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	**ServSafe** *(8:30am–4:15pm)* ***NEW Programing* Kama Teske	**CPO – Pool School** Neuman Pools	**Quickbooks Online: The Basics** *CSAW Associates*	**Strategic Planning for Your Park** *Severson & Associates*	**What you need to know during a sales tax audit!** *Holly Hoffman*	**New Owners: Get the most out of convention!** *YP Team* *Carla Brown*
9:45 am – 10:45am	*Participants should bring their own devices with internet access capability.*	***Note that lunch will be from 12:00 – 12:30pm if you registered for this course.*	**This course recommends to bring your own laptop for more assistance.**	**Halloween Weekend How-To** *Panel*	**Graphic Design for Non-Designers** *Tina Severson & Danielle Todd*	**Fish Philosophy** *Severson & Associates*
11:00am – 12:00pm		Test will be taken on Thursday	**Intro to the J1 Foreign Exchange Student Worker Program** *Tiffanie Butzen*	**Activities: How to promote and get all campers involved!** *Sarah Krause*	**Updating An Older Park** *Bud Styer*	**Give 'Em The Pickle** *Severson & Associates*
12:00pm - 1:45pm	**Lunch & Learn – Leveraging the Power of Celebrity** *(Banquet Room)* Presentation by: Stephanie Klett – Gilbert Brown – Lori Severson Understand how the Gilbert Brown Foundation aids in developing relationships that help WACO! **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 & learn!** Lunch Sponsored By: **Gilbert Brown** - Pizza Donated By: **Brew City Pub – Lotzza Motzza Pizza – Pasta - Breadsticks – Salad**					
2:00pm - 3:00pm	**ServSafe** *(8:30am–4:15pm)* Kama Teske RECERTIFICATION	**CPO – Pool School** Neuman Pools *(8:30am-4:15pm)* ***Please note that lunch above.*	**Security In The Park** *Panel – Jim Button, Mark Hazelbaker & Portage Co. Sheriff, Mike Lucas*	**Facebook For True Beginners** *Tia Anderson*	**Getting people excited about your park and your community** *Stephanie Klett*	**Fish Philosophy** *Severson & Associates*
3:15pm - 4:15pm			**Crafting Your Vision** *Bud Styer*	**Bingo Made Fun!** *Carla Brown*	**Human Resource Management** *Mark Hazelbaker*	**Give 'Em The Pickle** *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.
(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.

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!

Wednesday (3/16) Evening Events

4:00pm

Cash Bar Opens!

Take part in some informal networking!

Get your Loaded (Or Unloaded!) Lemonade

FOR ONLY $3.00! A True Fan Favorite!

Featuring...

LEAP PREMIUM VODKA

Tonight's special $3 pricing is sponsored by:

CSAW ASSOCIATES, LLC
COULEE REGION BOOKKEEPING & TAX

4:30pm

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*

Plus 20 Group Info!

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!