

HELLO JANUARY

WACO NEWS

JANUARY 2023



January 2023

We are preparing for a rockin' good time here in the WACO office! The 60th WACO Convention is shaping up to be the best yet, with new seminar presenters and current topics that our members can use in their season planning for the upcoming year! Remember to grab your brochures if you utilized the WACO print program by coordinating with Tina!

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

Dear Members,

It's almost the end of a great January, and this month brings all kinds of New Year's Resolutions. I'm personally working on mine now! Take care of yourself and refresh! So easy to do when you have a team that creates that opportunity! Speaking of that, we are excited to announce that Carrie Geary is once again joining the Severson Team. Effective January 16th, Carrie will be on the job! Some of you may remember Carrie. She worked with Severson & Associates all through college and for a bit after. We are thrilled to have her knowledge of social media, event planning, and sales on our team.

As I've said, it truly does take a village to create an organization like the one we are lucky enough to have. Please take some time at the convention to thank every board member. Talk with them about the energy and effort it takes to make things run as an association. It's never as simple as it may seem!

We are so lucky to have a skill set as we do! I don't brag about them enough, but they are pretty amazing! Watching Tina learn more about legislation and working with bills and codes will be fun. She has that "Thinker" brain that works well with processes and efficiencies. Her writ-



inside...

WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS



60th WACO CONVENTION

P. 11 & 14-15



Board Openings in March

P. 5

Letter from Your E.D.	P. 1
President's Letter	P. 4
Open Board Positions	P. 5
ARVC Update	P. 6
Bylaw Suggestions	P. 7
Keepin' It Legal	P. 8
CSAW Financial Forte	P. 12
Convention Previews	P. 14
Protect Your Campground from Blackhawk Bank	P. 16
Firefly Reservations	P. 18
RV Show Tips	P. 19
Social Media & Website	P. 20
GBF Updates	P. 25
Sales Tax-Seasonals	P. 26
Board Listing	P. 28



ing ability has helped us get grants, produce more informative materials, and streamline operations.

Danielle is the quiet one behind the scenes who is the creative thinker.

Running her own business has given her many ideas that keep things fresh at workshops and conventions. Her social media & website strengths are genuinely making a difference. Her ability to use apps to gather information and data helped us step up in the contest area this year. She comes up with new ideas, and Tina figures out how to get the process together.



Carla does such a great job with the RV shows and sales. I don't know what we would do without every personality on this team. I thank Jim Button for publicly praising them all at the board meeting. Not necessary, but it truly means a lot to them. So, if you see them at the convention, and you think they do something well, tell them!

We are hoping that belonging to your association gives you a little break this winter! It's so important to take time to clear your head and be creative. We can learn and obtain great ideas when we open our minds to them! It's super easy to rest on your laurels the longer you are in business, but creativity keeps you on the cutting edge. I encourage you to find errors in your world. What's wrong, and how can it be fixed? Don't just come up with one idea. Challenge yourself to come up with three or more solutions, even if you won't do them. Just write them down so you can see what you have in terms of options! What is not being done today in your world that, if you could do it, would be a game changer? What process is just not quite right? What are you doing because that's the way you've always done it? Apply that question to people, duties, processes, and products! Asking "why?" is the best way to get those creative juices flowing!

Write it down if you want to rock this! Why is this employee sheer nasty? Why do I need to explain how to do something 50 times? Then start writ-

ing the answers! Is it me, the system, training, or lack thereof? If you are the boss, sometimes you forget to question yourself. You fail to ask WHY - why are we still doing this after ten years, why are we still doing this after 40 years, why is this policy still in effect? The only way to create an innovative solution is to find a problem you haven't seen before, or you've ignored.

One of our members talked to me about how valuable and essential networking is, especially for new members! If you would like a mentor or would be willing to be a mentor, please get in touch with the WACO office. We will be happy to play matchmaker for you!

The Madison show is coming right up! This show is one that WACO has worked hard at getting excellent show space and a great deal on the pricing. It isn't easy to give up your winter time when you work so much during the summer! This show is important to us, so if you don't have a booth and want one, please call the office at 608-525-2327. If you can't make it, consider sponsoring some entertainment! WACO is bringing in Magic Matt & some inflatables to entertain the kids! Sponsorships are \$400; send what you can, and we will make something work!

Don't give up on being the best. We are blessed with so many beautiful examples of fantastic parks, and sometimes it's challenging to believe you can bring your park to the next level - whatever your next level may be. You will never be exactly like the park you have a crush on. You will never be the only one with a great idea or theme. People will always have the same idea or plan, but no one can do it with your flair. Do it better, do it louder, do it prouder, and do it with your flair!

Most importantly, do it in a way only you can do it! Use what you have in your park and your people. People get energy from doing what they love to do! Your job is to find the passion every person has. Help them hone it and own it. Spend more time teaching and less time doing. This one is tough sometimes but remember, people, get excited about doing things they love to do! Spend

time finding someone who finds joy in organizing check-in packets, and then let them do it! Now is the time to rethink your onboarding, processes, and procedures. Where are information and tools located? How does communication work? Are you using all the tools you have in your toolbox? Can you bring back old toys, old ideas, or old menu items and make them new again? Are you constantly educating yourself? Our WACO family is so great about sharing, and we have many WACO benefits. Ask yourself, "Am I using all my tools?" What can I do to grow my business, help my employees grow, and take my business to the next level?



I was able to go to the 2023 Florida RV Super-show. It was amazing to see four days of a fantastic show filled to the brink with customers! You can always gather information, whether it's news about the latest RVs, seminar information, or networking! Mark from Grand Valley and his team got a photo shot of a customer grabbing our Wisconsin guide! If you are ever in the area, make this show a stop!



I love to check this out for new vendors for our trade show! New Jersey holds their convention in Naples, Florida! If you are looking for an excuse to get to Florida, here is one! Check out the schedule!



I'm excited to see what this convention brings! We have exceptional new talent, and you will see some fun changes. I'm so happy about our 60th Anniversary for WACO! It's such an accomplishment! Please watch the convention program to find out how to win an exclusive diamond! Thank you for the opportunity to work with you all. It's become an extraordinary family affair for us!

~Lori

Lori Severson,
Executive Director, WACO



From the Office of the President

Scott Kollock, WACO Board President



Dear Members,

Did you know there are over 100,000 trade and professional associations in the U.S.? We have one of the finest.

Associations are here to educate, serve, train, manage, oversee, lobby, inform, and assist members in being better together. Our association affects all of us by helping us put together guidelines, services, and interactions with legal, regulatory, legislative, accounting, and sales tax issues.

None of us can or want to be an expert in all of these areas, but together we sure can! Many of us grew up in this industry and recognized the struggle of getting an association pulled together. Our forefathers recognized the importance of creating strength and unity to work toward common goals. One of the things the board acknowledged during strategic planning was the threat of being unable to expand. You will notice some counties are looking at writing ordinances that ban the expansion of campgrounds. These are genuine threats to our industry. We have Tina working with Mark Hazelbaker, our attorney, to pool information from our resources to write and compile documents that combat these county and town issues.

We plan to invite the County Executive Director, the Towns Executive Director, The Director of Tourism, and our State officials to our Thursday luncheon at Convention. We need to educate people about what a campground is and isn't. We must have all the players in our organization working on this. If you are around a campground that is not part of WACO, do your part and give them a call. Ask them what the resistance is. Tell them numbers make a difference. Remind them how critical it is to be aware and educated. Tell

them one call to an accountant or attorney takes care of the \$200 base rate. Not everyone can be on the State Board or the National Board. Still, everyone has a moment to do some piece, a little part, to contribute to your professional organization that helps individuals come together to expand their knowledge of our profession. Every little bit helps! We have seen it time after time. In an emergency, we all pitch in and help each other. That's what families do. That's what your WACO family does. When we pull together and use our unique expertise, we get the government to be more responsive. Then we create the standards, and we get things done. Don't ever think that what you do doesn't help and contribute to our overall success.

Please try to make it to Convention. If you have never been, take a chance! Take some time to network with some of the finest operators in the State of Wisconsin. I guarantee it will challenge the way you do business.

We will have two open Board positions in March, so if you're interested in joining, email tina@seversonandassociates.com!

If you have a question, ask it – you will always get an answer!

~Scott

Scott Kollock, WACO Board President





OPEN POSITIONS

We will have open Board Member positions in 2023. Interested?

Send in an email to tina@seversonandassociates.com, along with your image and background explaining why you'd like to join the Board and feel you are qualified! Nominees will be placed on a ballot and voted on by Membership at the Annual meeting held Sat March 18!





Jim Button, OHE (Treasurer)
Evergreen Campsites & Resort

Welcome to 2023!

National ARVC is looking forward to hosting the George O'Leary National School of Outdoor Hospitality. With it being the 30th anniversary it will be nothing but educational, and resourceful, and will have lots of great networking opportunities.

If you are looking to join the growing National ARVC young professional group please reach out and I will get you pointed in the right direction.

Please feel free to reach out to me at any point!

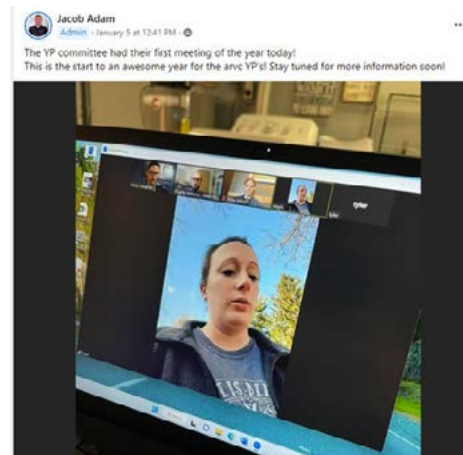
Cell: 9205700764

Email: jim@evergreencampsites.com

-Jim Button



Get jazzed. Kansas City is coming.
**George O'Leary National
School of Outdoor Hospitality**



The YP committee had their first meeting of the year today!
This is the start to an awesome year for the arvc YP's! Stay tuned for more information soon!



Date: Feb. 26 - March 3, 2023
JOIN US FOR THE SPRING 2023 GEORGE O'LEARY NATIONAL SCHOOL OF OUTDOOR HOSPITALITY
National ARVC is proud to offer the 2023 National School, in-person at Oglebay Resort! Join us to enhance your management and leadership skills in the RV Park and Campground industry.

BYLAW SUGGESTED CHANGES

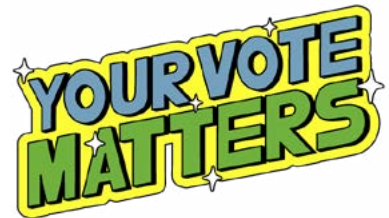
To Be **Voted** on at the **Annual Meeting**

In the link below (as well as on the website), you'll find suggested changes to the WACO Bylaws.

These changes were presented, reviewed, and approved by the Board of Directors in our December Board meeting.

The suggestions (in red) focused on clearing up the description of a member, membership eligibility when they are a Director, and Directors-At-Large.

Amending the bylaw requires a 2/3 majority vote by the membership present at the annual meeting. Therefore, we look forward to your input, and official vote, at the Annual Meeting held Saturday, March 18th, during Convention.



Watch for this same information on our Facebook Members Only Page and website.

Respectfully,

WACO Development & Planning Chair, Pete Hagen

[Click here to see the suggested Bylaw Changes](#)

READING A PRINTED VERSION OF THIS NEWSLETTER? BYLAW CHANGE LINK:

https://www.wisconsinincampgrounds.com/wp-content/uploads/2022/12/Bylaws-Edit-12_13_2022BOD_Update12-15_For-MembershipApproval.pdf



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AccessParks



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.

RAFFLES, ZONING & ANIMALS LEGAL NOTES FOR YOUR UPCOMING SEASON

January 2023 Legal Update

If you look at a snow-covered field, you might think it is dormant. It isn't, of course. Under the snow, voles and other small animals scurry from place to place seeking food. Other animals with acute hearing and smell can detect them through the snow and pounce on them. Nature never stops, although it may slow a bit. So it is with Wisconsin campgrounds. The guests may be gone, but the work never ends. And the flow of questions from Campground owners continue. Here are some recent issues:

BINGO & RAFFLES

In Wisconsin, all gambling by for-profit organizations of any kind is illegal. [Non-profit organizations are allowed to run bingo, raffles and a limited selection of other games] Recreational gambling – where there is nothing at stake – is legal. Gambling includes bingo, raffles, drawings, calendar raffles, private lotteries, pull tabs, slots, card games – anything where someone pays consideration for the chance to win a prize through.

You probably immediately react by thinking – wait a minute! And you'd be right. There are huge exceptions. Indian tribes run casinos. The State runs a lottery. Small scale video gaming has been decriminalized in taverns. All true. Gambling remains illegal for everyone else.

A campground asked if it is legal to offer bingo where people pay for their cards and can win cash or other prizes. It is not. It is legal to play bingo for fun. It is legal to give away prizes to make a game interesting, but not to charge to play. Similarly, it's perfectly legal to play poker for chips. What's illegal is requiring people to pay for the chips and cashing them out after the game. Many non-profits, including the Gilbert Brown

Foundation, have charitable status and the registration needed to conduct charitable gaming. The proceeds from those games go to the charity. The state imposes limits – the prize in a single regular bingo game, for example, is limited to \$500.

Wisconsin has the unfair gambling rules we have today because our State was gradually prodded into authorizing gambling. Before 1975, Wisconsin had the strictest laws forbidding gambling in the nation. We approved non-profit bingo in the 1970s. Then, more than a decade of lobbying resulted in Wisconsin legalizing the state lottery – to reduce property taxes. Once we legalized the lottery, the Indian tribes successfully sued to win the right to offer gaming, resulting in casinos being opened. Once casinos were in business, taverns argued they needed video gaming to be competitive. The people who cannot run for-profit gambling are those who didn't have lobbyists. That's nothing new.





MORE ZONING CAPS ON CAMPGROUNDS UNDER DISCUSSION

Douglas County in northwest Wisconsin now is considering amending its zoning code to significantly restrict campgrounds. The ordinance under discussion would mandate a 75 foot setback between the property lines of a campground and the camping trailers. There is discussion of limiting campgrounds to being open 180 days per year. The draft ordinance under discussion would change campgrounds from a conditional use to a “floating zone,” which would allow the County much more discretion in whether or not to approve campgrounds.

The Douglas County discussion is being driven by some of the same misinformation which fueled efforts in Burnett County. At a recent meeting of the Douglas County Zoning Committee, a member of the public spoke of her concern that expansion of campgrounds in Douglas County would endanger the County’s forest resources. The County owns more than 280,000 acres of forests, which are managed to preserve the resource. There are even more privately owned forest acres in Douglas County. Yet somehow, the belief that campgrounds could consume and endanger these forests has taken hold.

We also heard the same concerns about use of groundwater, septic systems, traffic, overcrowding lakes and not paying enough taxes. I wrote a detailed rebuttal to these concerns which will be on the WACO site for those interested. I can summarize it by saying that Wisconsin regulates campgrounds to an extent which assures that the campgrounds are environmentally safe. As for taxes, the allegations miss an important point – the vast majority of local spending is for schools and human services. Campgrounds don’t use either of those services.

We will continue to fight back against these false narratives.

Please send any questions you have on issues like this, such as success, concerns, or comments, to Tina at tina@seversonandassociates.com. Stay tuned as we continue to work for our members!

THE CONTINUING SAGA OF SERVICE ANIMALS & EMOTIONAL SUPPORT ANIMALS

A campground called recently with a variation on a long-running saga, service animals and emotional support animals. The question related to the campground’s restaurant/tavern, but it may also relate to the campground itself. A patron brought a dog into the restaurant, claiming it was a service animal. He presented a plastic card which had the dog’s name and a registration number.

The law on service dogs and emotional support animals is inconsistent. The extent of the protection provided depends on the kind of location involved.

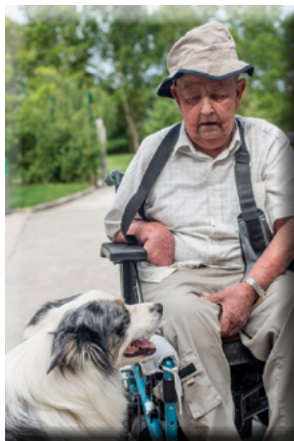
Here is a table which provides an overview.

Location	Laws That Apply	Service Animals	Emotional Support Animals
Campground	ADA, WPA	Must admit	Not required to admit
Tavern	ADA, WPA	Must admit	Not required to admit
Restaurant	ADA, WPA	Must admit	Not required to admit
Store	ADA, WPA	Must admit	Not required to admit
Apartment / House	Wisconsin and US Fair Housing	Must admit	Must admit

NOTES TO THE TABLE:

ADA = Americans with Disabilities Act.

WPA = Wisconsin Public Accommodations law (Wis. Stat. sec. 106.52)



The Americans with Disabilities Act DOES NOT protect the right to bring an emotional support animal into public places such as taverns, restaurants or campgrounds.

Wisconsin's Fair Housing Law (sec. 106.50) DOES require that housing providers allow emotional support animals. But, the term "housing" means "any improved property, or any portion thereof, including a mobile home as defined in s. 101.91 (10), manufactured home, as defined in s. 101.91 (2), or condominium, that is used or occupied, or is intended, arranged or designed to be used or occupied, as a home or residence." A campground is not a home or residence.

The Wisconsin Public Accommodations Law, sec. 106.52 (3)(am) requires places of accommodation to admit service animals. Campgrounds, restaurants, taverns and stores are places of public accommodation. The law DOES NOT require admission of emotional support animals.

If a person claims an animal is a service animal, the proprietor may ask only two specific questions: (1) is the animal a service animal required because of a disability? and (2) what work or task has the service animal been trained to perform? Staff are not allowed to request any documentation for the dog, require that the dog demonstrate its task, or inquire about the nature of the person's disability.

The problem is that some people are claiming that emotional support animals are service animals. I have not yet found any case law which addresses this issue. Unfortunately, for industry to get clarification of this matter, someone will have to be sued. I do not plan to ask for volunteers.



**Mark Hazelbaker, SC
WACO Attorney**

608-525-2326
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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.



Happy January WACO Members from your friends at CSAW Associates, LLC!

2022 is officially over, which means forms for 2022 are starting to become due. Let's review a list of common tax mistakes courtesy of IRS Tax Tip 2023-07, January 24, 2023.

Most of the common errors taxpayers make on their tax returns are easily avoidable. By carefully reviewing their return, taxpayers can save time and effort by not having to correct it later. Filing electronically also helps prevent mistakes. Tax software does the math, flags common errors and prompts taxpayers for missing information. It can also help taxpayers claim valuable credits and deductions. Taxpayers who qualify may use IRS Free File to file their return electronically for free.

HERE ARE SOME OF THE MISTAKES TO AVOID:

- **Filing too early.** While taxpayers should not file late, they also should not file prematurely. They should wait to file until they're certain they've received all their tax reporting documents, or they risk making a mistake that may lead to a processing delay.

- **Missing or inaccurate Social Security numbers.** Each SSN on a tax return should appear exactly as printed on the Social Security card.
- **Misspelled names.** The names of all taxpayers and dependents listed on the return should match the names on their Social Security cards.
- **Inaccurate information.** Taxpayers should carefully enter any wages, dividends, bank interest and other income they received to make sure they report the correct amounts. This includes any information taxpayers need to calculate credits and deductions.
- **Incorrect filing status.** Some taxpayers choose the wrong filing status. Publication 501 has detailed information about filing statuses.



- **Math mistakes.** Math errors are some of the most common mistakes. They range from simple addition and subtraction to more

FINANCIAL FORTE

complex calculations. Taxpayers should always double check their math. Better yet, tax prep software will check it automatically.

- **Figuring credits or deductions.** Taxpayers can make mistakes figuring things like their earned income tax credit, child and dependent care credit and child tax credit. Tax software will calculate these credits and deductions and include any required forms and schedules.
- **Incorrect bank account numbers.** Taxpayers who are due a refund should choose direct deposit. This is the fastest way for them to get their money. However, taxpayers need to make sure they use the correct routing and account numbers on their tax return.
- **Unsigned forms.** An unsigned tax return isn't valid. In most cases, both spouses must sign a joint return. Exceptions may apply for members of the armed forces or other taxpayers who have a valid power of attorney.
- **Disreputable tax preparers.** Taxpayers should remember they, not the tax preparer, are responsible for the information on their tax return. The IRS has resources to help taxpayers find someone to prepare their tax return. Some taxpayers may even be able to get free help from IRS-certified volunteers. Certified public accountants, enrolled agents or other tax professionals can also help taxpayers avoid errors.



LOOKING FOR HELP COMPLETING YOUR 2022 PAPERWORK?

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 couleebkkeeping@gmail.com.

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



CSAW Associates
Christine Metcalf



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EARN 20 TICKETS!

VALET DIRECTORY PICKUP

Pick up your WACO directories at the show! Simply ask any trade show associate for help loading them to your vehicle. It can be done any time throughout the tradeshow.

Earn (20) tickets towards the \$1,000 WACO Bucks drawing to use on any WACO program - you could basically \$1000 credit on your WACO account just for picking up your directories!

(Note: only throughout daytime hours please.) Distribute them to your community while getting our directories in the hands of your guests

Other Ways to Earn Tickets to Win \$1,000 in WACO Bucks...Part 1

- 50 tickets for Registering before 1/31
- 50 tickets for stopping by the Membership Update Area by Registration!
- 50 tickets for presenting a class!
- 50 tickets for every auction item you bring!
- 50 tickets for every \$200 sponsorship level!
- 25 tickets for purchasing raffles from registration!
- 20 tickets by picking up your directories!
- 20 tickets for each bottle of liquor you donate!
- 20 tickets for bringing a bottle of wine!
- 5 tickets for each educational course you attend!
- 5 tickets for each course evaluation turned in!
- 40 tickets for bringing a basket!

Working Together In Wisconsin Thursday Leadership Panel

Guest speaker, Mark O'Connell, WCA President/CEO will open with an abbreviated version of "11 Traits of Leadership."

A panel discussion will follow and will include state and local officials as we explore ways to collaborate in the State! We've invited: the Governor, Dept of Agriculture Trade and Consumer Protection (DATCP), the President of the Wisconsin Counties Association (WCA), the Secretary of DNR, the Executive Director of the Towns Association (WTA), the Secretary of Tourism Designee, along with representatives from the National Association of RV Parks & Campgrounds (ARVC), and The RV Industry Association (RVIA), and our very own member who's well versed in legislation, Adam Malsack from Lake Arrowhead.

This session is an excellent opportunity to discuss concerns you have about zoning issues and regulations at the County/State level and learn about new ways to collaborate with the proper contacts across the state specific to your campground needs!



4 Ways to Protect Your Campground from Check Fraud and Check Washing

*Respectfully Submitted by our Sponsor, Blackhawk Bank
Written by Kim Lantta*

Check fraud remains one of the highest fraud concerns for businesses, and continues to be a worry this winter season. Check fraud and check washing (a type of check fraud) have been steadily increasing, putting campground owners' bank accounts and money at risk.



WHAT IS CHECK FRAUD

Check fraud is one of the oldest and still most common ways that scammers attempt to steal money. Paper checks are easy targets for criminals. Since they're passed hand-to-hand on their way to payment, they can easily be stolen, duplicated, altered or cashed illegally.

One common way a scammer can commit check fraud is through obtaining blank or cancelled checks. If checks are not being securely stored, someone can steal the blank checks and illegally cash funds.

WHAT IS CHECK WASHING?

Another way check fraud happens is when a

check is intercepted by a scammer, who then washes it. If your business account information is on the check, it gives the scammer an opportunity to alter the amount and change the recipient. As of late, check washing is increasing in frequency, as many businesses are reporting this type of check fraud happening to them.

How are checks washed? Fraudsters will use chemicals to gently lift the pen marks or ink on the check, and change the balance of the check.

How are fraudsters getting ahold of checks?

Fraudsters are targeting standalone mailboxes and business mailboxes. If you are mailing physical checks, fraudsters frequently check mailboxes for any outgoing or incoming checks.



HOW TO PROTECT YOUR CAMPGROUND AGAINST CHECK FRAUD AND CHECK WASHING

So, how can you prevent a fraudster from stealing a business check and using it fraudulently? Here are some ways you can avoid becoming a victim of check fraud and protect your finances.

If You Are Still Using Paper Checks, Store Them in a Secure Location

Leaving your checkbook out in the open is never a good idea. Make sure to keep any blank checks, cancelled checks and bank statements locked up



and stored in a secure spot. Consider using a safe or lockbox.

Reduce Paper Check Usage.

Are you ready to cut out checks altogether? Many financial institutions offer alternative ways to issue payment. A smart and efficient way to pay vendors and to do payroll is through ACH. ACH offers a secure, efficient and easy way for you to issue payments without the risk associated with paper checks.

The [Treasury Management team](#) at Blackhawk offers [ACH services](#) for businesses, so you never have to worry about checks being intercepted and washed.

Avoid Standalone U.S. Postal Service Boxes

Currently, scammers are targeting standalone U.S. Postal Services boxes, as well as your own personal mailboxes. If you do need to mail a check, make sure to drop the check off at a USPS location, so that it is not sitting for a scammer to find.

Positive Pay

Many banks offer Positive Pay solutions for owners, which is a way to ensure that the checks being presented for payment are legitimate before they get paid.

We offer [Check Positive Pay](#), which is an extra layer of security for businesses. Positive Pay allows you to double-check issued checks before they are paid, reducing the overall risk of financial loss.

When it comes to protecting your campground & RV park against fraudsters, it is a team effort. You need a banking partner who you can trust to lookout for your business and help keep your hard-earned money safe. At Blackhawk, we want to help you navigate through the many seasons of business ownership, and help set your business up for success for years to come. [Contact us today to learn more.](#)

Want to learn more about Treasury Management and how it can help your business?

<https://www.blackhawkbank.com/what-is-treasury-management-and-how-can-it-help-my-business->

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BLACKHAWK BANK IS HERE FOR YOU

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:

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Phil Whitehead
CEXP™

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pwhitehead@blackhawkbank.com



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

MEMBER FDIC EQUAL HOUSING LENDER



The Start of it All

Firefly Reservations Origin Story, Respectfully Submitted by Sponsor, Firefly Reservations

In 2017, Firefly founder Bradley Adams and his brother Clay started a small, 10-site campground. Both brothers had full-time jobs in addition to this new undertaking and it was quickly determined that they were going to need good campground reservation software to automate the office work if they were going to keep up with everything that they now had on their plates. So Bradley set out to find a software solution for their small campground and its growing workload. He had discovered very early on that they needed help with automating the monthly payments for the ongoing reservations, as well as the booking of new reservations. And, just as quickly he became disappointed in what he found available for purchase on the market.

Now, this is where the plot thickens. Bradley Adams was a “techie”. He knew what was possible because he is a software developer by trade. The campground reservation software options that he found were either too old, too clunky, or too expensive...and most often they were all three. But, he became most disappointed when he found out that the management systems that were currently on the market at that time had no “self-serve” options. All of the choices he could find required that the account be set up for him by a person he didn’t know, someone he had never met and that was not always available to answer questions or change information quickly. While we’re not saying that he was a control freak - he did want full and total control 24/7/365.

So, he had an idea. Bradley thought he could do better, in fact – he KNEW he could do better! And, he figured that he could not only make a program that would help him out managing their campground, but he could also make a campground reservation software that could help all campgrounds and RV parks by using the pain points that he and Clay were experiencing in running their own campground. After a full year of discovery and research that always seemed to ultimately lead to disappointment, he began writing the computer code for Firefly Reservations in 2018. Bradley had grown tired of talking and began doing. Two short years later, the Firefly product was successfully released to the campground reservation software

market and their customers and the rest, as they say, is history.

“Success is Best When it’s Shared”

There could not have been a better time for Firefly to hit the marketplace.

With the onset of the Pandemic and the belief that camping was a safer way to travel and avoid crowds, there were an additional 10.1 million households who camped for the first time in 2020. This increase in camping volume directly corresponded to the urgency for campground owners to find campground reservation software that could help them manage the load.

With the rapidly expanding customer base, as well as Bradley's own expanding campground, features were quickly and continuously added to Firefly Reservations to make running a campground easier and more responsive than ever before. As a user of his own product, Bradley was able to leverage his experience running a campground to make the product stand far above the rest. What made Firefly Reservations different from the others on the market is that they could sell the problems that the software could solve...not just the product itself.

“Moving Forward”

Fast forward today: Firefly continues to operate the brothers' campground and hundreds of campgrounds throughout North America. In 2021, Firefly Reservations joined the Aspira, ReserveAmerica.com, and, RVParky.com family. ReserveAmerica has decades of park management experience and is now considered the premier outdoor ecosystem serving park owners, managers, and their camping guests. RVParky.com is an RV directory made for recreational vehicle owners, by those who RV fulltime. Firefly Reservations was built by campground owners, for campground owners. Firefly makes it easy to accept online reservations and automate tasks like collecting payments and sending out emails. Firefly excels in ease of use, and streamlined operations and gives the promise to busy campground owners, managers, and clerks of having more time in their day.

With Firefly Reservations...

It isn’t about the software, it’s about the solutions.

“First Be the Best and Then Be First”

To find out more, visit www.FireflyReservations.com.





Tips & Tricks for Participating In Your 1st RV Show

From the WACO Membership Committee

customers. Being prepared also means knowing your product and being able to give short simple descriptions and explanations. There are a lot of people who attend these shows and you want to leave a great impression while maximizing the number of potential customer contacts.

With so many newbie members to our WACO crew, and several who may have new employees attending RV shows, we thought this information may be helpful!

PURCHASE YOUR TICKETS IN ADVANCE: Most Trade shows offer lower prices for pre-purchasing your tickets in advance. Know how many people you will have attending so that you do not pay higher fees at the door. Some shows will limit the number of free spots for dealers to two per booth and will charge for extra personnel.

USE SOCIAL MEDIA AND TECHNOLOGY: Use the social media and technology you are comfortable with to boost your show. Whether its email, Facebook or Twitter there are many ways to draw people to your booth. Give away a small item for people who mention your Facebook page for example. Many shows put QR codes on attendees' badges, check to see if your show will be doing this. You can download a QR scanner for your phone and scan people who visit your booth. You could also place QR codes around your booth that "Like" your Facebook page.

DRESS COMFORTABLY BUT PROFESSIONALLY: Exhibition halls are notoriously cold first thing but can warm up quite a bit if the show is heavily attended. Dress in layers that you can peel off as the day goes on. Comfortable shoes are a must as you will be doing a lot of walking.

BE PREPARED: It is important to have your promotional materials ready; from brochures to advertising giveaways like pens. Running out of these items is not only embarrassing but could cost you potential

MAKE TIME: While you are attending to sell your product or service it is also a great time to catch up on the competition. See what new products and services are relevant to your business. Make time for yourself and your staff to walk the show and get a feel for what other people in your industry are doing.

ENGAGE WITH THE ATTENDEES: Do not be the booth that has people reading books or eating while potential customers walk on by. Look alert and actually draw people in with a free item or ask people to check out your product. Be courteous and pleasant without pasting a frozen smile onto your face.

RELAX: Dealing with large numbers of people can be very stressful. Take breaks and give breaks to your fellow workers to decompress if you need to.

BE PREPARED FOR NEXT YEAR: When you are walking the exhibit area keep in mind the layout with the goal of selecting an even better location for next year. Write down what works and what doesn't so that you can duplicate success and avoid pitfalls.

AFTER THE SHOW: Now the real work begins of following up on leads to potential customers. This is also a good time to start the process of contacting those vendors who produce goods and services relevant to your business. Do not forget to mention your show discount if one was offered!



December 2022 Social Media Referrals to Website



Social Network	Sessions	% Sessions
1. Facebook	159	100.00%

[View full report](#)

Dec 2021 vs Dec 2022



Social Network	Sessions	% Sessions
1. Facebook		
Dec 1, 2022 - Dec 31, 2022	159	100.00%
Dec 1, 2021 - Dec 31, 2021	62	96.88%
% Change	156.45%	3.23%
2. Pinterest		
Dec 1, 2022 - Dec 31, 2022	0	0.00%
Dec 1, 2021 - Dec 31, 2021	2	3.12%
% Change	-100.00%	-100.00%

Jan-Dec 2021 vs Jan-Dec 2022



Social Network	Sessions	% Sessions
1. Facebook		
Jan 1, 2022 - Dec 31, 2022	5,088	99.26%
Jan 1, 2021 - Dec 31, 2021	8,614	99.65%
% Change	-40.93%	-0.40%
2. Pinterest		
Jan 1, 2022 - Dec 31, 2022	16	0.31%
Jan 1, 2021 - Dec 31, 2021	22	0.25%
% Change	-27.27%	22.64%
3. Instagram		
Jan 1, 2022 - Dec 31, 2022	11	0.21%
Jan 1, 2021 - Dec 31, 2021	0	0.00%
% Change	100.00%	100.00%

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

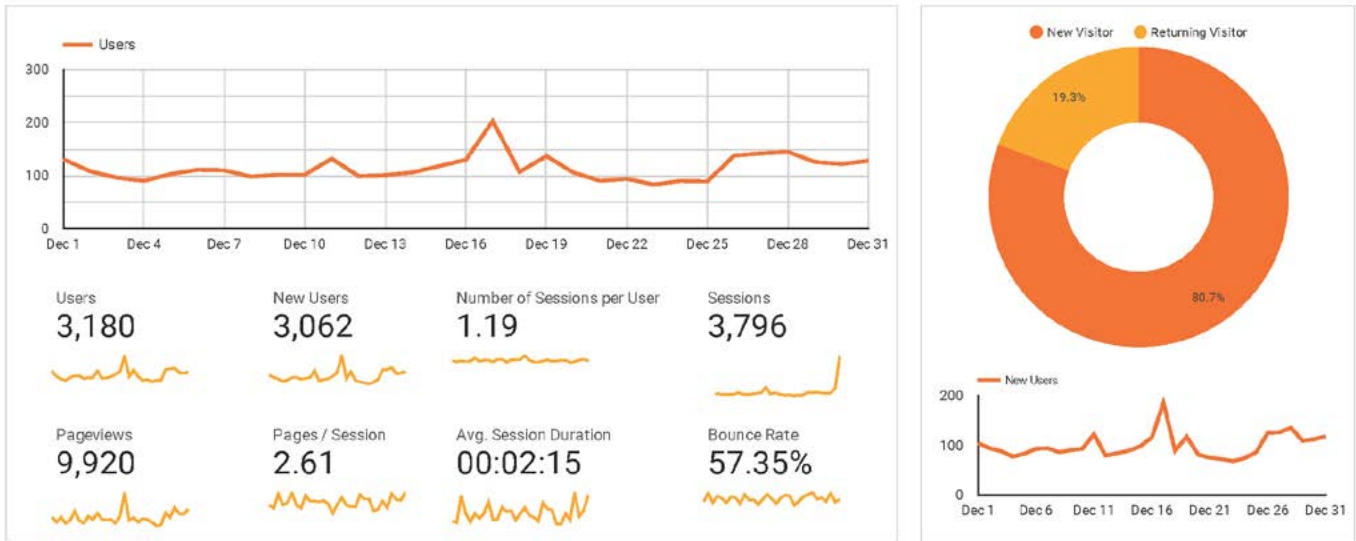




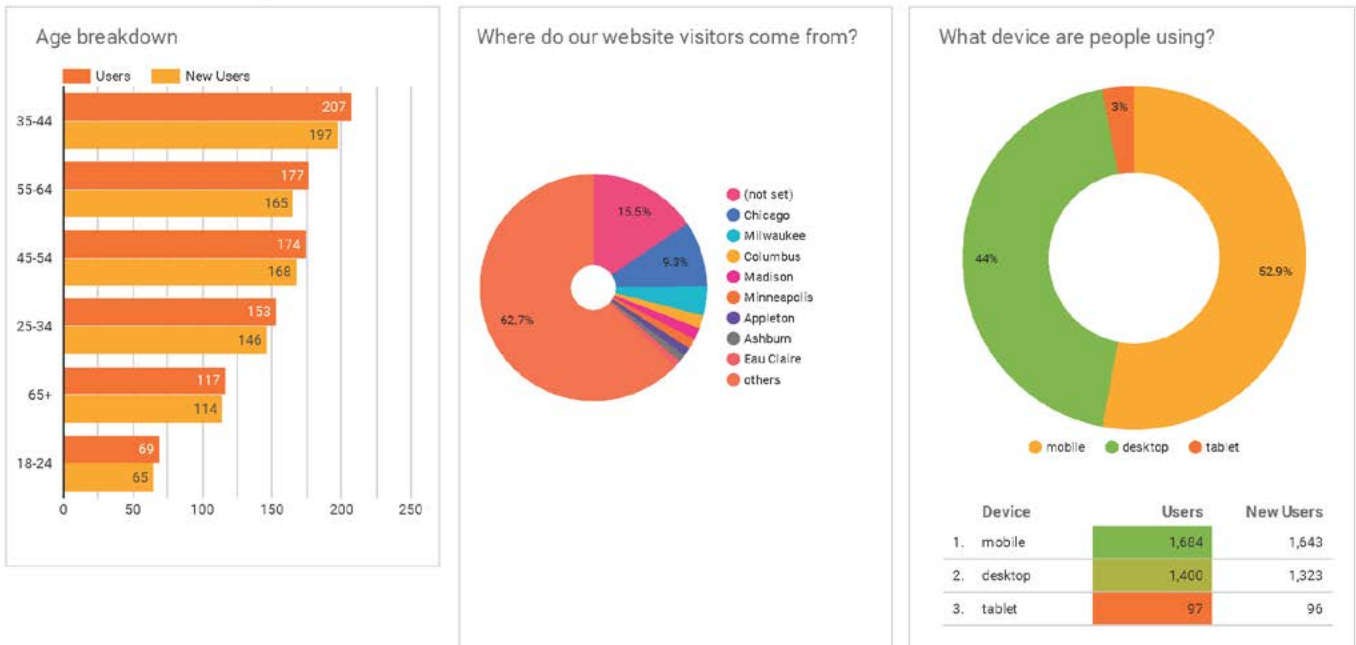
December 2022 Monthly Audience Overview

Continent ▼
 Region ▼
 Channel ▼
 Device ▼
 Dec 1, 2022 - Dec 31, 2022 ▼

Your audience at a glance



Let's learn a bit more about your users!

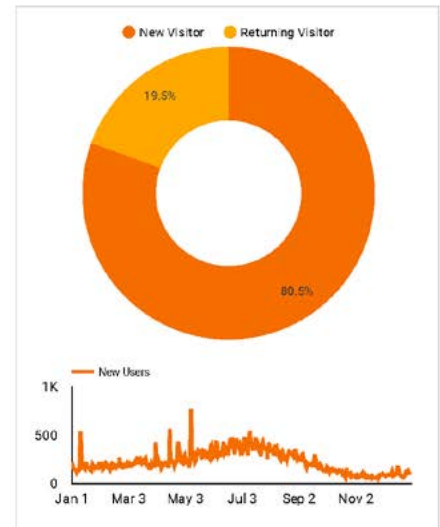
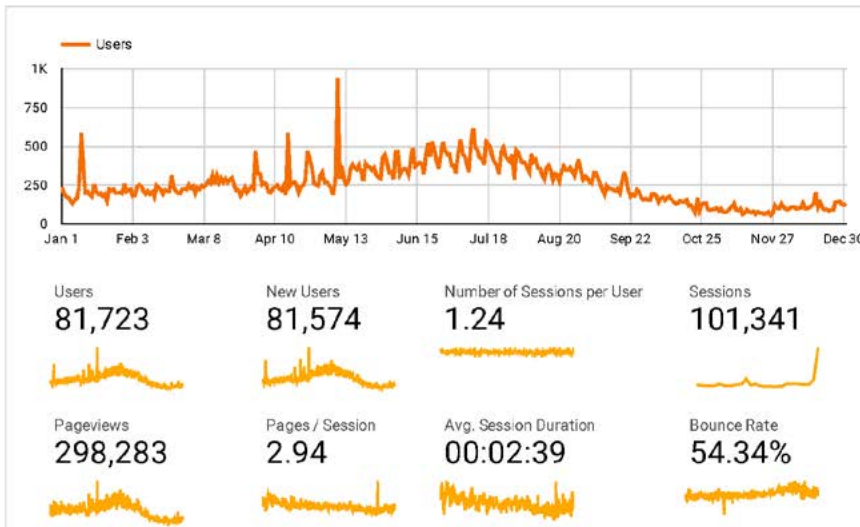




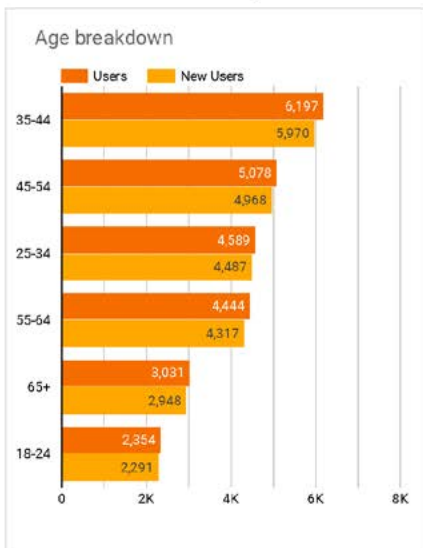
YTD Jan-Dec 2022 Audience Overview

Continent ▼
 Region ▼
 Channel ▼
 Device ▼
 Jan 1, 2022 - Dec 31, 2022 ▼

Your audience at a glance

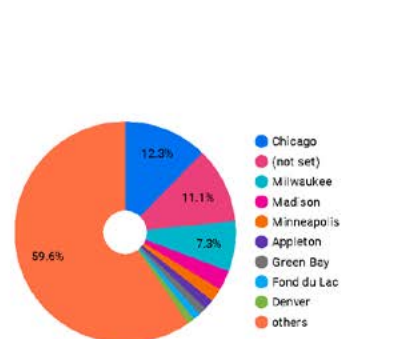


Let's learn a bit more about your users!



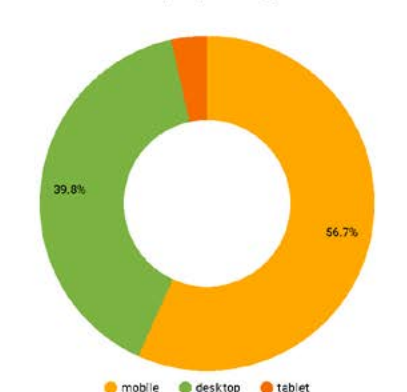
Ages 35-54 continue to hold the line for the largest age groups for online visitors when we look from the beginning of 2022 to 12/31/22. Let's keep a close eye on the 18-24-year-olds as KOA has recently seen a flip in that demographic, taking over the 65+ in our 2023 seasons.

Where do our visitors come from?



Here we see new cities listed in the "where are our visitors coming from" pie including Denver. The increase in the Minneapolis and Chicago percentages also tells us our SEO and ad listings with Vivial / Thryv seem to be working.

What device are people using?



Device	Users	New Users
1. mobile	46,600	46,345
2. desktop	32,723	32,412
3. tablet	2,868	2,859



15000
Lakes



300
Campgrounds



92
Days of Summer

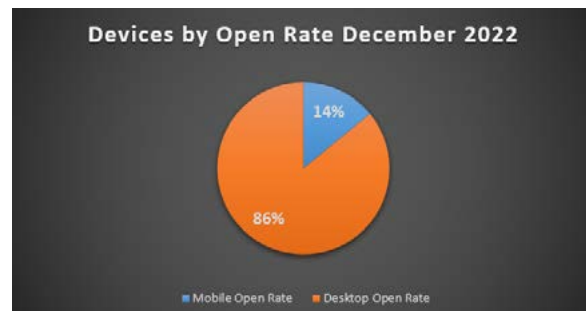
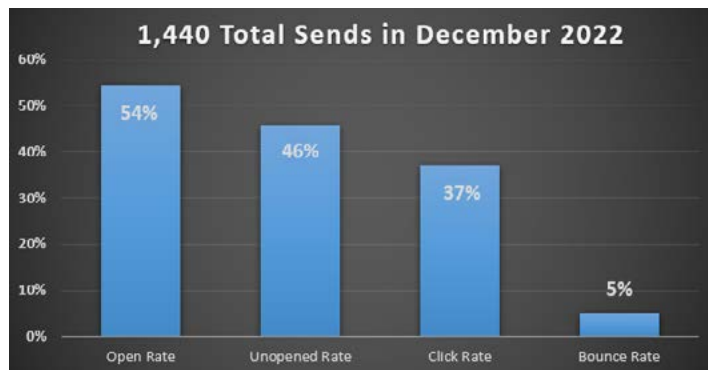


1
Wisconsin

Dec 2022 & 2022 Annual Email Stats

December 2022 Email Stats

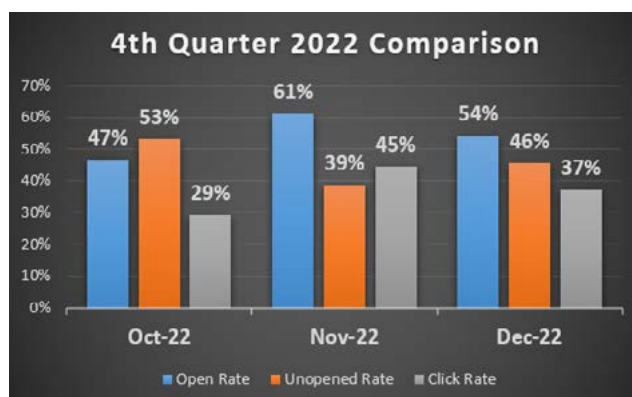
December '22 Open by Device



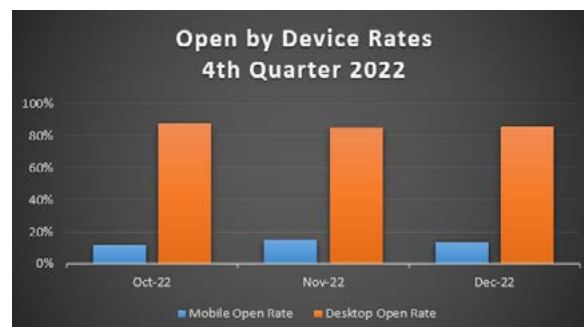
Top Emails by Open Rate for December 2022

Time Sent	Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
12/26/2022 10:07	December 2022 Newsletter	407	203	53.00%	15.50%	84.50%	85	22.20%
12/1/2022 8:29	November 2022 Newsletter - Link Corrected!	222	134	63.50%	12.50%	87.50%	60	28.40%
12/1/2022 1:34	November 2022 Newsletter	222	122	58.10%	21.00%	79.00%	52	24.80%
12/8/2022 13:05	COE - Campgrounds - Survey and Save The Date	144	115	81.60%	12.20%	87.80%	53	37.60%
12/12/2022 13:57	REMINDER: 2022 Madison RV Show Registration	222	108	51.20%	7.70%	92.30%	6	2.80%
12/16/2022 8:01	WACO Bylaw Changes - Your Vote Matters!	223	100	47.20%	15.50%	84.50%	34	16.00%

Q4 2022 Email Stats



Q4 2022 Open by Device





Eric Haun, CIC
Vice President - Leisure & Hospitality



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15000
Lakes



300
Campgrounds



92
Days of Summer



1
Wisconsin

Jan-Dec 2022 YTD WEBSITE STATS



YTD Jan-Nov 2022 Audience Overview

Continent

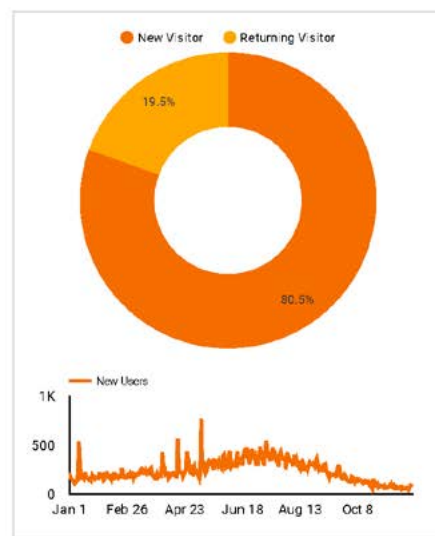
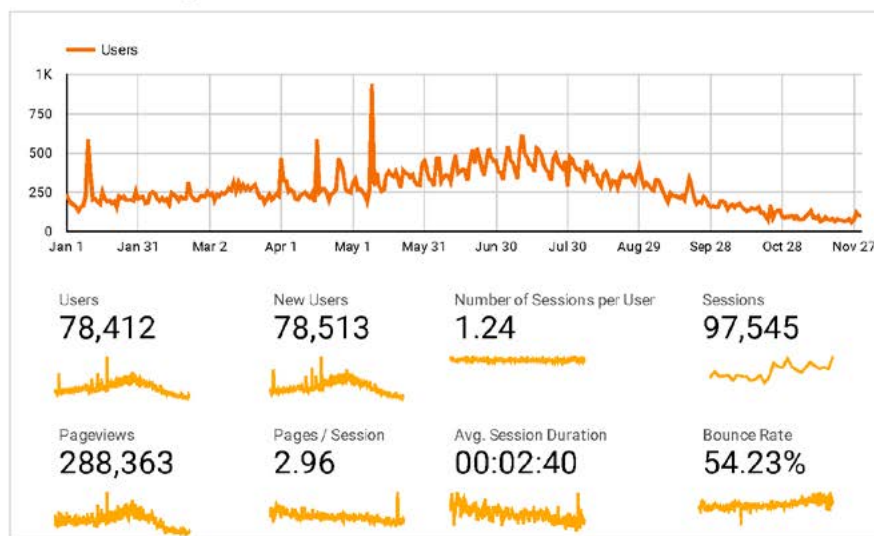
Region

Channel

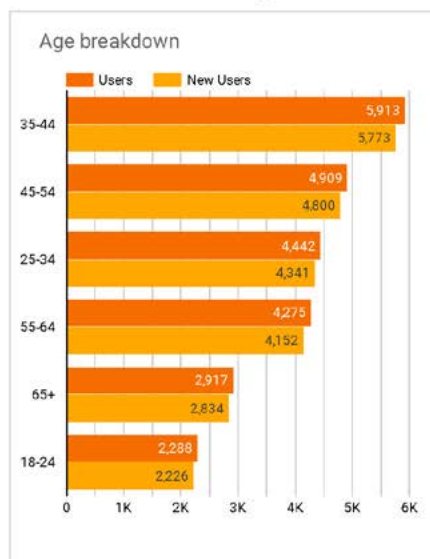
Device

Jan 1, 2022 - Nov 30, 2022

Your audience at a glance

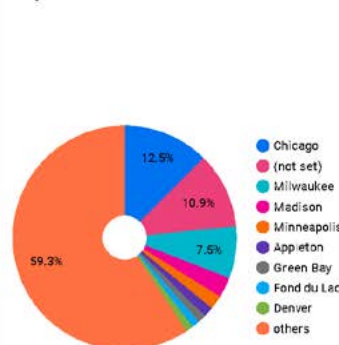


Let's learn a bit more about your users!



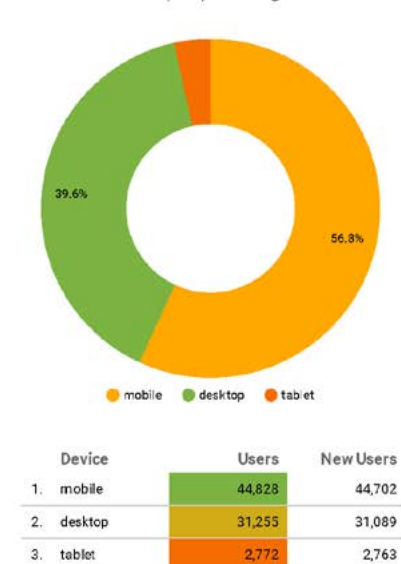
Ages 35-54 continue to hold the line for the largest age groups for online visitors when we look from the beginning of 2022 to 10/31. Let's keep a close eye on the 18-24 year olds as KOA as recently seen a flip in that demographic taking over the 65+.

City breakdown



Here we see new cities listed in the "where are our visitors coming from" pie including Denver. The increase in the Minneapolis and Chicago percentages also tells us our SEO and ad listings with Vivial / Thryv seem to be working.

What device are people using?



CAMPGROUND	Total Funds Raised
Great River Harbor	\$50,195
Duck Creek	\$29,145
Champions Riverside Resort	\$29,100
River Bend RV Resort	\$20,000
Kinney Lake Campground	\$9,840
Stoney Creek	\$7,909
Scenic Ridge	\$7,012
Chetek River Campground	\$5,682
Wilderness Campground	\$5,665
Fond du Lac Kettle Moraine KOA	\$4,850
Grand Valley Campground	\$4,561
Diamond Lake Campground	\$4,200
Rock Lake Resort & Campground	\$3,900
Maple View Campsites	\$3,831
Hitts Wildwood Resort	\$3,709
Dell Pines Campground	\$3,532
Stand Rock Campground	\$3,478
O'Neil Creek Campground	\$3,410
Milton KOA	\$3,000
River's Edge	\$3,000
Vista Royale Campground	\$3,000
Oak Ridge Inn & Campground	\$2,965
Web Lake Resorts	\$2,740
Pride of America	\$2,600
Blue Bird Family Campground	\$2,240
Lake Arrowhead	\$1,849
Evergreen Campsites	\$1,621
Rose's Enchanted Forest	\$1,580



THANK YOU WACO MEMBERS



In 2022, our Members generously raised over \$220,000 for the GBF foundation! Your efforts help those in need across 156 charities in Wisconsin - please pat yourself on the back!

These numbers will be used for recognition at the WACO Convention in March! **Remember to check this listing for accuracy, and email tina@seversonandassociates.com if something doesn't look right.**

DuFour's Pine Tree Campground	\$1,562
Whiskey Creek Family RV Park	\$1,550
Sand Haven Campground	\$1,535
Merry Mac's Campground	\$1,500
Little Creek	\$1,330
Pineland Camping Park	\$990
Fremont Jellystone RV Resort & Campground	\$700
Rustic Woods	\$700
Whispering Pines	\$675
Buffalo Lake	\$550
GRAND TOTAL	\$235,705

Seasonal Camping Payments – When To Report Sales Tax

Respectfully Submitted by Sponsor Holly Hoffman of Sales Tax Industry Network

If campground admissions are paid in advance, the campground should report the tax when the money is received. In general, campground admissions/fees should be reported when the money is received or when the admission service is furnished (whichever comes first).

Note: If a person pays in advance for property (rather than services), the tax is reported based on when the customer receives the property. For example, if a customer pre-pays for a campsite and three bundles of firewood, the campsite fee (taxable admission) should be reported when the customer pays for the campsite. However, the sale of the firewood should not be reported until the customer receives the firewood.



Please keep in mind that if you have questions about how you currently remit your seasonal camping advance payments, discuss with me before you start changing your procedures. A great time to ask this question is at the upcoming WACO Convention!

Contact Holly Hoffman, owner of Sales Tax Advisory Network 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!**





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.



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 <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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