercial recreation industry and specializes in aiding public entities through the development of water-based recreation zones from concept through completion. Under his guidance, CRS has added full design services through CRS Design and expanded its product offerings to include water inflatables, Splashpads, playgrounds, shade, shelter and other recreation amenities.



## **Sarah Krause - CCO at C&D Hospitality**

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



## **Scott Lesnick - Global Leadership Speaker**

Scott Lesnick is a Global Leadership Speaker who is motivational, instructional and educational in style and tone. He presents powerful keynotes and interactive breakout sessions, webinars at 60+ events a year and is a consultant and author. Also, Scott earned his CSP Certified Speaking Professional from the National Speakers Association. Only 12% of speakers world-wide have this designation! Scott is also a Certified Virtual Presenter. In addition, Scott spent 24 award-winning sales and management years at Shaw Industries a Berkshire Hathaway Fortune 500 company. Scott served as the Dean of the Academy for Professional Speakers in 2016-17. He is a graduate of The University of Miami, Florida. Scott recently presented at TEDx. And, he's run the equivalent of 2X around the planet. That's 50k! His memoir, "Kidjacked - A Father's Story" and his book Lifejacked: Life Lessons on Leadership were published to critical acclaim. Scott's motivational, educational and inspirational presentations center around topics including: personal and professional growth, leadership, HR, generational and cultural inclusion excellence in leadership, project and change management excellence, healthcare professional development and increasing productivity. Plus, maximizing performance, maximizing operational performance and excellence and managing change through great leadership.



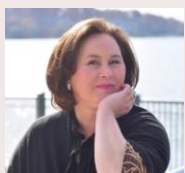
## **Sharonne Lee - VP of Operations and Academics at RV Technical Institute**

Sharonne brings more than 30 years of RV industry experience to her role with the RV Technical Institute. Her experience spans the spectrum and has acquainted her with all aspects of the RV industry ranging from standards inspections and standards development to education, dealer and technician outreach, curriculum development and training. Sharonne was instrumental in the creation of the RV Technical Institute utilizing her Six Sigma Green Belt training. She also developed the RVIA/RVTI Top Tech Challenge that debuted in 2017 and looks forward to growing the event as part of the Institute. Sharonne's role at the Institute will allow her to pursue her goal of improving the end-user RV experience and professionalizing the field for RV technicians throughout the U.S.





# Presenter Information



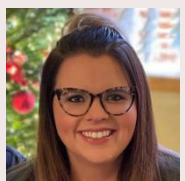
## **Stephanie Klett – President & CEO of VISIT Lake Geneva**

Stephanie Klett is all Wisconsin all the time. A former Miss Wisconsin, 20-year host of Discover Wisconsin Television and Radio, President & Founder of Spotlight on Wisconsin, former Secretary of Wisconsin Tourism, and current President & CEO of VISIT Lake Geneva, which operates a Visitor Center, Convention & Visitors Bureau and a Chamber of Commerce. Stephanie's an Emmy winner, Beloit Hall of Fame inductee, serves on more Boards than she wants to, and is a proud survivor of being raised with 9 brothers and no sisters.



## **Stephanie Meier – SVP Marketing and Communications, Blackhawk Bank**

A veteran marketing professional with over 25 years of experience, Stephanie has successfully led marketing & advertising teams in multiple industries including: financial, healthcare, dental, retail, insurance, and higher education. She trains and consults business owners on the rapidly evolving digital marketing environment, ADA website compliance, and developing online strategies to get ahead of the competition. Stephanie earned a Bachelor of Science degree in Human Relations and completed a suite of graduate studies in Marketing, Organizational Behavior, and Business Development. She currently leads the Marketing Group at Blackhawk Bank where she is responsible for client and employee communications, e-commerce, and the organization brand.



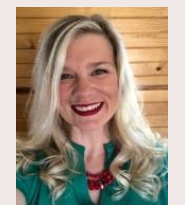
## **Tia Anderson – Stoney Creek RV Resort**

Tia Anderson is the General Manager at Stoney Creek RV Resort in Osseo, WI. Tia was raised in the campground industry and has over 15 years of experience working in campgrounds. At Stoney Creek, she manages the day-to-day operations of the park including all reservation/pos systems, front desk, gift shop, activities program, employee relations, and more. She also handles all online marketing, social media, web design/maintenance and promotional material. Tia has been actively involved in WACO since a young age, leading seminars and classes over the years and recently organizing the WACO Young Professionals group.



## **Tiffanie Butzen – Fond du Lac East/Kettle Moraine KOA**

Tiffanie has been in property management for the last 18 years. The last 7 years has been in managing Fond du Lac East / Kettle Moraine KOA owned by Sun Outdoors. Tiffanie has 1 son who is 16 years old and together they work at the campground, share outdoor experiences, and help others in need. Tiffanie has always had a passion for learning about other cultures which lead her to the J1 foreign exchange program. She started working with the J1 program in 2017 to help expand the customer mind & experience along with her own. After participating in the J1 program Tiffanie took up world traveling to further expand her knowledge on other cultures. It was through her world travels that she found the love of her life, Loren. An American who saw a simple picture of her on a felucca while she was in Egypt. She says that each adventure has been a very humbling experience that she will never forget.



## **Tina Severson – Severson & Associates**

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

**Thank you to all of our presenters and speakers for making  
WACO Convention 2022 the best one yet! The knowledge  
and education you provide our members is unmatched!**



**THANK  
YOU!**



# Legislative Guests



## **Brian Westrate – Candidate for 23<sup>rd</sup> State Senate**

Born and raised in Eau Claire, Brian earned a bachelor's degree in business and political science from Bethel College in St. Paul before returning home to get married to his high-school sweetheart, and start his business. Since then he has owned and operated two businesses he founded in Altoona, employing as many as 32 people. During those same 22 years Brian has also served in various volunteer leadership roles within the community. When not at work or volunteering he and his wife Beth love to watch their two children compete as student athletes in their hometown of Fall Creek. Brian is currently running to be the next State Senator for the 23rd District which serves counties in West-Central Wisconsin. His platform is based on the idea of limiting government, and restoring liberty. Brian's two decades of volunteer grassroots leadership, and rock solid conservative worldview have earned him the endorsement of Governor Scott Walker.



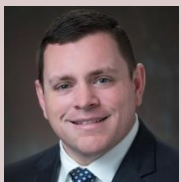
## **Jesse James – Wisconsin State Representative**

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



## **Mary M. Kolar – Secretary of the Wisconsin Department of Veterans Affairs**

Mary M. Kolar serves as the chief advocate for about 342,000 veterans of Wisconsin and their families. As Secretary, she is responsible for the leadership and management of the WDVA, including strategic and long-range planning initiatives that align with the department's vision. Secretary Kolar holds master's degrees in National Security and Strategic Studies from the Naval War College and Adult Education from the University of Rhode Island. She also earned a bachelor's degree in marketing from the University of Wisconsin-La Crosse. A commitment to our nation runs through Secretary Kolar's family, with her grandfather, father and four brothers all serving in the military. She and her husband, Scott, also a Navy veteran, reside in Madison, Wisconsin. They have two children; Matthew currently serves in the Navy, and Jamie is a firefighter.



## **Patrick Testin – Wisconsin State Senator**

Senator Testin is proud to represent the 24th Senate District, which includes parts of Wood, Jackson, Adams, Waushara, and Monroe counties, as well as all of Portage County. A lifelong Wisconsinite, Patrick grew up near the Michigan border in Marinette, where he learned the value of hard work at a young age. After graduating from the University of Wisconsin-Stevens Point in 2011, he remained in Portage County and took a job as a sales professional, currently working for a local wine distributor. He was elected to the State Senate in 2016. Senator Testin and his wife Hannah live in the Portage County Town of Hull with their dogs Reilly and Sage.



# DATCP Guests



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

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



## **Mary Ellen Bruesch - WI Department of Agriculture, Trade and Consumer Protection**

Mary Ellen Bruesch is a Recreational Technical Specialist, responsible for the Public Pools and Water Attractions Program. She has been in this position for about a year, having transitioned from Campgrounds and Recreational and Educational Camps. She has a BS in Biology and a MS in Microbiology, and is a Registered Environmental Health Specialist and Certified Pool Operator. When she's not working, she can be found hanging out with her cats or on a paddle board or skis, or hiking.



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

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



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

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





# My Notes and Ideas



A series of horizontal lines for writing notes and ideas.





# My Notes and Ideas



A series of horizontal lines for writing notes and ideas.



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