



JUNE 2022

We've made it to June and are quickly approaching what looks to be a hot and busy 4th of July! Be sure to keep safety in mind with heat waves - stock up on your Mr. Freezies, extra water breaks for staff, and if you have a dog park, check that water often for your four-legged guests! Check out some trends for capitalizing on your ancillary income, advertising within your local market, and members helping members in the June 2022 WACO News issue!

Letter from the Executive Director
Lori Severson, Executive Director of WACO

Dear Members,

This month's letter is all about animals. I am now an official COW - meaning I can attend County Officials Workshops! I am learning a lot about how our counties work. If you have a person in your county on the board, I encourage you to get to know them now! It's challenging for me to get involved in politics in general, given my personality, but I am giving it a go! A statute governs the county association, so it differs from other associations. In Wisconsin, 71 of the 72 counties choose to belong to the association. I'm sure to learn a lot about our legislators and look forward to attending the convention, where I hope to network with other members of various county boards. These folks are important to you when you need help with zoning, expanding, and operating your business. I aim to learn more about the counties and be a better resource for our members, as one of the biggest threats identified when we went through strategic planning related to zoning and government. Did you know your county executive has veto authority and may veto ordinances and resolutions? The county executive has broader veto authority than the Governor, and the county board can override the veto with a 2/3 vote.



inside...

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Animal lesson #1 – you must eat grass if you want to produce! This particular strategy also fits with CATS – “there is more than one way to skin “...well you know the rest! We can use these same lessons when running our businesses. Sometimes our customers can be demanding, and getting them to see and understand the business side of camping is an education process. We need to help our campers understand that there are many ways to camp and great campgrounds to see. Sometimes – especially with our seasonals, they must understand their way of camping and our way of doing business need to match. They may need to “seek greener grass” if it’s not a good match. Saying this in the best way can be difficult.

Many times, it’s easy to be a DON-KEY because we are the boss, we own the business, and we can say whatever we want.



Unfortunately, we often recognize the Donkey approach isn’t always the best. We must remember that when we talk to people like Donkey’s, they tell their carrier PIGEON friends, and before you know it, you have all kinds of Facebook frenzy. Remember, it’s not what you say, how you say it.

Every customer is looking for something different. Some need that PUPPY DOG face that lets them know you understand what it’s like to ride in a car with your family and spouse for 3 hours only to have something go wrong on the other end of the trip! Sometimes we need to be a LEACH and suck it up—other times, especially when there is a safety issue, we need to come across as that TIGER. Especially in today’s world, we all need the LAMB’S calm demeanor. Remember, we don’t always know what’s happening in each other’s lives.

Whether these people are employees or customers, we set



the tone for the energy that makes up our business. **TO REDUCE YOUR STRESS, TRY THESE IDEAS:**

- Be in the moment. Try to find the positive in every interaction. Did you learn something about people or yourself?
- Focus on the here and now. Try focusing on what’s happening today versus everything you need to do tomorrow.
- What are you thankful for? We are all very blessed in our industry. Remind yourself about things going right: People working hard, customers who are grateful for your or your campground, that the sun is shining - big or small - all the positives matter. This list is essential to reflect on every day! It’s easy to focus on employees who need improvement and customers who seem to do nothing but complain.

- Take a minute and a breath. Taking a breath can help you focus and be graceful under pressure. Give yourself that 15 minutes to be a SWAN.



- If you can’t sleep because your mind is too busy, keep a paper and pen next to the bed to write down your thoughts and get the rest your body needs.
- It’s healthy to talk to people who are doing the same thing you are! It’s okay to vent for a minute as long as you don’t let the moment own you! Our members-only Facebook has loads of industry questions but allows us to vent from time to time.
- Physical laughter is critical to reducing stress! Even a big old smile like an ORANGUTAN forces your brain to get off high alert.



- Try the TikTok RABBIT hole to watch different comedy skits or determine what makes you laugh. Teach others to laugh, and you get a double dose!
- Momma used to take ashwagandha, an herbal supplement, to help keep her calm. I say when all else fails, try some form of drug, lol!



Whatever it takes to make your personality handle those long days, short customers, and ongoing employee issues, find it and use it!

I hope this corny article has you lightening up and recognizing the beauty of the animal world! Have a great month! See you soon!

Sincerely,

Lori Severson

Executive Director, Wisconsin Association of Campground Owners

From the Office of the President

Scott Kollock, WACO Board President



Dear Members,

It looks, feels, and sounds like we're all busy this season. The WACO team is getting things rolling as well! We are working on some critical issues, so please don't hesitate to call, email, or Facebook us your ideas. The strategic plan calls for us to look at ways to improve our communication even more. We are continuously looking at ways to do this. We understand each of you communicates in a multitude of ways. Even with communication methods looking bigger and better than ever, I know that a response or thought could still be overlooked in today's world. If you ever feel that way, please don't hesitate to pick up the phone and call Lori or me.

The WACO office is working on communicating with our members and getting to know the new members. Our membership is growing, which is fantastic. It's great to see people learning and understanding the importance of WACO and ARVC. Lori will be traveling to a strategic session ARVC

is working on in Denver to learn more about how we can work together better to create unity in the industry. She has been working with RVIA on this same subject, and this is the next step in that process.

At any point, if there is a benefit you want to learn more about or need more information on, just let the office know. Here are some things to keep in mind:

- When making oriental trading purchases, be sure to use the 20% discount we get on all Fun Express merchandise.
- Use the forms section on the website and the newsletter. If we are missing a document you'd like to see, don't hesitate to request it! There is a ton of great information there. Whether you need a waiver, a seasonal agreement, a letter to a seasonal, or a non-renewal letter, having the words together for you is a great benefit.

- Legal hotline. If you have a question about a legal issue, we may have seen it before. Mark Hazelbaker is an excellent resource for asking a quick question and getting the correct answer in a hurry.
- Our new Facebook page is a great way to market your special event. For just \$100 bucks, you can get your event out in front of campers.
- If you have some available space, Sarah Krause put together an excellent Google doc that allows campers to see who has availability quickly.
- If you are booking bands, remember ARVC has music licenses.
- WACO offers you 25% off Swank a movie license.

One thing is sure about our industry - its full of knowledge and people willing to share it. The more you can learn about the industry, the better for sure. If you have a question, ask! There is never a stupid question or a reason not to talk about something that is bothering you or doesn't seem right. If you have a question, maybe others do too. As always, 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 and a successful start to the 2022 season!

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

Members Helping Members



As our WACO Board President, Scott doesn't just talk the talk. He also walks the walk! When he mentions being here for the membership, he means it. Evergreen Campsites and Resort, unfortunately, experienced a terrible storm rip through their neighborhood earlier this month. Knowing the weekend was quickly approaching and how we're all swamped and full of campers every weekend - Scott and his crew from Vista Royale, along with other community partners, came to their aid!

Images here are from their Facebook page! ***"A big shoutout to Vista Royale Campground for dropping everything to help clean up the resort from yesterday's storm! Scott, you're the best!" ~ Everyone from Evergreen Campsites & Resort***

COFFEE PLEASE



Respectfully Submitted by the WACO Office

Coffee and camping. The two words have gone hand in hand for generations. However, few of our guests make their brew over the campfire in a trusty enamel coffee pot. Coffee and tea trends are generally interesting (if you're a coffee buff or just like stats) but especially important to business owners where coffee is a staple item. Check out some of the rising 2022 Coffee/Tea trends in the U.S. from [LinchpinSeo.com](https://linchpinseo.com) from their March 2022 update.

1. **COFFEE SHOP POPULARITY** – According to myfriendcoffee.com, about 60 percent of U.S. coffee drinkers visit a chain coffee shop at least once a month.
2. **DRIVE-THROUGHS REMAIN IMMENSELY POPULAR** – Statistics show that 50 percent of Americans get their coffee from drive-through operations.
3. **MILLENNIAL TEA DRINKING STATS** – Tea continues to gain market share in surprising areas. For example, according to foodtruckempire.com, about half of U.K. & U.S. tea brands are purchased by millennials in the 24- to 35-year-old demographic group.
4. **TEA INDUSTRY STATS** – The tea industry generates \$52.1 billion annually, and the revenue is predicted to grow to \$81.6 billion by 2026.
5. **EVEN YOUNGER TEA DRINKERS ARE ON THE BANDWAGON** – Generation Z has helped to fuel the demand for sparkling bottled iced tea beverages like Lipton Sparkling Tea, Sound Sparkling Tea, Kombucha Wonder Drink Sparkling Fermented Tea, and many other brands.
6. **TEA MARKET TYPES** – There are many varieties of tea, such as black, Oolong, green, herbal, and fruit teas, but black tea is the most popular because of its antispasmodic, antiviral, and antiallergenic properties. Increased demand for green tea is attributed to its health benefits, which include better cardiovascular health and weight loss.
7. **DAILY COFFEE CONSUMPTION** – According to brandongaille.com, the average daily consumption of coffee is 3.1 cups.
8. **DEMAND FOR SPECIALTY COFFEE BEVERAGES** – More than half of all coffee consumption in the United States includes specialty beverages like espresso, cappuccino, iced/cold coffee, and lattes at premium prices.



If "60 percent of U.S. coffee drinkers visit a chain coffee shop at least once a month," that means they will want...maybe even NEED...coffee while camping with you. What do you have to offer? Complimentary is kind and a sweet touch to your office, but if you have a store, snack shack, or concessions stand, offer it up for additional revenue! And, of course, keep this breakfast standard on the menu at your bar/restaurant.

**CONTINUE
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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.

June is here and WACO members are in full swing with their 2022 camping seasons. Now that your year is fully underway, it's a good time to assess your labor needs and decide if you might need a change.



Ask yourself, are you able to handle all the day-to-day tasks that keep your guests coming back to visit? Are you spending as much time with family and friends as you need or want? What does your current budget look like? Many of our members are proud owner-operators who handle all aspects of their park year in and year out. Sometimes though, as your business grows and expands, or you add more services or features, or as age starts catching up with you, you realize that it might be time to look at getting a helping hand.

For some, the prospect of adding payroll can seem like a daunting prospect. Navigating the rules and requirements to run payroll can be a confusing challenge. Fortunately, your friends here at CSAW Associates have the knowledge and experience to help get you up and running! Today, we are going to go over the preparations you will need in order to get your payroll setup and operational.

WITHHOLDING IDS

1. Federal Withholding ID – This one is straightforward. It's the EIN you received when you registered your company.

2. State withholding – In Wisconsin, this is issued from the DOR and can be obtained as part of your Business Tax Registration when you obtain your Sales and Use Tax ID #.

3. Unemployment Insurance (UI) – This is where things get a bit more complicated. To obtain a WI UI ID you first must determine your Coverage Liability. Specifically:

- You paid wages of \$1,500 or more in a quarter in any calendar year or;
- You employed one or more individuals in employment for some part of a day in 20 or more weeks in any calendar year. The weeks need not be consecutive and part-time employees must be included in the employee count or;
- You have no liability by law, but you voluntarily elected to become a covered employer (with the department's approval).

As you can see, for most employers you must start payroll, and then meet or exceed the \$1,500 limit. At which point you may then complete a new employer registration form on-line at dwd.wisconsin.gov/uitax.



FINANCIAL FORTE



PICKING A PAYROLL PROCESSING SOLUTION

1. Software Solutions – There are many programs that will help process payroll for your company. When choosing a software solution look for these features:
 - Ease of use and integration with your bookkeeping software
 - Cost
 - Direct Deposit availability and deadlines to process
 - iTax reporting, filing, and payment processing

We generally recommend using QuickBooks for both bookkeeping and payroll solution for our clients. QuickBooks payroll integrates automatically with your books and handles the necessary entries. Additionally, it can automatically file any required forms as well as handle any necessary payments. Lastly, it will allow direct deposits to be processed or changed up to the day before pay day.

2. Self-processing – This is a more advanced/complicated option than using a software solution. However, it is possible to calculate out your employees' paychecks yourself and have them issued. The downside is that you will be responsible for all reporting requirements, bookkeeping entries, and making any necessary payments. Additionally, you will need to plan how to store records in the event of an audit.

NEW HIRE PAPERWORK

1. Mandatory Forms:
 - Federal W-4 - <https://www.irs.gov/pub/irs-pdf/fw4.pdf>
 - WI WT-4 - <https://www.revenue.wi.gov/TaxForms2017through2019/w-204f.pdf>
 - Form I-9 - <https://www.uscis.gov/sites/default/files/document/forms/i-9-paper-version.pdf>
2. Optional Forms:
 - Employee Information Sheet - these can take many forms, but generally have the employees contact details, hire date, and pay rate
 - Direct Deposit Authorization Form – if you will be offering direct deposit this becomes mandatory.

Still not sure you want to try to setup payroll on your own? We here at CSAW Associates have a wealth of experience helping both new and veteran owners add payroll to their business. If you're interested in learning more about setting up payroll or have any other bookkeeping or benefit services questions don't hesitate to reach out to us at 608-779-2143 or by email at couleebokkeeping@gmail.com. We love meeting new business owners and working with them to grow their business!



CSAW Associates
Christine Metcalf

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. Give the WACO office a call first to vet your question, and Lori can provide direction on the next steps.

REMINDERS FOR YOUR SEASON & YOUR REQUESTS WELCOME

Respectfully Submitted by Mark B Hazelbaker, WACO Legal Counsel

SUGGESTIONS WELCOME FOR THE 2023 SEASONAL AGREEMENT

I will be reviewing the WACO model seasonal agreement over the next few weeks. Please send me your questions or suggestions. The target date for releasing the 2023 Agreement is July 1.

NEW WACO FORM – AGREEMENT FOR SALE OF CAMPING UNITS

I just drafted and WACO has posted a new form for campgrounds to use when a camper wants to sell their unit on site. It addresses marketing, inspecting the unit, and payment of the campground's costs to assist in the sale by charging a percentage of the sale price. This document is available in the Members Only section of the WACO website, and for download purposes here: <https://www.wisconsinincampgrounds.com/wp-content/uploads/2022/06/AGREEMENT-FOR-SELLING-A-CAMPING-UNIT-00412517.docx>

If there are other form documents you think WACO should offer, please the WACO office know!

WORKAMPERS ARE EMPLOYEES FOR ALL PURPOSES

If you hire someone to work for your campground, they are your employee. It does not matter that you agree with them to compensate them, in whole or in part, by providing a camp site. Questions and comments I've heard on the WACO Hotline suggest that some campgrounds view workamper arrangements as "barter," and not an employment situation. It most certainly is employment.

Of specific note, please be aware that workampers are covered by workers compensation. All Wisconsin employers are required to have workers compensation insurance once they pass the coverage threshold. You are covered by the law if you usually have 3 or more part time employees, including family members; or,

if you pay a full or part time employee \$500 in wages in a calendar quarter. There is a third coverage test which applies to farmers, and is not relevant.

Employers actually benefit from having workers compensation insurance and coverage. Yes, it costs money. But if an employee is injured on the job, their exclusive remedy for compensation is the worker compensation benefits. Let me assure you, based on years of litigating personal injury cases, that the benefits worker compensation pays are low by comparison to what juries can award. You also gain the assistance of the worker compensation carrier in handling claims. And, they often provide safety consulting which avoids accidents.

There are stiff penalties for failing to provide worker compensation coverage. Don't go there.



A QUICK REFRESHER ON THE TYPES OF CAMPING UNITS – AND WHAT IS NOT A CAMPER

Some local officials and others are unaware of the different kinds of lodging units that are located and used at campgrounds. Here's a very brief overview.

Campgrounds host a wide range of camping options. The licensing code for campgrounds states at ATCP sec. 79.03 (6) that a camping unit is "... a structure, including a tent, camping cabin, yurt, recreational vehicle, mobile home, or manufactured home, bus, van, or pickup truck."

There is further detail required. The term "recreational vehicle" included in this definition is itself further defined. ATCP 79.03 (32) defines that term as "... a vehicle that has walls of rigid construction, does not exceed 45 feet in length, is designed to be towed upon a highway by a motor vehicle or has a motor of its own, and is equipped and used, or intended to be used, primarily for temporary or recreational human habitation. A recreational vehicle includes camping trailers, motor homes, and park models."

So – campgrounds are allowed to provide lodging to: Tents; Camping Cabins; Yurts; Camping Trailers; Motor Homes; Park Models; Mobile Homes;

Manufactured Homes; Buses; Vans; and Pickup Trucks.

There are some confusing issues. Campgrounds can have mobile homes (residential trailers built before 1976) and manufactured homes (residential trailers built to the HUD code since 1976). But – if a campground has 3 or more mobile or manufactured homes, the operator has to obtain a manufactured home community license from the state. There is also a local license. If you have a manufactured home community license, you may be able to allow people to stay in the manufactured or mobile homes year-round – but only if the zoning for your park allows it.

A recent source of confusion has arisen with "glamping tents." These are, essentially, a hybrid of cabins and tents. They have solid floors and walls, but a tent-like roof. Some of them are quite elaborate and are divided into rooms. It's my opinion that they are allowed in campgrounds; either tents or cabins are allowed. There's no reason why a cabin-tent (or if you prefer, a tent-cabin) should not be permitted.

One final comment. Park model RVs have aroused concerns with local officials throughout Wisconsin. Park model RVs are, legally, vehicles. They have vehicle titles from the

DOT. They are exempted from the Uniform Dwelling Code so long as the wheels and the towbar remain in place.

Some local officials look at park models and see miniature manufactured homes. Park models may look superficially like manufactured homes, but they are very different. Park models are not built to the HUD Code and are not suitable for permanent housing. Some officials have expressed concern that people might try to live in park models as a year-round residence. They are correct in objecting to that use. Park models are meant for seasonal camping, not as housing.

In dealing with local officials, make sure they are dealing with the right terms and classifications. In particular, resist the assertion that camping units are covered by building codes. The state's building code (the Uniform Dwelling Code) applies to structures which are intended for human habitation. Thanks to excellent work by WACO members several years ago, the State exempted park models, camping cabins and other camping units from the UDC.



**Mark Hazelbaker, SC
WACO Attorney**

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**Keepin'
it Legal
Cont'd**

"According to foodtruckempire.com, about half of U.K. & U.S. tea brands are purchased by millennials in the 24- to 35-year-old demographic," and as we all know, that's a HUGE group of growth for our industry as well. What are you doing to offer folks in this demographic options? Instead of getting overwhelmed with the variety

of tea options, start with some basics: green, black, and caffeine-free. Lemons, honey, and sugar are probably items you stock anyway that can serve as tea additions. What about a small sampler pack in your rental units if it doesn't make sense to bring in a full selection of teas at your various beverage serving locations?

According to brandongaille.com, "the average daily consumption of coffee is 3.1 cups." Geri Walter from O'Neil Creek Campground & RV Park recognized the guest's demand for a great coffee bar and wanted to get one up and running for years. Then COVID struck, so she waited until April to get things brewing. (See what we did there?)

Capitalizing on space where the campground was already offering hard scoop ice cream and alcoholic desserts, she now has a fantastic offering of lattes, espressos, and signature coffee drinks in their OCC Sips & Scoops. For

COFFEE PLEASE



Walters, adding the coffee made sense as they already had the water, plumbing, and fixtures set up in the area. "We did have to get electrical set up," says Geri as she describes the initial coffee bar setup. She explains that she "lucked out and found a refurbished Schaerer coffee machine for mixing and blending for around \$3,500." Next was choosing flavors and menu options which seemed "really overwhelming at the time, but then I found our Barista, and we quickly pulled together an offering with tasty recipes."

Geri snagged a gem of an employee - a barista with graphic design experience - who not only helped craft the menu but demonstrates exemplary customer service skills and gives the OCC Sips & Scoops that special touch. Initially, they started with primary flavors of "hazelnut, vanilla, caramel, lavender, and a variety of milk, including whole, oat, and almond. You'd be surprised how few people request skim or low-fat milk in their specialty drinks because it impacts the frothing effect." (Another great tip for anyone just starting!)



Image from OCC Sips & Scoops

SIPS		SCOOPS	
WARM UP		16 oz	24 oz
CAMP AMERICANO	3.00 4.00		
CAMP BREVE	4.50 6.25		
CAMP LATTÉ	4.25 5.50		
CAMP MACCHIATO	4.25 5.50		
CAMP MOCHA	5.00 6.25		
COOL DOWN		16 oz	24 oz
ICED CAMP AMERICANO	3.00 4.00		
ICED CAMP BREVE	4.50 6.25		
ICED CAMP LATTÉ	4.25 5.50		
ICED CAMP MACCHIATO	4.25 5.50		
ICED CAMP MOCHA	5.00 6.25		
RED BULL SPITZER	5.00		
SIGNATURE LATTES		16 oz	24 oz
COKE COOL	5.00 6.25		
COKE QUENCH	5.00 6.25		
FRANKIE'S FRIZZLE	5.00 6.25		
SMOKE	5.00 6.25		
FIRELY	5.00 6.25		
O'NEIL MILE	4.50 6.00		
SUNSHINE	5.00 6.25		
ADD-ONS			
EXTRA SHOT OF ESPRESSO	0.75		
ALMOND MILK	0.50		
HAZELNUT MILK	0.50		
COKE	0.50		
TEA	0.50		
ADD-ONS			
EXTRA SHOT OF ESPRESSO	0.75		
ALMOND MILK	0.50		
HAZELNUT MILK	0.50		
COKE	0.50		
TEA	0.50		

Menu from OCC Sips & Scoops

**CONTINUE
READING, P. 13**

Credit Card Surcharges or Other Fees Charged to Campers

Respectfully submitted by Holly Hoffman

In last month's edition, we discussed "sales price" in terms of how the definition includes sales to employees when providing housing even though cash is not exchanging hands. Today we are looking at the definition of "sales price" again to answer another question raised at the WACO convention regarding credit card surcharges and whether they are subject to Wisconsin sales tax.

"Sales price," as defined in Wisconsin Statutes section [77.51\(15b\)\(a\)3.](#), includes charges by the seller for any services necessary to complete a sale.

This means that if you are selling taxable items and you include a credit card surcharge fee, that surcharge fee is part of the taxable sales price. You must tax the surcharge fee. If you are selling nontaxable items, the credit card surcharge is not taxable (because there is no taxable sales price.)

This theory applies to other fees you impose on campers – if they are required to obtain services. For example, mandatory gratuity added to the bill.

How do you know if the fee is taxable or not if there are a mix of taxable and nontaxable sale items purchased? Great question! It depends upon what the fee relates to. Let's use the credit card fee as an example since it would relate to everything purchased. Say the customer bought various taxable and nontaxable items. You can choose to allocate tax by actual sales price or percentage. If your system cannot calculate that, you can choose to tax it 100%. This is something you would need to review and make a business decision on.

Remember, this applies to your purchases as well! When you are reviewing your purchase invoices, be sure to check that you are paying use tax properly on the additional services necessary to complete the sale. What do I mean? A common error I see is that out of state companies often do not charge tax on shipping or delivery charges! If you are purchasing a taxable item, the shipping/delivery charge to receive that taxable item is part of the taxable sales price and is also subject to sales tax. So if you were not properly charged sales tax, be sure to remit the use tax on your Sales and Use Tax Return.

For additional questions, contact Holly Hoffman at holly@salestaxlady.com.



Contact

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!**



COFFEE PLEASE



don't forget to price accordingly as a premium or upcharge drink.

Sourcing locally is something many members try to do, as it's a great way to build community partnerships and tells your local business partners you're there for them! Walters "sources their beans from a local business in EauClaire that roasts their own beans. She also carries a line of specialty syrups, and we recently bought into the 1883 line," explains Geri.

Image from OCC Sips & Scoops

Coffee and teas are a growing trend and a relatively inexpensive way to bring in ancillary income. Geri is happy to help field member questions related to your new coffee bar adventures! She's an active member on our Facebook Members only page - reach out there and help other members! Or privately connect with her at geri@oneilcreek.com.



The WACO office would like to thank Geri Walters for her insight and time spent pulling this article together. We recognize how busy everyone is and are thankful we have members willing to share the experience to ensure all share in the season's success!

Sources: <https://linchpinseo.com/trends-in-the-coffee-and-tea-industry/>; <https://brandongaille.com/23-coffee-house-industry-statistics-and-trends/>; <https://foodtruckempire.com/>.



AccessParks



How Time Can Affect Planning Success

Respectfully Submitted by our Sponsor, Blackhawk Bank

Time is the one consistent element that affects all business planning. It's also something that business owners can harness with proper planning. When harnessed properly, time can be your best planning friend. When ignored, it can turn the best intentions into a planning nightmare. Let's look at how time—and how each owner used it—affected the futures of two separate business owners in different ways.

HURRY UP AND WAIT VS. WAIT AND HURRY UP

If it weren't for their last names, you'd never know that Tim and Jim Slim were brothers. They had both built extremely successful last-mile delivery services, well-known for their exceptional service in their highly competitive region. But how they each used time to create success was as different as they were.

Tim originally founded Slim Pick-Ups as an alternative to national last-mile delivery services. From the start, Tim instilled an attitude of "hurry up and wait" across the business. He expected his employees to complete their work well ahead of schedule so that he could have time to review their processes and find more efficiencies. He took the same tack with his personal and business planning.

His younger brother Jim despised this method. Jim thrived under pressure, often holding out until the last second to make his moves. His "wait and hurry up" process worked well for him—he believed it was a big reason he had been Tim's top sales performer over the company's first 10 years.

As was Jim's wont, he eventually and suddenly quit to start a business to compete with his brother. Though Tim was surprised (and a little insulted), he wasn't rattled. He had begun training one of Jim's direct reports years before to assure that he had backups for his top performers. After just one month of flat growth, Jim's internal replacement got the sales team back on track, thanks in no small part to Tim's preparation.

As the years went by, Tim continued to plan early and often. He began creating a continuity plan many years before he decided to retire – just in case his company needed to continue without him. His family and advisors knew the precise chain of command should something ever happen to Tim, even if his family thought it was a bit morbid to plan for something like an unexpected death or disability. When other people called him tedious, Tim would hold up his index finger and say "Prudent."

Unlike Tim, Jim was spotty in his planning. In fact, he often began planning just days before an event, logging long, grueling hours making sure everything looked orderly on the surface. But Jim's strategy brought him skyrocketing growth at the outset. It also created the kind of tension he craved. He considered himself a maverick—proof that his brother's methods were inefficient and a waste of energy.

As they grew older, larger competitors approached each of them about buying their business.

When Tim was ready to talk, the process went exceedingly smoothly. In the years since Jim left, Tim had painstakingly documented his business processes, reorganized his business entities, and cleaned up his financial statements. When he

found the right buyer, in the midst of a supply chain interruption, he sold his business for three times what he needed for financial independence. Jim faced a much different fate. His “wait and hurry up” method of planning often left him scrambling. He found that “Let me get back to you on that” rarely went over well when discussing his business processes with potential buyers. When one of his top salespeople suddenly left, Jim had to handle her territory himself, which took more time away from his negotiations and preparation for a sale.

When the supply chain interruption hit, Jim’s lack of planning and discipline led to missed and incorrectly routed deliveries. His business’ reputation cratered. Jim finally hired a business consultant to help him create a plan. But the consultant told him that his best bet was to liquidate. Jim was forced to lay off his entire team and liquidate just to avoid bankruptcy.



TIME IS A KEY INGREDIENT IN PLANNING

While short-term goals are worth pursuing, successful planning requires long-term vision and time. It took Tim years to organize his planning to his benefit. But when it mattered most, he was prepared. That positioned him to achieve all of his longer-term goals.

Jim’s short-term focus brought him success month over month. But because he often waited until the last second to start planning, he usually had no response to larger issues. His lack of long-term vision positioned him to waste more time—time he could have used to pursue his longer-term goals of a comfortable retirement. Unfortunately, because he didn’t appreciate the power of time, the result he faced was far from what he had intended.

We strive to help business owners identify and prioritize their objectives with respect to their business, their employees, and their family. If you are ready to talk about your goals for the future and get insights into how you might achieve those goals, we’d be happy to sit down and talk with you. Please feel free to contact us at your convenience.

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



Create a financially stable future for your guests, your employees, and for yourself:

Develop a succession plan.

Our Certified Exit Planners have the tools you need for successful transition planning.

- Help define your goals and assure the longevity of your business.
- Objective valuations of your property and business assets.
- Help you identify your priorities, reduce stress and leave much less to chance.



Phil Whitehead
CEP™
608.713.1997
pwhitehead@blackhawkbank.com



Jim Reynolds
CEP™
815.986.7120
jreynolds@blackhawkbank.com

blackhawkbank.com/business/financial-guidance-for-campgrounds-and-rv-parks

MEMBER FDIC EQUAL HOUSING LENDER



PROMOTIONS!



David Basler

The National Association of RV Parks and Campgrounds (National ARVC) is proud to announce the promotions of three of its executive team:

- David Basler - promoted to Senior Vice President of Membership & Marketing
- Susan Motley promoted to Vice President of Member Programs
- Jaqueline “Jaq” Gloria promoted to Director of Membership



Susan Motley

“We are very proud of the accomplishments of these individuals for the leadership and effort they have shown,” says Paul Bambei, National ARVC’s president and CEO. “Alongside the rest of the National ARVC team, we have the right people in place to serve our membership in ways that are uniquely professional for many years to come.”

.....

ARVC MUSIC LICENSING OPENS IN AUGUST

Open enrollment for music licensing will open in early August. Be on the lookout in the coming weeks for information on updates, rates, and how to advise members to purchase the drastically discounted license(s) for 2023. If

you have questions about music licenses, please contact membership at membership@arvc.org, through the chat on our website, or 303-681-0401 option 2.



**Jaqueline
“Jaq” Gloria**



(877) 725-2469
Millsboro, DE

Tail Bangers™

VISIT OUR WEBSITE TODAY!
www.TailBangersWholesale.com

Be The Person Your Dog Thinks You Are!



National ARVC - Area 3 Report

Jim Button

Calendar



Family Business Dynamics & Succession Planning

Chris Jump, Anvil Campground
Christine Taylor, The Towne

June 16th, 2022



The 1st week of June is advocacy week in Washington DC. National ARVC sends members to the hill to advocate on behalf of our industry.

As seen on the National ARVC facebook page:

"We're in D.C. this week for RVs Move America Advocacy Week and we're meeting face-to-face with legislators on multiple issues relevant to the industry—including the impact of frivolous ADA website compliance lawsuits on private RV parks and campgrounds, the expansion of the EV charging network and the economic impact private RV park and campground businesses have on the U.S. economy. And Monday we got the news that our advocacy efforts to get private RV parks and campgrounds classified as essential businesses finally became official."



OHCE2022

November 7, 2022

SAVE THE DATE FOR OHCE2022 IN ORLANDO

The Rosen Centre Hotel & Orange County Convention Center
9840 International Dr, Orlando, FL 32819

OHCE 2022!

Mark your calendars!

National School Info coming soon!



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



JOIN US at the 2022 Fall Workshops!

**September
27–28, 2022**

Oasis Campground

Your Hosts: Ryan Davis, Troy
Clendenning & Laura Bliven
N4398 Elizabeth Lane,
Hancock, WI 54943
oasishancock@yahoo.com
(715) 249–3322

Camping Option:

Camp at Rivers Edge or Oasis Campground:

Cabins and sites available.
\$35 for a site or \$75 for a cabin
Call (715) 249–3322 to reserve!

Hotel Options:

Holiday Inn Conference Center:

WACO rate is \$82.00 per night.
1001 Amber Ave. Stevens Point WI
Call (715) 344–0200 to reserve!

AmericInn: WACO rate is \$79.99 per night.

Room block code is **GCWACO**.

1501 American Drive Plover WI

Call (715) 342–1244 to reserve & Book Early! Room
block is dropped on August 27, 2022!

<https://www.wisconsincampgrounds.com/fall-workshops/>

**October
11–12, 2022**

Champions Riverside Resort

Your Hosts: Ryan Lipke & Lisa Black
W16751 Pow Wow Lane,
Galesville, WI 54630
camp@championsriversideresort.com
(608) 582–2995

Camping Option:

Camp at Champions Riverside Resort:

Cabins and sites available. No charge for
lodging – Call (608) 582–2995 to reserve.

Hotel Option:

Comfort Inn:

WACO rate is \$65.00 per night.
1223 Crossing Meadows Dr.,
Onalaska, WI 54650
Call (715) 344–0200 to reserve.

Full itinerary has been
emailed to you!
See registration
information on website
and later in this issue!



2022 Fall Workshop Registration Form

Please be sure to pre-register for this event!
Mail To: PO Box 228 | Ettrick, WI 54627 – Fax To: (608) 582-2328
Email To: danielle@seversonandassociates.com

You are welcome to bring family and employees to this event. The fee is the same no matter if you have 1 or 20 members from your campground!

WACO MEMBER FEE:

\$40 FOR ONE WORKSHOP
\$75 FOR BOTH SEPTEMBER AND
OCTOBER WORKSHOPS

NON-MEMBER FEE:

\$55 FOR ONE WORKSHOP
\$105 FOR BOTH SEPTEMBER AND
OCTOBER WORKSHOPS

****MEALS & LODGING COSTS ARE NOT INCLUDED****

Registration Information:

Campground Name: _____

Contact Name: _____

Contact Phone: _____

Email: _____

Number of People Attending In Your Group: _____

Workshop Choices:

- ☐ September Workshop Only
☐ October Workshop Only
☐ Both September & October Workshops

Total Amount Due: \$ _____

Payment Method: ☐ Please Invoice Me

☐ Check Enclosed

Check #: _____

Card Type: ☐ MasterCard ☐ VISA
☐ Discover ☐ AmEx

Credit Card Number: _____

Expiration Date: _____ CVV: _____

Billing Zip Code: _____

WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights - **MAY 2022**

Page Summary Last 28 days *

Export Data 

Results from May 4, 2022 - May 31, 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

May 4 - May 31

1

Total Actions on Page  0%



Page Views

May 4 - May 31

178

Total Page Views  3%



Page Likes

May 4 - May 31

52

Page Likes  63%



Post Reach

May 4 - May 31

7,122

People Reached  134%



Story Reach

May 4 - May 31

Get Story Insights

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

[Learn more](#)

Recommendations

May 4 - May 31

1

Recommendations  100%



Post Engagement

May 4 - May 31

361

Post engagement  176%



Videos

May 4 - May 31

23

3-Second Video Views  10%



Page Followers

May 4 - May 31

53

Page Followers  61%



MAY INSIGHTS:

Total current likes: 9,122

(+37 from April)

Total current followers: 9,637

(+41 from April)

WISCONSIN CAMPERS SOCIAL MEDIA

Social Media Insights -

MAY 2022

Top Facebook Posts



Summary of Page Fans



Success By Post



15000
Lakes



300
Campgrounds



92
Days of Summer



1
Wisconsin

SOCIAL RELATIONSHIP & EMAIL STATS

Jan-May 2022 YTD Social Media Referrals to our Website

Social Network	Sessions	% Sessions
1. Facebook	3,104	99.42%
2. Instagram	7	0.22%
3. Pinterest	6	0.19%
4. Twitter	3	0.10%
5. Snapchat	1	0.03%
6. YouTube	1	0.03%

Jan-May 2022 Compared to Jan-May 2021



Sessions: **2.15%**



Sessions via Social Referral: **-49.12%**



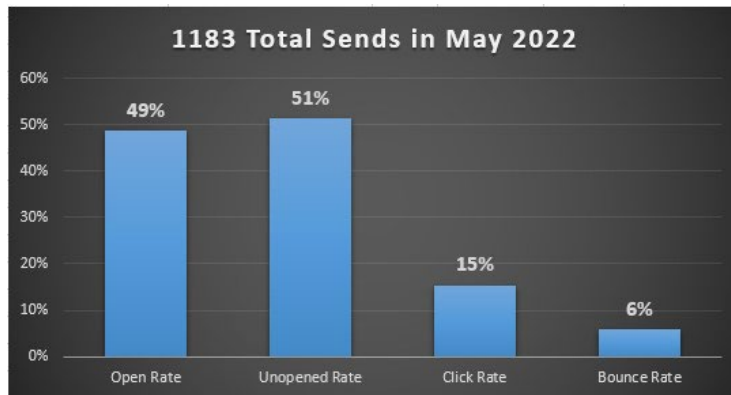
Conversions: **15.90%**

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

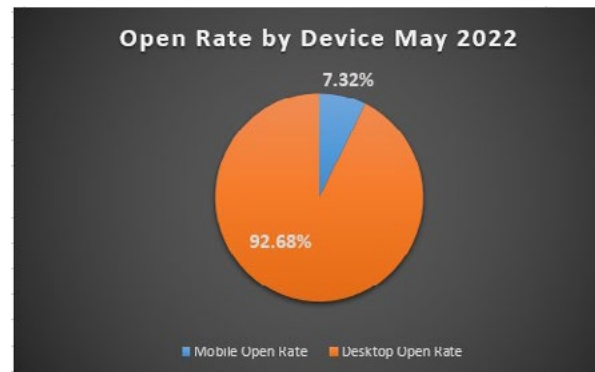
Campgrounds4Sale.com
MINNESOTA WISCONSIN



May 2022 Email Stats

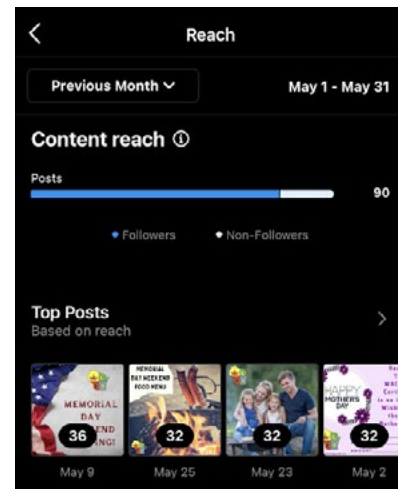


May 2022 Open by Device



Top Emails by Open Rate for MAY 2022

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
UPDATE: ATCP 76 and Pools at Tourist Rooming Houses	200	111	59.40%	6.70%	93.30%	1	0.50%
ATCP 76 and Pools at Tourist Rooming Houses	200	105	56.10%	5.80%	94.20%	0	0.00%
RVTI Technician Information	200	102	54.50%	4.60%	95.40%	10	5.30%
May 2022 Newsletter	383	172	47.00%	13.50%	86.50%	77	21.00%
Save the date: Green Bay RV& Camping Expo	200	86	45.70%	6.00%	94.00%	0	0.00%



Instagram MAY 2022 Stats



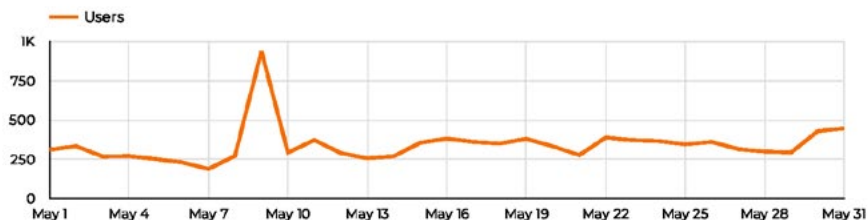
WACO May 2022 WEBSITE ANALYTICS

Channel ▾

Device ▾

May 1, 2022 - May 31, 2022 ▾

Your audience at a glance



Users
9,690



New Users
9,335



Number of Sessions per User
1.19



Sessions
11,501



Pageviews
33,751



Pages / Session
2.93



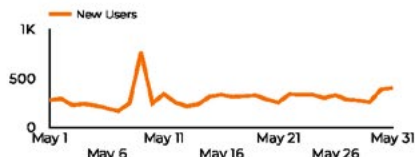
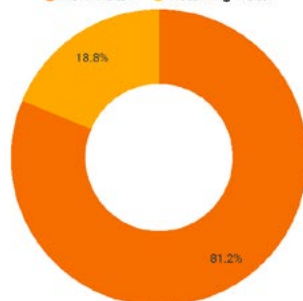
Avg. Session Duration
00:02:33



Bounce Rate
51.37%

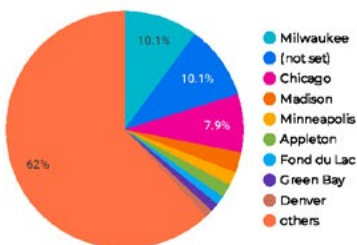


New Visitor Returning Visitor



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

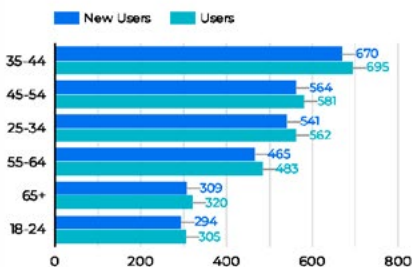
Cities where they log on



More Variety

In the month of May, we saw a spike in people searching our website from the Milwaukee, WI and Chicago, IL areas. Exciting to see how those areas will continue to grow!

Age breakdown

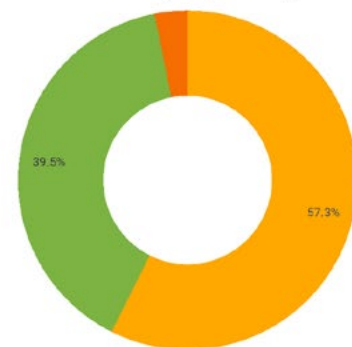


35-44 Seeing Most NEW Users

The past 4 months, this age group continues to be our top target market - which is also reflected in the Jan-May 2022 on the next page.

They are also the largest age group of users overall. And saw an increase of almost 200 users in that age bracket alone!

What device are people using?



mobile desktop tablet

Device	Users	New Users
1. mobile	5,580	5,418
2. desktop	3,842	3,628
3. tablet	308	295

1 - 3 / 3 < >



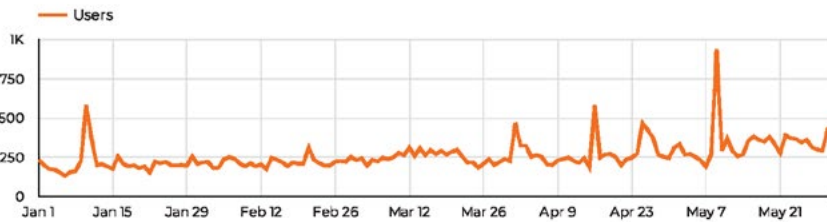
Year to Date: January - May 2022

Jan 1, 2022 - May 31, 2022

Channel

Device

Your audience at a glance



Users

34,148



New Users

34,061



Number of Sessions per User

1.26



Sessions

42,932



Pageviews

138,470



Pages / Session

3.23



Avg. Session Duration

00:03:01

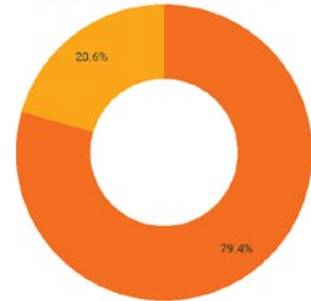


Bounce Rate

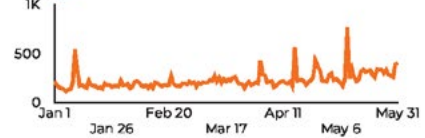
51.43%



New Visitor Returning Visitor

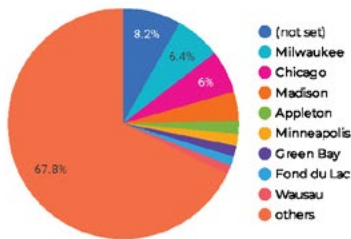


New Users



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

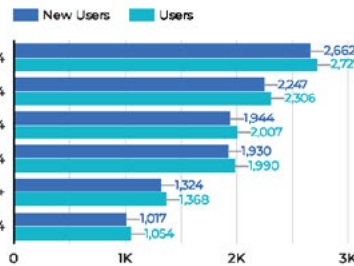
Cities where they log on



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



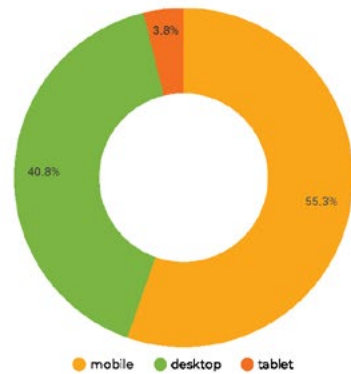
We have a new age bracket that seems to be taking over on the website traffic if you just look at Jan-April users/new users: Most users are 35-44.

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?



Device	Users	New Users
1. mobile	18,998	18,844
2. desktop	14,012	13,926
3. tablet	1,321	1,311



2022 Fall Workshop Sponsor Form

Mail To: P0 Box 228 | Ettrick, WI 54627 – Fax To: (608) 582-2328

Email To: danielle@seversonandassociates.com

Company Name: _____

Contact Name: _____ Phone: _____

Email: _____

SEPTEMBER 27, 2022 – SPONSOR OPPORTUNITIES:

☐ **EXCLUSIVE LUNCH SPONSOR - \$1,500**

☐ **...OR JOINT SPONSOR AT \$750**

YOUR COMPANY SPONSORS LUNCH FOR CAMPGROUND OWNER ATTENDEES AT OASIS CAMPGROUND IN HANCOCK, WI. NORMALLY 75 PEOPLE. YOU ARE WELCOME TO BRING A DISPLAY AND ADDRESS ATTENDEES AT LUNCH. ADDITIONALLY, YOUR BUSINESS WILL BE ADVERTISED ON ALL FALL WORKSHOP INFORMATION, ON OUR MEMBERS ONLY FACEBOOK PAGE, AND IN OUR MONTHLY NEWSLETTER.

☐ **EXCLUSIVE DINNER SPONSOR - \$2,000**

☐ **...OR JOINT SPONSOR AT \$1,000**

YOUR COMPANY SPONSORS DINNER AT BULLHEADS BAR & GRILL IN STEVENS POINT. NORMALLY 75 PEOPLE. YOU ARE WELCOME TO BRING A DISPLAY AND ADDRESS ATTENDEES AT LUNCH. ADDITIONALLY, YOUR BUSINESS WILL BE ADVERTISED ON ALL FALL WORKSHOP INFORMATION, ON OUR MEMBERS ONLY FACEBOOK PAGE, AND IN OUR MONTHLY NEWSLETTER.

OCTOBER 11, 2022 – SPONSOR OPPORTUNITIES:

☐ **LUNCH SPONSOR - \$1,500**

☐ **...OR HALF-SPONSOR AT \$750**

YOUR COMPANY SPONSORS LUNCH FOR CAMPGROUND OWNER ATTENDEES AT CHAMPIONS RIVERSIDE RESORT IN GALESVILLE, WI. NORMALLY 75 PEOPLE. YOU ARE WELCOME TO BRING A DISPLAY AND ADDRESS ATTENDEES AT LUNCH. ADDITIONALLY, YOUR BUSINESS WILL BE ADVERTISED ON ALL FALL WORKSHOP INFORMATION, ON OUR MEMBERS ONLY FACEBOOK PAGE, AND IN OUR MONTHLY NEWSLETTER.

☐ **LACROSSE QUEEN BOAT CRUISE - \$2,500**

☐ **...OR HALF-SPONSOR AT \$1,250**

LOCATED AT 405 EAST VETERANS MEMORIAL DRIVE IN LACROSSE. YOUR SPONSORSHIP INCLUDES A DISPLAY ON THE BOAT AND AN OPPORTUNITY TO ADDRESS THE CAMPGROUND OWNER ATTENDEES.

☐ **DINNER SPONSOR - \$2,000**

☐ **...OR HALF-SPONSOR AT \$1,000**

YOUR COMPANY SPONSORS DINNER AT CHAMPIONS RIVERSIDE RESORT IN GALESVILLE. NORMALLY 75 PEOPLE. YOU ARE WELCOME TO BRING A DISPLAY AND ADDRESS ATTENDEES AT LUNCH. ADDITIONALLY, YOUR BUSINESS WILL BE ADVERTISED ON ALL FALL WORKSHOP INFORMATION, ON OUR MEMBERS ONLY FACEBOOK PAGE, AND IN OUR MONTHLY NEWSLETTER.

Total Amount Due: \$ _____

TOTAL FROM ALL SPONSORSHIP CHOICES ABOVE.

Payment Method: ☐ **Please Invoice Me**

☐ **Check Enclosed**

Check #: _____

Card Type:

☐ **MasterCard**

☐ **VISA**

☐ **Discover**

☐ **AmEx**

Credit Card Number: _____

Expiration Date: _____ **CVV:** _____

Billing Zip Code: _____



GBF APPRECIATES WACO MEMBERS

Summer is here, which means GBF is out and about visiting campgrounds and raising funds for over 56 WI-based charities.



Stoney Creek RV Resort

Many thanks to Stoney Creek, as they raised \$2,310 this month, and congrats to Blue Bird Family Campground for donating a whopping \$2240 with their first GBF event!

We look forward to seeing those of you who scheduled weekend events to come - thank you for all you do!

Campground	Total Funds Raised
Duck Creek	\$5,300
Vista Royale Campground	\$3,000
Stoney Creek	\$2,310
Blue Bird Family Campground	\$2,240
Pineland Camping Park	\$990
Whispering Pines	\$675
Whiskey Creek Family RV Park	\$465
Grand Total	\$14,980

BE **PREPARED** FOR THE **4th!**

Many of us celebrate the 4th of July with fireworks, and our guests grill, spending much time outside enjoying the summer.

These tips and tricks are just as applicable to rental units and campers/RVs as they are to a home!

Have your safety gear ready and prepped for this upcoming 4th holiday!

4th of JULY SAFETY

HEAT-RELATED ILLNESS

STAY HYDRATED
Drink more than 8 ounces a day
Drink even when you're not thirsty
Avoid alcohol, coffee & soft drinks

APPLY SUNSCREEN
The sun is the strongest between 10 a.m. and 4 p.m.
Reapply sunscreen often
Stick to SPF's between 15 and 50+

WEAR YOUR SHADES
Sunglasses must block 99 to 100% of UVA/UVB rays

MOST AT RISK
Adults over 65 and children under 4
Those w/existing medical conditions

GRILL SAFETY
In a 5-year period

8,900 house fires
160 injuries
118 mil. in damages
10 deaths

KEEP GRILL:

- AWAY FROM STRUCTURES
- IN WELL-VENTILATED AREA
- AWAY FROM CHILDREN & PETS

Fireworks Safety

NEVER allow children to play with or ignite fireworks

KEEP a bucket of water or hose nearby

MAKE sure fireworks are legal in your area

MORE THAN 14,000 4TH OF JULY FIREWORKS EXPLODE ACROSS THE NATION EACH YEAR

Source: <https://www.medstar911.org/2019/07/03/medstar-offers-tips-for-a-safe-july-4th-holiday/>

The **GOOD** News and the Not-So-Great News

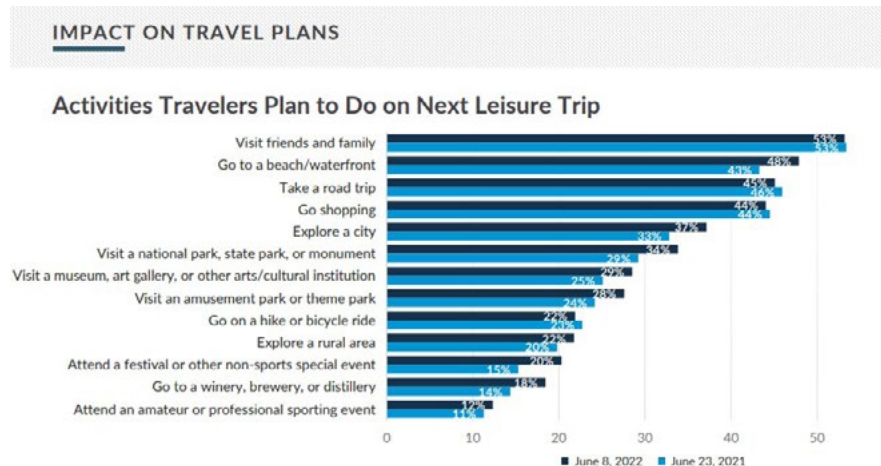
A recent study from Longwoods, Travel Sentiment Study Wave 62, trends specific to travel piqued our interest.

- 41% say record-high prices at the pump will greatly impact their decisions to travel in the next six months, up from 32% in May.
- 39% are choosing destinations closer to home.
- 36% of travelers report that higher fuel costs and ticket prices are reducing the likelihood of booking air travel for the rest of this year.
- **91% of travelers do have trips planned in the next six months.**

So while the guzzling sound at the pumps and the flapping of wings from our wallets continue, there is a silver lining. Campgrounds have traditionally seen their target market guests come from a 60-mile radius. Growth in recent years pushed our office and our members to advertise outside that radius. Knowing this trend is here for a bit, it may make sense to get back to your roots and promote locally using media messages about saving money at the pumps and spending it on memories.

The other good news is we have many amenities that families are looking for on their summer travels, including the 53% who want to visit family and friends - they can do that with us! And those of us blessed with waterfront can offer that to 48% of travelers. Depending on your location, you may hit on one or many of these places people want to visit in the next six months.

Our advice - highlight these options in your social media and marketing! We will keep a close eye on these trends, and others surrounding the economic impact, to keep you informed!



OUT & About



Lori and Carla got to see Nikki as WACO was out and about for the Tavern League meeting this month.

Great River Harbor was a gracious host and what a great way to show off their campground!



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>Scott Kollock, President Vista Royale Campground skollock@uniontel.net 715-335-6860 2021-2024 1st Term</p>	 <p>Bud Styer, Past President Jellystone Park™ Fort Atkinson mrbud@budstyerassociates.com 608-592-2128 2021-2022</p>
 <p>Ashley Weiss-Wegner, 1st Vice President Wilderness Campground awegner@wildernesscampground.com 608-297-2002 2018-2024 2nd Term</p>	 <p>Peter Hagen, 2nd Vice President Pride of America petehagen@camppoa.com 800-236-6395 2020-2023 1st Term</p>
 <p>Patricia Lombardo, 3rd Vice President Equity Lifestyle patricia_lombardo@equitylifestyle.com 312-533-7255 2022-2025 2nd Term</p>	 <p>Brian Huth, Treasurer Camping in the Clouds Brianhuth22@yahoo.com 920-422-4315 2020-2023 1st Term</p>
 <p>Deneen Pedersen, Secretary Stoney Creek RV Resort deneen@stoneycreekrvresort.com 715-597-2102 2021-2024 1st Term</p>	 <p>Rob Brinkmeier, Director Merry Macs Campground camp@merrymacscampground.com 815-541-4934 2020-2023 1st Term</p>
 <p>Sarah Krause, Director River's Edge Campground camp@riversedgewisconsin.com 715-344-8058 2021-2024 1st Term</p>	 <p>Julie Michaels, Director Scenic Ridge Campground jmmsrc@gmail.com 608-883-2920 2022-2025 1st Term</p>
 <p>Kristi Mlodzik, Director Duck Creek Campground camp@duckcreekcampground.com 608-429-2425 2021-2024 1st Term</p>	 <p>Tiffany Pargman Director Indian Trails Campground camp@indiantrailscampground.com 608-429-3244 2022-2025 1st Term</p>
 <p>Mark Stefan, Director Grand Valley Campground info@grandvalleycampground.com 920-394-3643 2018-2024 2nd Term</p>	 <p>Jim Button, 2022 ARVC Representative Evergreen Campsites and Resort evergreencampsites@gmail.com 920-622-3498</p>
 <p>Adam Malsack, Chair Elect – Legislative Lake Arrowhead Campground adam@lakearrowheadcampground.com 920-295-3000 Appointed Term 2016-2023</p>	 <p>Lori Severson, Executive Director Severson & Associates lori@seversonandassociates.com 608-792-5915</p>

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