



# WACO NEWS

MAY 2022



## MAY 2022

Memorial Day Weekend is almost here. Who's ready for the first holiday weekend of the season? As you're bracing your staff and stocking supplies try to remember to BE KIND! Your team needs your support, or they will voice their frustration with each other - or worse - to your guests. Your campers need your patience as they try to set up their rigs for maybe their first time. And YOU need to be kind to YOURSELF! There are only so many hours in a day, and no such thing as perfect. Go out there and do your best - and know you've got your whole WACO family rooting for you!

### Letter from the Executive Director

Lori Severson, Executive Director of WACO

Dear Members,

Traveling to CAMP this month reminds me of how important customer service is to our guests. We often laugh and talk about the stupid questions our guests ask and are amazed at the customers new to our industry. For the second time this month, I was stuck overnight at the airport with no luggage, getting to stay where they put me, unfamiliar with the area. It hit me, "This must be how our newbie campers feel."

Think of all the unwritten rules and general campground etiquette. It was a great reminder to see what the other side must look like to the guest.

We started with an 11 am flight out of Minneapolis that got delayed and delayed. Finally, we were able to get us all on a 7 pm flight that got delayed and delayed until 9:40 pm, at which time we finally boarded the plane. Everyone boarded, the flight attendants were all ready to go, the minutes kept ticking away, and finally, the attendant got on and said, "I don't even know what to say, but we are getting notified that we still do not have pilots. We all opted to continue working even though we were over hours, and apparently, the airline couldn't communicate with the rest of the crew. At this time, we will have to delay the flight until 7 am tomorrow. I have no more informa-



## inside...



DATCP Q&A

P. 18

Letter from Your E.D.	P. 1
President's Letter	P. 3
Updates from the Office	P. 5
Financial Forte	P. 6
Keepin' It Legal	P. 8
Work Camper Site Taxes	P. 12
Pool Code Update	P. 13
Halloween Weekend Prep	P. 18
Increase Your Bookings	P. 16
ARVC Updates	P. 19
Bed Bugs Resources	P. 20
Social Media & Website	P. 22
RVIA Technical	P. 28
GBF in June	P. 29
From Our Members	P. 30
Board Listing	P. 31

tion for you at this time.” Upon leaving the plane, the gate attendant said, “go to the middle of the airport, at C1, and they will give you further instructions.” There, I encountered the forever line! After 30 minutes, a bright young lady got on the microphone and said, “first let me apologize for this incredible delay, then let’s review your options. If you choose to accept tomorrow’s flight, you will get a text message and can pick one of the three available hotels. The shuttles are located...” Blah blah blah, if you choose to take your luggage off the plane, that’s an option; however, be advised it usually takes 2 hours to do that, and then you will need to recheck it tomorrow. She went through all the options that were running through my head, like was the car parking place still open, should I just drive home, what type of hotel would I be at? How far away would I be from the airport? She explained the food voucher program and how that worked. She chopped that line down to 4 people from more than 100.

I guess it’s crucial to remember when your guests are at your park that they may not have all the answers. They don’t know you’ve been asked that question a million times or that the large sign is directly above their head. They can hear the things you say to each other and over the radio. They pick up on the irritation in your voice and your employees’ displeasure with the company. Information and smiles are free and cost us nothing, yet sometimes we are relatively stingy with them!

Some great reminders as our season swings into full-blown service mode!

- Communicate with guests at all times
- It is essential to use powerful words like Thank you, apologies, appreciated, etc.
- Respond quickly to guests with prompt options and alternatives.
- Always make the customers feel appreciated
- Listen to the feedback and strive to improve the next time
- Communicate the importance of the guest to your employees. It’s so easy to talk about them with your outside voice while the customer (or unbeknownst to you, their friends) is within earshot!
- Follow up – this means the world to the customer. While it’s not always possible, it sure



goes a long way to that customer writing a positive or negative review!

Bottom line – things will go wrong. Our jobs are to communicate that bad news in the best and most professional way possible. We are looked at as the leaders of our organizations. Your employees will follow your actions and behaviors. Those who find themselves going down the TikTok rabbit hole have seen the babies who say bad words. Same thing with our employees. You teach them how to be excellent or how to be surly. They will follow our lead, so ask yourself, is this how I want my guests to be treated? Watch what you say and how you say it. We all know the right thing to do. We have the tools. Let’s help each other remember them! We have some fantastic opportunities to make memories for people. Let’s make this a fantastic season!

## **CAMP: CAMPGROUND ASSOCIATION MANAGEMENT PROFESSIONALS UPDATE**

CAMP meets twice a year to discuss important issues specific to our group. Managing associations can be challenging, so having professionals who perform the same job duties get together helps us all improve and, in many cases, avoids having to recreate the wheel! We discuss what discounts we get with suppliers, improvements to our conferences, tech ideas, shows, non-dues revenue, press options, ideas, what social media works, etc. The following summarizes what we covered in this session:

- Legislative efforts – success stories, tactics, who has an engaged paid lobbyist – what are the results.
- Marketing to our members: Print/web results, joint printing options, securing paper and bids.
- Alternatives to directories – how to sell ad-distribution techniques
- Working with Corporations – impact now – 3-5 years
- Feasibility of state campground owner shows vs. regional/national
- RVIA task force



- Member benefit programs – what's new and in the pipeline
- Public relations efforts how too's – what works and what doesn't
- Supplier/vendor database
- Around the room preview of 2022 by each State



We work through lunch and dinner, leaving with fantastic energy and new ideas. Some of the best topics come up in the social session. My big personal takeaways included:

- New website developer contact,
- ARVC's connection to outdoors writing association,
- Bundling advertising options,
- Press Releases were created for each campground that does fundraising (NY)
- The new music license ARVC is working on is GMR,
- Glamping hub,
- Additional information on evacuation processes, state tourism fan tours, and an idea about creating a social event for campers at RV shows

New Jersey's coupon book specifically for RV dealers is interesting! I also loved the Texas idea of making Vendor information zoom meetings part of their sponsor package. We missed the group picture this year, but those with late flights got one! Arizona, Wisconsin, PA, NJ, and NY are pictured here. I feel lucky to belong to a group that shares information and ideas. It's incredible how you can steal an idea or tweak it a bit to make it work for you! Thank your board for allowing all of us to gain and use this powerful information source!

Sincerely,

Lori Severson

Executive Director, Wisconsin Association of Campground Owners

## From the Office of the President

Scott Kollock, WACO Board President



Dear Members,

We are well in the swing of things now! We are hearing great things from our owners about being full. It sounds like members have filled all their seasonal site openings! It's great to hear everyone is getting up and running. I'm excited to hear everyone seems to be doing great. Here are a couple of things your WACO team is working on:

- Lori has succeeded in running and winning a board seat in her County. She plans to attend the Wisconsin County Association Convention, which unfortunately forced us to move the Fall workshop date. Attending the Wisconsin County Association Convention is crucial. It will get Lori in front of the County leaders

across our state, who are pivotal to your park expansion. Her goal is to educate county supervisors on campgrounds and what we are.

- The board is working on our strategic plan. Part of which may include some bylaws changes. Can you take a minute to see if there is anything you would like changed? If so, let us know!
- Tina, Mark, and I met with Scott Manly, EVP of the WMC, to discuss our concerns with the County legislation and some trends we've been seeing with zoning. If there are specific examples of where your County has made changes that are clearly above/beyond our State requirements or fees, please send that information to the office so



we can compile one extensive list! They can be an ally and are ready to influence legislation at the County level by citing State rules/laws already in place. We'll supply them with some ammo to take to the right people.

- We are excited to use our marketing money on a website revamp and an app for consumers for WACO members. We will keep you updated on the progress, but please let Tina know if you would like to see some changes on the membership or consumer side.
- Lori has been attending RVIA meetings and providing updates. They have some excellent ideas, and hopefully, we can gather good information to discover how to work together better in the future. We are in a wait-and-see sort of mode.
- Lori & Carla attended CAMP (Campground Association Management Professionals) at the beginning of this month. They brought back some great ideas from their peers, be sure to read about them.
- ARVC is about to launch a new membership benefit pilot program that allows new members a Free year in ARVC to understand what it's all about. WACO offers free convention and fall workshops as we know if we can get members to participate, they see the value. We are hoping for the same with this.

This team is working very hard at communication and ensuring we talk about things in various ways. We want to make sure you always feel like you are part of the WACO family, whether new to the industry or a veteran member. There is never a stupid question or a reason not to talk about something bothering you or doesn't seem right to you. If you have a question, maybe others do too. I promise to get you answers to any questions you may have. It may not be the answer you want to hear, but it will get answered. Have a great month!

Respectfully,  
Scott Kollock,  
President of the WACO Board of Directors

# Thanks For KEEPING AN EYE OUT

If you see folks who are no longer members in our Members-Only WACO Facebook Group, PLEASE contact the office!



# UPDATES FROM THE OFFICE

## WACO Meets with WMC



*Scott Manley,  
Executive Vice President,  
Government Relations*

Earlier in the month, based on a follow-up from the April Board meeting, our WACO office staff Tina Severson arranged a meeting with Scott Manley, the Executive Vice President, Government Relations at Wisconsin Manufacturers & Commerce (WMC). Our Board President, Scott Kollock attended and, along with our attorney, Mark Hazelbaker, presented information and instances in which county-level ordinances and proposed rules were negatively impacting the growth of the camping industry. In these instances, campgrounds are practically being punished for development with new fees and taxation based on the number of sites, the acreage of the campground, etc.

WMC has agreed to review these examples and instances and assist in any way, citing appreciation for WACO being their "eyes and ears in the campground industry." Manly requested that we provide a listing of examples, specifically those that overstep the boundaries of state laws and codes already established under DATCP's Wis. Admin. Code § ATCP 76. Manly stated, "If we can provide clear examples of the county, cities, or towns attempting to supersede Wisconsin law already in place, we've got a good shot of making things happen during session of legislation next year."

### WHAT DOES THIS MEAN FOR WACO?

**It means we need your examples! If your county, city, or town boards changed ordinances with zoning or other areas that directly impact your bottom line and are overstepping the state laws, PLEASE send the information to [tina@seversonandassociates.com](mailto:tina@seversonandassociates.com).**

Examples would include additional fees per site, site sizing parameters, etc. Even if you aren't 100% sure, submit the information. We'll compile a list and get it to WMC for their review. Help the office help you, and please, as Scott Kollock and Lori Severson have stressed repeatedly, GET TO KNOW YOUR LOCAL LEGISLATION! Get to a town meeting, and attend a county board open session. The more you know, the better!



Special thanks to Scott K and Mark H for attending the call and taking time to express the concerns of the membership to WMC!

# FINANCIAL FORTE

Financial strategy, insurance, legal, and HR are the four most common pain points business owners wrestle with every day. The WACO Association is here to provide helpful tidbits wherever we can. Fortunately, we have Christine Metcalf and her staff at CSAW Associates to assist with our accounting concerns! Her last seven years of experience, specific to the campground industry, gives her a lot of insight, which translates to a lot of help for you.

**Happy May from your friends at CSAW Associates, LLC! As spring turns into summer, many WACO members are opening their doors to guests for the year. As owners get closer to opening weekends, quite a few have been wondering how to make things easier, better, and faster when it comes to their books. One step owners can take is to look at their point of sales system and make sure it aligns with their Chart of Accounts and their sales tracking in their accounting.**

Sound daunting? It can be, but we here at CSAW Associates are ready and willing to demystify the process and give you tips to get your books back in line and save you time and money!

## Know your Point-of-Sale (POS) system

Your point of sales system is the backbone of your customer facing process. This holds all the items and services you provide and the costs. This system tracks individual item purchases and will report those sales.

However, as many campground owners have learned there are numerous products out there to choose from and each have their own capabilities and quirks. Learning the capabilities of your point of sales system can save you significant time and headaches later. Some questions to consider:

- How does your POS handle reporting?
- Does it report individual items?
- Are sales summaries available?
- How does it report sales tax, discounts, and gift certificates and sales?
- Does it link up to your bookkeeping software?

The answer to these questions can have an im-

portant impact on how it will be fed back into your accounting.

## Know your Chart of Accounts (COA)

Your Chart of Accounts is the backbone of your accounting system. It forms the structure of how your expenses and income will be organized and reported. While there are some general accounts you will see in almost any set of books from any industry, WACO owners generally have specific accounts setup in their COA to track items specific to their business. Ensuring your chart of accounts is setup correctly is critical to tax filings and ensuring you are getting the data you need from your financial reporting. Some questions to ask:

- Does your chart of account include items for anything specific you want to track?
- Do you have the accounts you need to for tax filings and the general flow of your financial transactions?
- Do you have unused or duplicate accounts?

The goal when setting up your COA is to make sure you have all the accounts you need in place and then focus on what accounts you might want.

# FINANCIAL FORTE

## Put the two together

Now that you know what your POS can do and what you need, and more importantly, want in your chart of accounts you can begin planning on how to bring them together. Does your POS offer reporting by item? Then you may not need to duplicate this in your chart of accounts. For example, while it may be beneficial to know that on a certain day you sold 3 pairs of sunglasses, 2 cans of bug spray, and one orange foam novelty visor, do you also need that information entered into your books or do you instead only need to know that your retail sales were \$98.36 for the day?

More details into your accounting software via entries and additional accounts in your COA can be great, but keep in mind that for them to be useful they have to be used which generally translates to higher complexities and time requirements. Many POS systems allow you to map your products to a financial account for reporting summaries. We highly recommend this option as it can summarize your daily sales directly into the correct accounts for bookkeeping. Some POS will even integrate with your bookkeeping software and do the entries for you.

Ultimately, you want to find a good balance of what information you can get from both your POS and bookkeeping software and the complexity you are comfortable with. Remember, keeping numerous accounts to track transactions is great for data, but comes at the cost of time and effort.

Looking for help getting your business ready for a successful 2022? We here at CSAW Associates have a wealth of experience helping new owners get their books set for success as well as helping veteran owners get their books back on track. If you're interested in learning more about how you can set your books up for success or have any other bookkeeping, payroll, or benefit services questions don't hesitate to reach out to us at **608-779-2143** or by email at [couleebookkeeping@gmail.com](mailto:couleebookkeeping@gmail.com).

We love meeting new business owners and working with them to grow their business!



**CSAW Associates**  
**Christine Metcalf**

**Here's an example of a POS sales items tying to financial accounts in the COA:**

Point of Sales	Chart of Accounts	Reporting
25 Pack Stickers	Retail Sales	Income
Sunglasses		
Insect Repellant		
Pizza	Food Sales	
Cheese Curds		
Burger		
Tent Site	Overnight Camping	
Pull through site		
Tent Site - Water		

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**CSAW Associates, LLC**  
Coulee Region Bookkeeping and Tax



# Keepin' it Legal

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

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

## READY FOR THE SEASON

Respectfully Submitted by Mark B Hazelbaker, WACO Legal Counsel

**A**s the season approaches, Hotline questions are coming in. Here are some of the questions I've answered lately.

### CLEARING OUT ABANDONED CAMPING UNITS

One of our most common questions – how do we remove a camping unit? Let's start by going over a few basics:

1. The campground's land belongs to you, the campground.
2. The camping unit is the property of the camping guest. There may be a lien from a bank or finance company against the camping unit.
3. You, the campground, gave permission to the camping guest to bring the trailer on to your property. The limits of that permission should be defined in your seasonal agreement.
4. Your response is determined by the wording of the seasonal agreement.

#### **HERE'S WHAT THE WACO MODEL SEASONAL AGREEMENT FOR 2022 SAYS:**

##### REMOVAL OF CAMPING UNITS AND PERSONAL PROPERTY

A. Upon the expiration of this CONTRACT, or whenever a CAMPER is notified that that CONTRACT has been terminated by the CAMPGROUND, the CAMPER shall arrange for REMOVAL of the CAMPING UNIT and all CAMPSITE property within thirty (30) days of the expiration or termination date.

Explanation: Once the seasonal agreement expires, the camping unit is no longer authorized to be on the campsite. Once you have given the camper notice to remove from the campground, the camper is no longer authorized. The Camper is required to remove the camping unit within 30 days.

B. In the event that the CAMPER fails to remove the CAMPING UNIT or other personal property by the termination or expiration date, the CAMPGROUND shall give the CAMPER notice that the CAMPGROUND will dispose of the CAMPING UNIT in a commercially reasonable manner at the discretion of the CAMPGROUND. The CAMPGROUND's disposition of the CAMPING UNIT shall be final. CAMPER shall have no recourse against CAMPGROUND or right to receive the proceeds from any sale of the CAMPING UNIT.

**EXPLANATION:** if the Camper does not remove the camping unit, then you deliver them a notice (which is on the WACO website) informing them that the campground will dispose of the camping unit.







C. If a CAMPING UNIT is not timely removed, or a CAMPSITE is not completely cleared of personal property, the CAMPGROUND may charge the CAMPERS fifty dollars (\$50) per day for storage. In addition, CAMPERS shall be liable for all expenses incurred by CAMPGROUND in relocating the CAMPING UNIT and clearing the CAMPSITE.

**The Camper has to pay the campground a storage fee, clean-up charges and the costs of moving the camping unit.**

#### WHAT ABOUT LIENHOLDERS?

If a bank holds a lien against the camping unit, send them a copy of the notices you send to the camper. The lien gives the bank a property right in the camping unit. It gives the bank the right to try to take possession of the camping unit. I've seen lots of different responses from banks. Some ignore repeated requests that the bank take possession of the camping unit. One campground grew so frustrated with the matter that they towed the camper to the bank and left it in their parking lot. The bank was not happy, but they had ignored repeated letters, including letters from yours truly.

**My advice is: find someone at the bank who will take your call and keep calling them.** After an initial email, don't keep emailing – call them. The goal is to get the bank either to release the lien and allow you to dispose of the camping unit or take it off your hands. If they don't respond after trying at least three times to contact them over a two-week period, send them the abandonment of lien letter I have written which is on the WACO website in the members only section!

#### WHAT TO DO WITH A CAMPING UNIT?

1. Move it to open up the campsite. And then, dispose of it.

2. When you move a camping unit, make sure you protect yourself by taking pictures inside and out. Ideally, make a video of the unit being moving so you can show the towing company handled it carefully.
3. I recommend getting inside the unit and securing loose property. I've been asked if that is a breach of privacy. If the trailer has been abandoned, the owner has little expectation of privacy left. And, the need to assure that the personal property has been secured outweighs any privacy issues.
4. If you can move the trailer once, that's ideal. But, if you have to move it to a storage area so you can open up the campsite, that may be the best solution.
5. Dispose of it on the best possible terms. The circumstances of each case will be different. I've heard of situations where a very-old camping trailer has been allowed to sit unused for years, after which it may have little value. I've also heard of nearly new trailers being abandoned
6. The Wisconsin Division of Motor Vehicles has urged campgrounds to obtain title to abandoned trailers using the salvage title process. That involves filling out Form 2881. You can find that form at <https://wisconsindot.gov/Documents/formdocs/mv2881.pdf>

**Please share your experiences with me. It will help me give better advice to our campgrounds if you share your experiences with me. I'd like to be able to pass on what works and what did not.**

**MORE LEGAL ON P. 12!**



# Keepin' it Legal Cont'd

true of many other business transactions. Refunds are the exception, not the rule.

So, as I regularly say, “stand your ground.” No refunds.

## REFUNDS: THE ETERNAL QUESTION

Many, many times each season, the same question comes in: Don't I get a refund? The person asking the question is usually being removed from the campground for having started a fight or otherwise caused problems. Immediately after being told, they are out, they respond by noting that “there are 74 out of 180 camping days left so I want a refund of the unused camping fees.”

Every model agreement I have written indicates there is NO REFUND if a camper leaves before the end of the season, voluntarily or not. Many campers get irate about that. Your response should be – “you signed an agreement agreeing there would be no refund.” Their retort will likely be – “well, I had no choice in that.” Your second and final response is: “that's true, and that's what the contract is. When will you be moving your trailer?”

Campground owners call me about refunds fairly frequently. Sometimes, there's concern that the “no refund” policy seems harsh. Owners also ask whether they can give a refund as an incentive to get a troublesome camper out immediately without setting a precedent.

Every campground is free to set its policies as it sees fit. But denying refunds serves some important purposes. First, it helps to compensate the campground for many other situations where you won't get paid, such as the camper who does not renew and does not remove their unit. Second, the knowledge that they will lose their seasonal fees is a small incentive to behave. Finally, it is also the way the world works. If you go in to watch a movie, you can't ask for a refund if you decide 30 minutes into it that you don't like it. The same is

## WHAT ISN'T ON PAPER WILL HURT YOU

Written agreements are there for failures, not for successes. If you hire a drywaller and they do a great job, a handshake would have been enough. But, if the result is sloppy or crooked, you need something to fall back on.

The Hotline has received many calls from campgrounds dissatisfied with vendors of all kinds. Some of the problems have had to do with poor service. The contractor does not appear when promised, or does not complete the project, or provides inferior workmanship. Or, the contractor takes a deposit and then does not perform at all.



Everyone who has worked with contractors has seen “Proposal” documents. Most of those derive from print shop forms. They're about as effective and useful as you would expect. I've stopped being surprised by how little protection those documents provide to owners.

Any agreement should describe what will be provided with specificity. It should set a firm price, a definite date for completion or delivery, and an agreed-upon response if things don't work out. Before you send hard-earned money out the door, make sure you've protected yourself. You're always welcome to send proposed contracts to me for review.

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# IS THERE A SEASONAL EXCEPTION FOR UNEMPLOYMENT COMPENSATION?

Wisconsin allows a very narrow exception from unemployment compensation coverage for “seasonal” employees. You can apply for a seasonal employer designation if you pay 75 percent or more of your payroll in two calendar quarters. However, your account might still be charged for UC benefits if the employee works more than 90 days for you. The 90-day period includes all days between hire and layoff, whether the employee works or not. Since 90 days does not cover a typical camping season, the exception is not that useful.

Many seasonal employees do not collect unemployment compensation because they return to school after the season, and are not available for full time work. In order to get benefits, you have to be available for full time work.



**Mark Hazelbaker, SC  
WACO Attorney**

608-525-2326

[wacolegal@gmail.com](mailto:wacolegal@gmail.com)

## WACO MEMBERS MAKE A DIFFERENCE!

GBF presented \$20K to St. Jude's for the upcoming Dick Hiley St. Jude's Bass Classic. Champions Riverside Resort hosted a local team, Paul Kabus and Tim Pfeffer as they raised funds in conjunction for the charity event. When your campground hosts events for GBF, these are the kinds of things they can inspire! Happy fundraising this season to all our WACO members!



# Is Providing a Site for a Worker a Taxable Transaction?

*Respectfully submitted by Holly Hoffman*

**Providing workers with a campsite to live onsite during the season is a great solution and a fun perk for employees. However, it may be a sales tax issue for you.**

Let me start by explaining what the definition of "sales price" is so you understand that a sale can include many more transactions than ones where money exchanges hands. "Sales price" is defined in sec. [77.51\(15b\)\(a\), Wis. Stat.](#), as the **total amount of consideration**, including cash, credit, property, and services, for which tangible personal property, or items, property, or goods under s. 77.52 (1) (b), (c), or (d) or services are sold, licensed, leased, or rented, valued in money, whether received in money **or otherwise**...

We know that per [11.65\(1\)\(g\), Wis Adm. Code](#), the receipts from the sale or furnishing of access to campgrounds are taxable whether the fees are collected on a daily, weekly, or other basis. Therefore, if you are providing your workers campsites in exchange for any value (wages/benefits), then the sales tax owed is based on the total amount of consideration (wages/benefits) required in order to maintain the site.

In order for the site to not be considered a taxable sale, it would need to be shown that it is not tied to receiving consideration from the employee. This requires a discussion with your attorney and a further review of your specific sales tax facts to ensure that you have everything in order.

For additional questions, contact Holly Hoffman at [holly@salestaxlady.com](mailto:holly@salestaxlady.com).

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



## Contact

[Holly@SalesTaxLady.com](mailto:Holly@SalesTaxLady.com)  
**about the Sales Tax Audit  
Protection Plan for \$1,134  
for 1 Year of Sales Tax  
Audit Protection from a  
form WI Dept of Revenue  
Auditor!**





# POOL CODE UPDATE



*Respectfully submitted by Mary Ellen Bruesch MS, REHS/RS*

*Environmental Health Technical Specialist-Public Pools and Water Attractions*

*Division of Food and Recreational Safety, WI DATCP*

A recent development relating to the regulation of residential pools, whirlpools, and hot tubs at tourist rooming houses (TRH) is provided from DATCP below!

**To tourist rooming house operators:** On April 26, 2022, the Joint Committee for Review of Administrative Rules (JCRAR) suspended the phrase “a tourist rooming house” from Wis. Admin. Code § ATPC 76.02(1)(a), relating to the applicability of ch. ATPC 76, and moved to introduce senate and assembly bills to remove pools, whirlpools and hot tubs that are located at TRHs from DATCP’s statutory authority. Below is the portion of ch. ATPC 76 impacted by this legislative committee action.

## **ATCP 76.02 Applicability.**

(1) This chapter applies to the operation of public pools and water attractions.

(a) A pool or water attraction is a public pool or water attraction if it is installed in a “place of employment,” as defined in s. 101.01 (11), Stats., or in a “public building,” as defined in s. 101.01 (12), Stats., or if it serves or is installed for use by the state, a political subdivision of the state, a motel, a hotel, a tourist rooming house, a bed and breakfast establishment, a resort, a camp, a campground, a club, an association, a housing development, such as an apartment complex, condominium complex, or housing complex having a homeowners’ association, a school, a religious, charitable or youth organization, or an educational or rehabilitative facility. Prior to this suspension, DATCP treated pools offered at TRHs as public pools subject to chs. ATPC 76 and SPS 390. Based on the JCRAR action, a pool, whirlpool, or hot tub at a TRH is longer included in the definition of a public pool. Suspension of the section of rule went into effect immediately. During the next legislative session, likely in January 2023, the legislature is expected to consider the bills proposed in the April 26, 2022, hearing and whether to remove DATCP’s statutory authority to regulate pools at TRHs. If the legislation passes, the suspension would permanently remove “a tourist rooming house” from ch. ATPC 76.

Going forward pools, whirlpools or hot tubs offered at TRHs are not under the regulatory jurisdiction of DATCP or its agents. There is no longer a need for TRH owners to offer their pools, whirlpools, or hot tubs via a separate agreement from the lodging rental.

**Q** Does this mean that I can now open my TRH pool, whirlpool or hot tub to public usage without meeting the public pool regulatory requirements?

**A** Yes, your guests can use the TRH pool, whirlpool or hot tub as currently designed.



**Q** Does my TRH pool, whirlpool or hot tub have to be locked, fenced or gated?

**A** No, with the JCRAR action your pool, whirlpool or hot tub is no longer held to these standards. However, we encourage you to review local zoning requirements as some municipalities may require fencing or gating.

**Additional information: If you would like additional information we encourage you to view the DATCP Website at DATCP Home Public Swimming Pools!** <https://lnks.gd/I/eyJhbGciOiJIUzI1NiJ9.eyJidWxsZXRpbl9saWV-5rX2lkljoxMDIsInVyaSI6ImJwMjpbGljaylslmJ1bGxldGluX2lkljoiMjAyMjA1MTcuNTgwNDgwNTEiLCJ1cmwiOiJodHRwczovL2Rh-dGNwLndpLmdvdj9QYWdlcy9Qcm9ncmFtc19TZXJ2aWwNlcy9XYXRlcjIyY3JlYXRpb24uYXNweCJ9.NrjXTapymDTmy-hQUO6M7OM-nECQ-US976pXTQv5qD7Q/s/570556056/br/131449998754-l>

# It's Halloween (planning) Season for your Campground / RV Park

*Respectfully Submitted by our Sponsor, Blackhawk Bank, Stephanie Meier, SVP Marketing and Communications*

If you're not already running Halloween weekends at your campground/RV park, now is the time to consider it. You could be missing out on opportunities for reservations through the end of your season, as well as other revenue generating activities, including special events and store/food purchases. Yes, Halloween weekends take some planning, but families LOVE them as a safer alternative to traditional trick or treating.

We've pulled together some planning Tricks and Treats from experienced campground owner so that you can start planning your own Halloween weekend. The sooner you begin your planning, the easier it will be to execute, and the faster you can open up dates to accept additional reservations!

## GENERAL HALLOWEEN WEEKEND ADVICE

Multiple weekends work better than a single weekend. This is not only for efficiencies in set-up and management, and also to give campers more opportunities to join.

- Start small with 2-3 weekends and grow from there
- You don't need to limit activities to October, use the last weeks of September too
- Communicate with your campers far in advance so they can fully participate with costumes, decorations, candy, etc.
- Consider up-charging or offering a discount after Labor Day

## WEEKEND THEMES

- Adult-only weekend is always a hit
- Hold a Dance Party/DJ (pro-tip: be sure to end 1 hour before quiet hours)
- Host a 5k run/walk with a charge to cover the cost of special t-shirts. Lay out run/walk path within campground and provide map for participants, and it never hurts to add a theme (ex- Pumpkin Run, Zombie Run, Ghost & Goblin Fun Run, etc.)

## TRICK OR TREATING

- Consider limiting trick or treat times. Too long and the volume, music, and general chaos can begin to wear out its welcome (1-1/2 hours recommended)
- Release trick or treat times to guests only upon their arrival
- You could open up trick or treat activities to additional guests for \$10-15 admission, with a requirement being that they must be associated with a registered site
- Invite all campers to participate in handing out candy, and incentivize seasonal campers with a chance-to-win \$500 OFF their annual contract
- Do not allow campers to leave alcohol unattended (ex - don't leave Jell-O shots out on a table unattended)
- Ask some of your staff to dress in costume and walk among guests, while other staff are assigned to security duty



## KIDS ACTIVITIES

- Sell plain pumpkins for an “On Your Own Carving” activity or host a contest for Best Jack-o-Lantern
- This was one of my favorite ideas from experienced campground owners: Grow Your Own Overnight Pumpkin. Provide kids with pumpkin seed packets and plant seeds in designated area with a labeled popsicle stick of child’s name; staff place (pre-purchased/grower delivered) pumpkins that evening. Charge of \$5, which could include a hayride or ‘pumpkin walk’ to pick up the pumpkins that ‘grew overnight’
- Pumpkin Hunt for kids 6 and under. Fill small pumpkins (real or plastic) with candy and place throughout campground for kids to find, either during designated time or all weekend

## CONTESTS

- Category ideas: Best Costume (can be broken out by age), Most Scary Costume, Best Group Costume, Best Seasonal Site, Best Overnight Site, Most Creative, Pet Costume Contest
- Make sure to assign each contestant a # for judging
- Designate Judges or use Secret Judges. You could recruit a family/site, a group of Seasonal Sites, or consider sharing photos of contestants on social media and ask for votes in the comments section -OR- for a wider reach, have contestants submit their own pictures to your social media in the comments of a pinned post with their contestant # clearly visible
- Prize Ideas: \$20 gift certificate to store, VISA gift cards, free golf cart rental for a weekend, ice cream gift certificate, pizza delivery, etc.

**HAUNTED TRAIL/BARN** – not recommended if you’re just getting started with Halloween weekends

- Borrow or invest in some props, keeping in mind that there is a high likelihood of these props getting damaged
- Calculate cost in staff, supplies, etc. and charge accordingly (\$5/person)
- Designate area and limit guest access, do not

try to do whole campground

- Instruct staff to not touch guests, and keep their distance from easily startled/jumpy campers as they could react with punches, kicks, etc.
- Open up to public if it makes sense for your park:
  - \* Volunteers from schools/teams could split 50/50 of profits or receive x% of profits back to their team
  - \* Be sure to screen individual volunteers or know/trust them personally, even offering 50% off on weekend camping as incentive
  - \* Consider sharing your activity on social media or community events calendars

Finally, Halloween weekends are a great way for your guests to create friend and family memories, while associating those good feelings with your brand. The kids dressing in costumes today could very likely be future campers that bring their own kids back to your park for years to come!

### **BLACKHAWK BANK IS HERE FOR YOU**

*Park owners work hard to ensure that folks have an amazing camping experience, which is why finding the right banking partner who will work just as hard is crucial in the success of your campground.*

*At Blackhawk Bank, we are just as invested in creating a memorable camping experience as you are. Owning and operating a campground is a team effort, and our experienced bankers know what it takes to set your campground and RV park up for successful seasons to come. Contact us today to learn more. Member FDIC*



**Stephanie Meier,**  
SVP Marketing and  
Communications





# Top 5 Tips to Increase Bookings at Your Campground

*Respectfully Submitted by Ashleigh Barnes of Newbook, a proud WACO Sponsor*

**D**id you know that there were 10.1 million first-time campers across the US in 2020? With so many campers searching for their next destination, it presents an opportunity for owners to welcome more guests to their park. Keep reading to discover 5 top tips to increase reservations at your campground this summer (and all year round).

## 1 MAKE THE MOST OF DYNAMIC PRICING

Do you use dynamic pricing at your RV Park? If not, you should be! Dynamic pricing is a responsive revenue management tool designed to drive extra revenue and increase occupancy rates. Dynamic pricing is based on a supply and demand model, which means prices are automatically adjusted based on demand, preferences, holidays, and other market factors. This allows campground owners to maximize revenue for the sites, cabins, or other accommodation types on offer!

Whereas with a static pricing model, the pricing remains the same day-to-day, which means you could potentially be missing out on additional revenue. A good PMS will offer dynamic pricing and automate it for you – little to no work required!

## 2 UPSELL & CROSS-SELL!

Looking to showcase more of what your property has to offer? Increase your revenue opportunities and give your guests more options during the booking process. So, why should you be offering extras online?

- Creates more revenue opportunities and increases the average spend per guest.
- Offers convenience for guests by allowing them to hire equipment (such as fishing rods), reserve their activities (s'mores by the campfire), or purchase their extras (like firewood) before they arrive.
- Showcases your offering and helps your guests discover more ways to enjoy and make the most of their stay with you.

In addition to this, you can offer upgrades by sending your guests an SMS a few days prior to their stay. It's as simple as the guest texting back 'Yes,' and their booking information will be updated in your system.

## 3 LEVEL UP YOUR LISTINGS

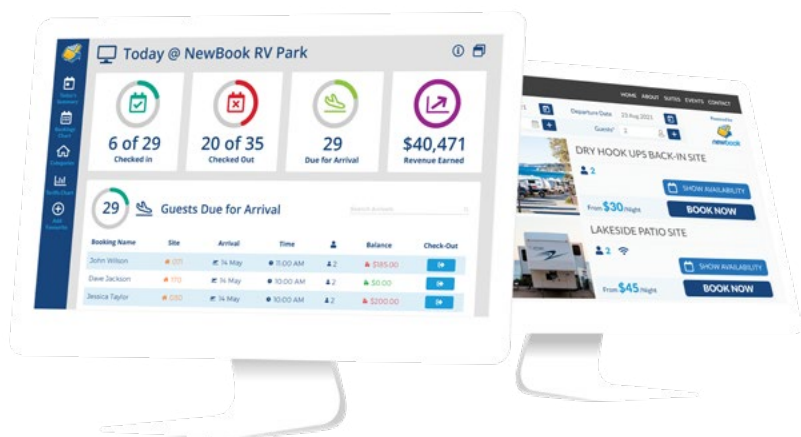
Do you list your campground on multiple online travel agents (OTAs)? It's important to make your property stand out from competitors and entice guests to stay at your park.

### HOW CAN YOU DO THIS?

- Use high-quality images that represent your property and the experiences that you offer.
- Showcase what makes your property unique! Do you offer special events for your guests? Let them know!
- Keep the information across all of your listings up to date.

**Hot Tip: 70% of consumers research their travel online – so it's important to increase your digital presence through OTA connections.**





## 4 AN INTEGRATED BOOKING ENGINE

An integrated booking engine allows guests to place bBookings directly from your website, which is customized with your own branding, rather than having to navigate to an unfamiliar page. This provides campers with a seamless, safe, and secure reservation experience!

**Hot Tip:** Also, make sure it's responsive! 86% of travelers are disappointed by their experience with Online Travel Agents while using a mobile device. If your online booking engine is optimized for mobile – guests are much more likely to book directly instead of through a third party.

## 5 OFFER FLEXIBLE PAYMENT OPTIONS

Give your guests more flexibility when it comes to payments! Limiting your available payment methods can deter customers from finalizing their reservation, or it may encourage them to book elsewhere. It's important that your customers always have the option to pay through their preferred payment method, so you should try to incorporate a variety of options. Some of the most popular payment methods are:

- Credit and Debit Cards
- Payment Plans
- ACH
- Lay-By or Deposits
- Buy Now, Pay Later
- PayPal

For more tips to increase reservations at your campground, head to [www.newbook.cloud/waco](http://www.newbook.cloud/waco) and book a time to chat with our team of campground management specialists.





# DATCP Q & A

*Respectfully submitted by ed Tuchalski, R.S.*

*Environmental Health Technical Specialist – Division of Food and Recreational Safety*

**WI DATCP**



**Q** If a campground is sold – do they operate off the sellers license until June 30th or get a new license?

**A** Wisconsin Legislature: [ATCP 79.05\(1\)\(a\)3.a.](#) would require a new license at time of sale.

For more information, please visit the WI State Legislature Admin Code at: [https://docs.legis.wisconsin.gov/code/admin\\_code/atcp/055/79/05/1/a/3/a](https://docs.legis.wisconsin.gov/code/admin_code/atcp/055/79/05/1/a/3/a)



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VP Business  
Banking

400 Broad Street  
Beloit, WI

**608.299.3471**

jwalden@  
blackhawkbank.com

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it's time to speak with  
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the campground industry.

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- Quick Approval Process
- Treasury Management & Merchant Services
- Business Transition / Succession Planning

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**Blackhawk Bank**

<https://www.blackhawkbank.com/business/financial-guidance-for-campgrounds-and-rv-parks>

800.209.2616

MEMBER FDIC EQUAL HOUSING LENDER

# ARVC AREA 3 UPDATE & NEWS



Your National ARVC is in a great place and is currently getting ready for another great Outdoor Hospitality Convention November 7-10th in Orlando! Registration and room blocks are now open and can be reserved. I hope to continue to put Wisconsin and Area 3 Members on the map and have excellent attendance.

Crazy to think May is almost over - once your park hits Memorial Day Weekend I hope you are able to wrapping up your projects and can be in maintain mode.

As I always say, if you have any questions about your National ARVC membership please do not hesitate to reach out to me! We are stronger when we all work together- being involved in National ARVC and Waco will only continue to elevate your business.

Make it a great day.

Jim Button



**Respectfully Submitted by  
Jim Button, OHE, COP  
Area 3 Director, ARVC**

## UPCOMING DATES:

**JUNE 16TH : CAMPFIRE SESSIONS: FAMILY BUSINESS  
DYNAMICS AND SUCCESSION PLANNING**

**CONVENTION DATES ARE  
NOVEMBER 7-10TH, IN ORLANDO**

# BED BUG RESOURCES

*Respectfully submitted by ed Tuchalski, R.S.  
Environmental Health Technical Specialist – Division  
of Food and Recreational Safety, WI DATCP*



Bed bugs have been a nuisance to humans for millennia. These tiny insects – similar in size, color and shape to an apple seed – require a blood meal to survive. Fortunately, their bite does not transmit any known diseases, unlike other vectors such as fleas and ticks, but it can cause an allergic reaction and subsequent infection of the bite location. Bed bug infestations can be costly to remedy due to their elusive behavior, which is why implementing surveillance and prevention procedures is important.

The Wisconsin Department of Health Services bed bug webpage has multiple links to both federal and state resources that provide in-depth detail about bed bug biology, prevention, and treatment strategies. More information can be found at [www.dhs.wisconsin.gov/disease/bed-bugs.html](http://www.dhs.wisconsin.gov/disease/bed-bugs.html).

The Illinois Department of Public Health bed bug webpage is another great resource for information on conducting an inspection, and tips for infestation prevention and treatment. This information can be found at [www.dph.illinois.gov/topics-services/environmental-health-protection/structural-pest-control/bed-bugs.html](http://www.dph.illinois.gov/topics-services/environmental-health-protection/structural-pest-control/bed-bugs.html).

If you have any questions, please contact Ted Tuchalski at [thaddeus.tuchalski@wisconsin.gov](mailto:thaddeus.tuchalski@wisconsin.gov).



## AccessParks





## UPDATE YOUR EVENTS ON TRAVEL WI TODAY!

Each year, Travel Wisconsin engages with millions of travelers eager to plan vacations, day trips, and travel in/out of our great state! “In fact, event content is consistently a top driver of traffic to TravelWisconsin.com, generating more than 5 million page views in 2019, Wisconsin tourism’s record-setting year,” says Andrew Nussenbaum.

Make sure you’re getting in front of these folks by submitting your listing on TravelWisconsin.com. There’s no cost to be included, so submit your listings today!

### REMINDERS FROM TRAVEL WI:

- All events listed must be open to the general public and actively marketed to audiences statewide or beyond.
- Listings are not limited to summer events – you can submit events for any season at any time. Learn more about the full listing criteria [here](#).
- In addition to their summer campaign, Travel Wisconsin will be running an events campaign beginning May 31, driving traffic to our events landing page through digital and social media advertising – all the more reason to get your festivals and events updated in the Travel Wisconsin database as soon as possible!
- They are also bringing back the popular “Fest or Fiction” game where travelers must identify whether a festival name is fictitious or is, in fact, an actual Wisconsin festival – and when to mark their calendars to check it out, what a fun and engaging game to help travelers discover something unexpected!

If you didn't get a chance to update your listing and event information at Convention, be sure to send it in to [tina@seversonandassociates.com](mailto:tina@seversonandassociates.com) so we can help spread the word about your upcoming events!

# WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - **APRIL 2022**

Page Summary Last 28 days

Export Data

Results from Apr 1, 2022 - Apr 28, 2022

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid

## Actions on Page

April 1 - April 28



We have insufficient data to show for the selected time period.

## Page Views

April 1 - April 28

212

Total Page Views ▲4%



## Page Likes

April 1 - April 28

42

Page Likes ▲24%



## Post Reach

April 1 - April 28

8,402

People Reached ▲213%



## Story Reach

April 1 - April 28

Get Story Insights

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

Learn more

## Recommendations

April 1 - April 28



We have insufficient data to show for the selected time period.

## Post Engagement

April 1 - April 28

666

Post engagement ▲405%



## Videos

April 1 - April 28

20

3-Second Video Views ▼33%



## Page Followers

April 1 - April 28

50

Page Followers ▲35%



## APRIL INSIGHTS:

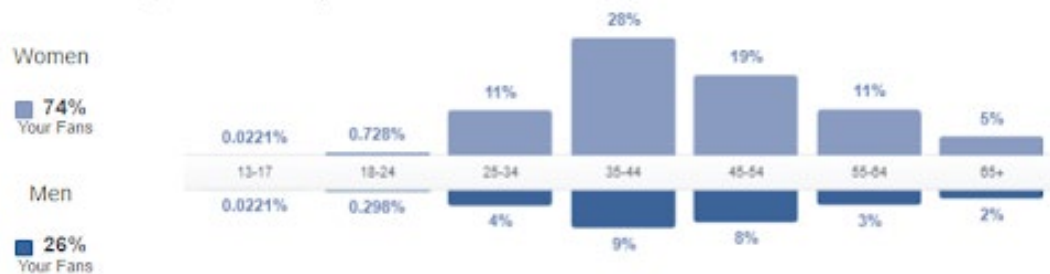
**Total current likes: 9,095**  
**(+40 from March)**

**Total current followers: 9,596**  
**(+49 from March)**

# WISCONSIN CAMPERS SOCIAL MEDIA

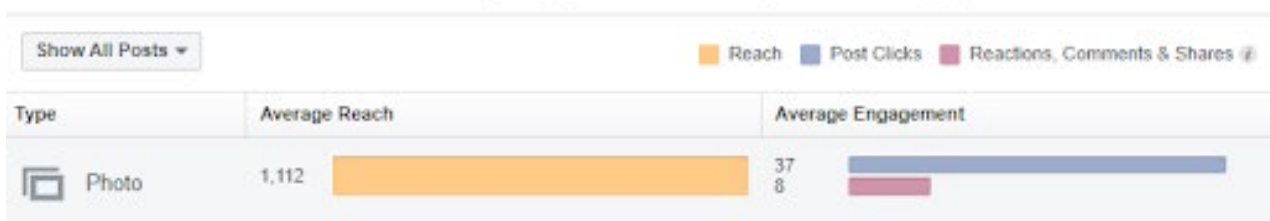
Social Media Insights - **APRIL 2022**

## Top Facebook Posts



## Summary of Page Fans

The success of different post types based on average reach and engagement.



## Success By Post



**15000**  
Lakes



**300**  
Campgrounds



**92**  
Days of Summer



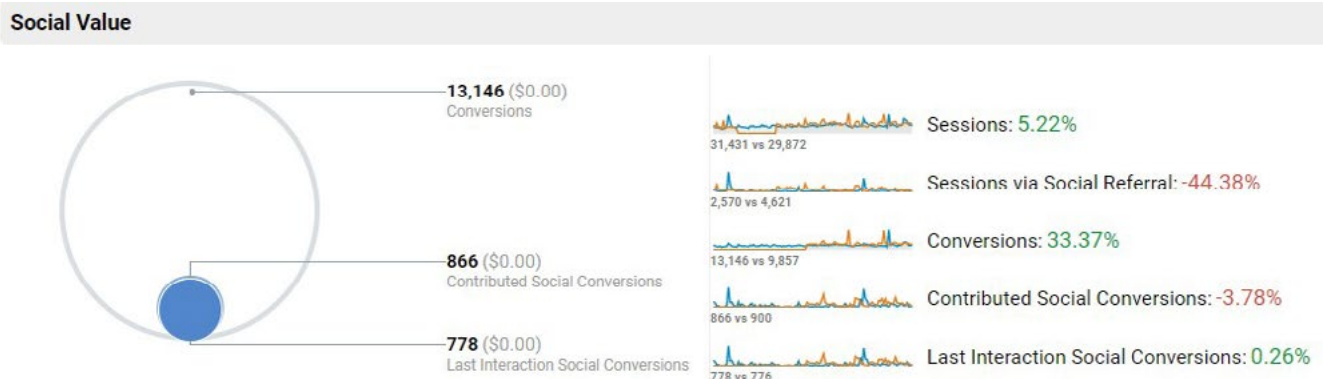
**1**  
Wisconsin

## SOCIAL RELATIONSHIP & EMAIL STATS

### Jan-Apr 2022 YTD Social Media Referrals to our Website

Social Network	Sessions	% Sessions
1. Facebook		
Jan 1, 2022 - Apr 30, 2022	2,554	99.38%
Jan 1, 2021 - Apr 30, 2021	4,609	99.74%
% Change	-44.59%	-0.36%
2. Instagram		
Jan 1, 2022 - Apr 30, 2022	7	0.27%
Jan 1, 2021 - Apr 30, 2021	0	0.00%
% Change	100.00%	100.00%

### Jan-Apr 2022 Compared to Jan-Apr 2021



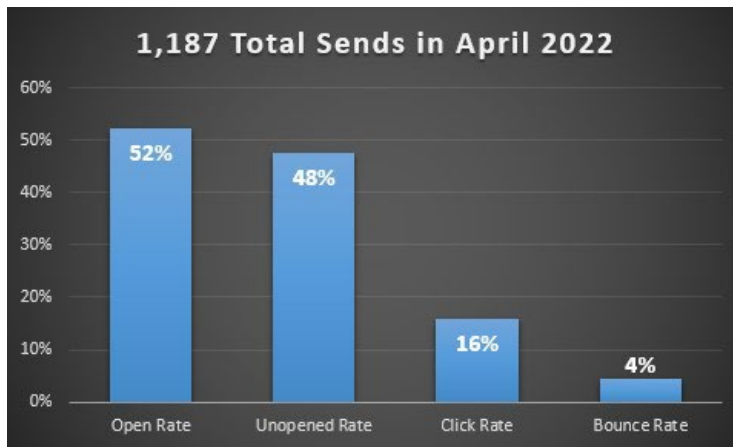
**Royalle R.V.**  
8025 ISHERWOOD RD.  
BANCROFT, WI 54921  
715-335-6860  
Central Wisconsin's Park Model Authority

**Campgrounds4Sale.com**  
MINNESOTA WISCONSIN

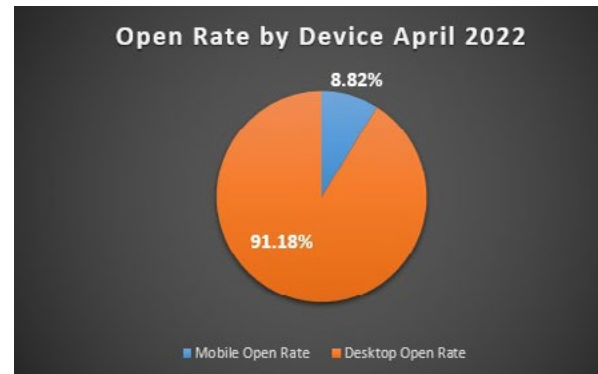




### April 2022 Email Stats

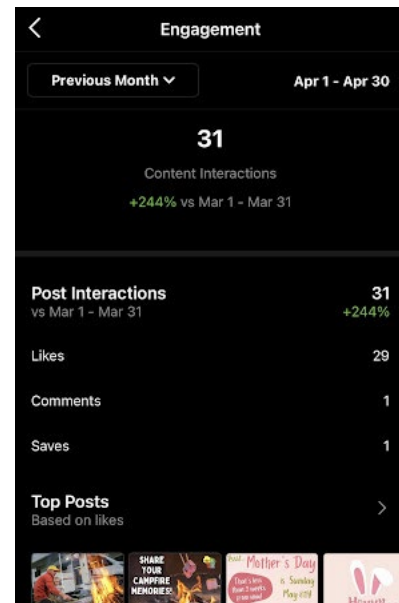
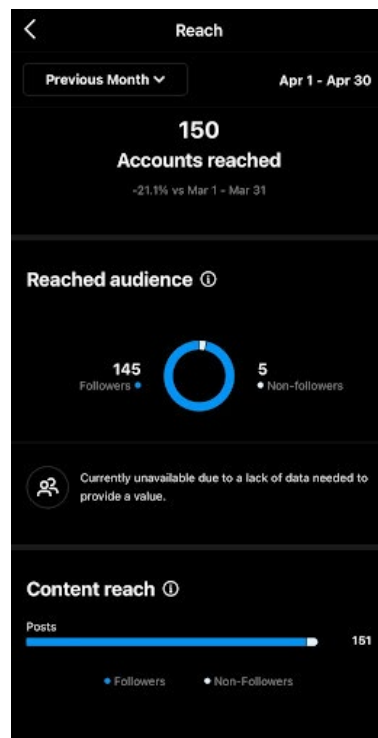
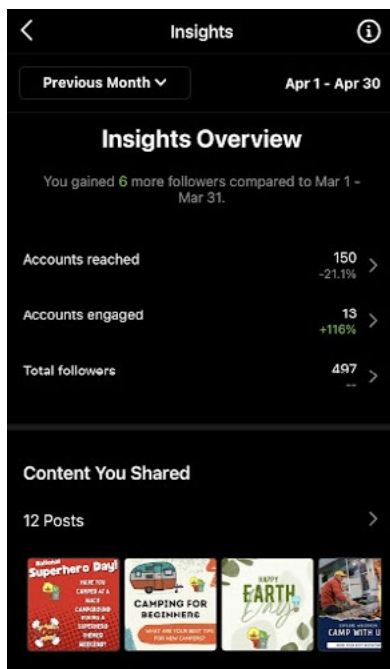


### April 2022 Open by Device



### Top Emails by Open Rate for APRIL 2022

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
Content Submission Request	200	115	60.80%	7.90%	92.10%	7	3.70%
WACO Campgrounds - Blackhawk Eblast #2	201	108	56.20%	6.80%	93.20%	0	0.00%
Young Professionals Survey	201	105	55.00%	4.80%	95.20%	11	5.80%
Campgrounds - Campspot Eblast #1	201	105	54.70%	6.70%	93.30%	6	3.10%
April 2022 Newsletter	384	188	50.70%	17.90%	82.10%	75	20.20%



## Instagram APRIL 2022 Stats



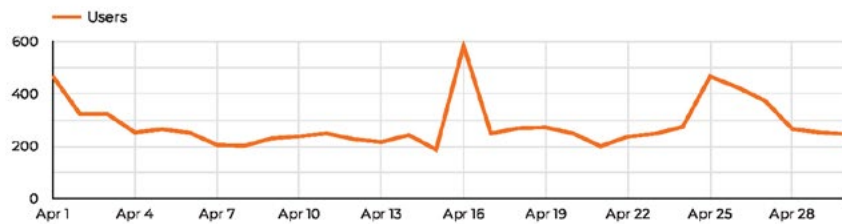
## WACO April 2022 WEBSITE ANALYTICS

Channel ▾

Device ▾

Apr 1, 2022 - Apr 30, 2022 ▾

### Your audience at a glance



Users

7,750



New Users

7,460



Number of Sessions per User

1.18



Sessions

9,163



Pageviews  
28,064



Pages / Session  
3.06



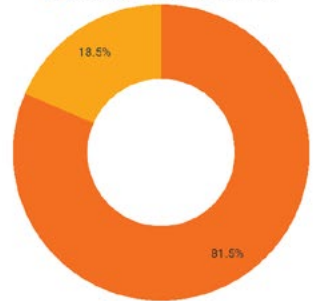
Avg. Session Duration  
00:02:53



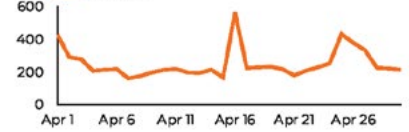
Bounce Rate  
52.53%



New Visitor Returning Visitor

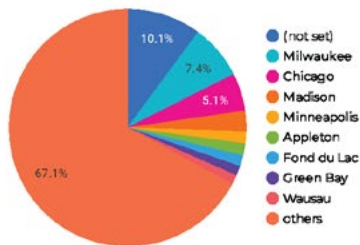


New Users



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

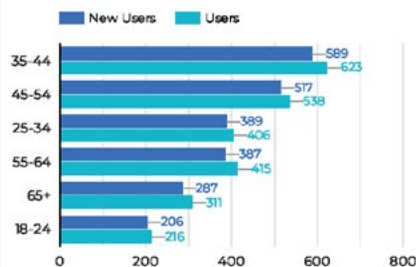
#### Cities where they log on



#### More Variety

In the month of April, we're seeing more variety of locations - most of which are in WI, but still seeing percentages of visitors to our website from IL and MN. Excited to see what these numbers will do once we move forward with the SEO optimization and various online ads.

#### Age breakdown

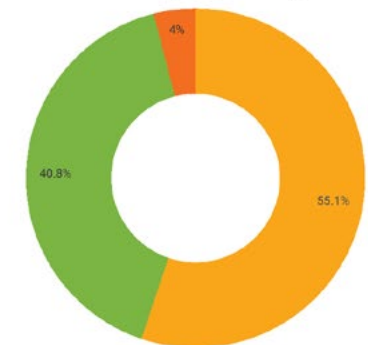


#### 35-44 Seeing Most NEW Users

In the month of April (and in the past 2 months!), the age group 35-44 is the #1 group of NEW users to the website.

They are also the largest age group of users overall.

#### What device are people using?



mobile desktop tablet

Device	Users	New Users
1. mobile	4,268	4,149
2. desktop	3,162	3,016
3. tablet	311	299

1 - 3 / 3 < >

15000

Lakes

300

Campgrounds

92

Days of Summer

1

Wisconsin

Jan-Apr 2022 YTD WEBSITE STATS

## Year to Date: January - April 2022

Jan 1, 2022 - Apr 30, 2022

Channel

Device

### Your audience at a glance

Users

New Visitor Returning Visitor

Users

24,765

New Users

24,726

Number of Sessions per User

1.27

Sessions

31,431

Pageviews

104,719

Pages / Session

3.33

Avg. Session Duration

00:03:12

Bounce Rate

51.45%

New Users

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

#### Cities where they log on

(not set)  
 Chicago  
 Milwaukee  
 Madison  
 Appleton  
 Green Bay  
 Minneapolis  
 Wausau  
 Fond du Lac  
 others

Chicago, IL, Milwaukee, WI, and Minneapolis, MN continue to make their presence known on our pie chart of "where are they searching from."

Our target markets continue to grow and as we put the DMO grant funds to use, we should see this pie split into other areas with a more noticeable concentration based on the areas we choose to target.

#### Age breakdown

New Users Users

We have a new age bracket that seems to be taking over on the website traffic if you just look at Jan-April users/new users: Most users are 35-44.

However, combined ages 18-34 make up our largest group of website visitors!

continue to use various social media platforms to make sure you're hitting all the right age groups!

Watch the newsletter for more updates on how we'll be targeting advertisers with our DMO grant funds.

#### What device are people using?

mobile desktop tablet

Device	Users	New Users
1. mobile	13,463	13,426
2. desktop	10,441	10,298
3. tablet	1,025	1,016

1 - 3/3 < >

WACO NEWS | MAY 2022 | Page 27



# RV Technical Institute Offers RV Technician Courses

Several of our guests are first-time campers and arrive with many questions about their rigs. While it's not "our job" to help them out, the expectation is there from a guest service standard, and if you can, why not?

RVIA, through their RV Technical Institute, offers an RV Technician course for \$300. You'll find the detailed breakout of the curriculum for all 240 instruction hours for Levels 1 & 2 on our Members Only section of the website at:

[https://www.wisconsincampgrounds.com/wp-content/uploads/2022/05/L1\\_L2\\_Curriculum-Outline.pdf](https://www.wisconsincampgrounds.com/wp-content/uploads/2022/05/L1_L2_Curriculum-Outline.pdf).

Registration information for the course and additional information is also in our WACO Members Only section of the website at: <https://www.wisconsincampgrounds.com/rvti-information/>





# WACO

## Member

# JUNE

## Fundraisers

Thank you to the WACO Members who have scheduled GBF fundraisers in the month of June!



**June 4**

Stoney Creek RV Resort  
Champions Riverside Resort



**June 11**

Whispering Pines | Blue Bird Campground  
Whiskey Creek Family RV | Champions Riverside Resort



**June 18**

Wilderness Campground | Grand Valley Campground  
Lake Arrowhead Campground | Buffalo Lake Campground



**June 25**

Jellystone Freemont | Rustic Woods  
Fond du Lac East/Kettle Moraine KOAA | Evergreen  
Campsites



# **BEST RESPONSE EVER!**

Vendors reach out all the time and if you're struggling with how to direct them to become a trade member, take this awesome example from Linda & Gary at Buffalo Lake Camping Resort...



**We have a supplier for the year already. We make our decision at the annual Wisconsin Owners convention.**

**Contact Wisconsin Assn of Campground Owners for more info.**

**<https://www.wisconsincampgrounds.com/contact/>**

**Linda, Gary Doudna & Staff @  
Buffalo Lake Camping Resort**





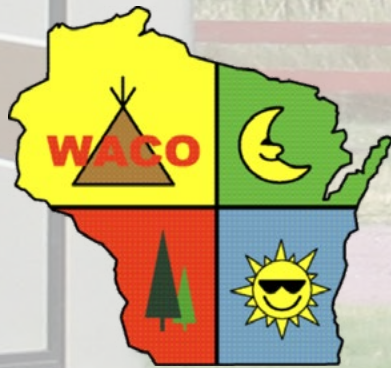
# Board of Directors

The WACO Board of Directors consists of dedicated members focused on determining the best options for your association. If you have ideas, questions, or want to get more involved, reach out to one of them or the WACO office.



 <p><b>Scott Kollock, President</b> Vista Royale Campground <a href="mailto:skollock@uniontel.net">skollock@uniontel.net</a> 715-335-6860 2021-2024 1st Term</p>	 <p><b>Bud Styer, Past President</b> Jellystone Park™ Fort Atkinson <a href="mailto:mrbud@budstyerassociates.com">mrbud@budstyerassociates.com</a> 608-592-2128 2021-2022</p>
 <p><b>Ashley Weiss-Wegner, 1st Vice President</b> Wilderness Campground <a href="mailto:awegner@wildernesscampground.com">awegner@wildernesscampground.com</a> 608-297-2002 2018-2024 2nd Term</p>	 <p><b>Peter Hagen, 2nd Vice President</b> Pride of America <a href="mailto:petehagen@camppoa.com">petehagen@camppoa.com</a> 800-236-6395 2020-2023 1st Term</p>
 <p><b>Patricia Lombardo, 3rd Vice President</b> Equity Lifestyle <a href="mailto:patricia_lombardo@equitylifestyle.com">patricia_lombardo@equitylifestyle.com</a> 312-533-7255 2022-2025 2nd Term</p>	 <p><b>Brian Huth, Treasurer</b> Camping in the Clouds <a href="mailto:Brianhuth22@yahoo.com">Brianhuth22@yahoo.com</a> 920-422-4315 2020-2023 1st Term</p>
 <p><b>Deneen Pedersen, Secretary</b> Stoney Creek RV Resort <a href="mailto:deneen@stoneycreekrvresort.com">deneen@stoneycreekrvresort.com</a> 715-597-2102 2021-2024 1st Term</p>	 <p><b>Rob Brinkmeier, Director</b> Merry Macs Campground <a href="mailto:camp@merrymacscampground.com">camp@merrymacscampground.com</a> 815-541-4934 2020-2023 1st Term</p>
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 <p><b>Kristi Mlodzik, Director</b> Duck Creek Campground <a href="mailto:camp@duckcreekcampground.com">camp@duckcreekcampground.com</a> 608-429-2425 2021-2024 1st Term</p>	 <p><b>Tiffany Pargman Director</b> Indian Trails Campground <a href="mailto:camp@indiantrailscampground.com">camp@indiantrailscampground.com</a> 608-429-3244 2022-2025 1st Term</p>
 <p><b>Mark Stefan, Director</b> Grand Valley Campground <a href="mailto:info@grandvalleycampground.com">info@grandvalleycampground.com</a> 920-394-3643 2018-2024 2nd Term</p>	 <p><b>Jim Button, 2022 ARVC Representative</b> Evergreen Campsites and Resort <a href="mailto:evergreencampsites@gmail.com">evergreencampsites@gmail.com</a> 920-622-3498</p>
 <p><b>Adam Malsack, Chair Elect – Legislative</b> Lake Arrowhead Campground <a href="mailto:adam@lakearrowheadcampground.com">adam@lakearrowheadcampground.com</a> 920-295-3000 Appointed Term 2016-2023</p>	 <p><b>Lori Severson, Executive Director</b> Severson &amp; Associates <a href="mailto:lori@seversonandassociates.com">lori@seversonandassociates.com</a> 608-792-5915</p>





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