

WACO NEWS

FEBRUARY 2023



February 2023

February has come and gone, and tomorrow, we will already be looking March 1st in the eye! Our staff cannot wait to see you all at the Convention on March 15-19th. If you still need to sign up, ask another member why they are attending. The networking and friendship of all our members are worth the price alone! Tips and tricks from electrical to finance to legal, and certifications necessary to keep you serving food and your pools safe all under one roof. See you in a few weeks!

Letter from the Executive Director

Lori Severson, Executive Director of WACO

Dear Members,

Welcome to Convention time! My, how time flies! I hope you all have time for a minute or so of self-care!

For the first time ever, I was thrilled to enjoy some sunshine and still do some necessary work! A big "thank you!" to my team, who made this possible!

It's exciting convention time. Our team is rockin' this year, just like WACO: Still Rockn' 60 Years Later! We are fully staffed and hope to put on the best convention to date! I hope you all realize how important each of you is to our success! Without your support, whether by bringing an auction item, participating in the auction, giving us a vendor lead, sharing your information, or simply sharing the convention information with other members, you make a difference!

We are so lucky to say we have a profitable convention, as that is not necessarily true for all States! We can only do this with your support. You guys have gotten amazing at asking all your vendors if they are WACO trade members. If all of our suppliers were WACO members, it would make a massive difference to our bottom line! I have heard many suppliers saying, "I don't need to go to the convention. They know who I am and will buy from me anyway!" If that kind of thinking



inside...

WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS

**60th ANNUAL
WACO
CONVENTION
AND TRADE SHOW**
MARCH 15-19, 2023

60th WACO CONVENTION P. 7, 15, 19-21, 27



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spreads, we would be forced to raise the convention cost substantially. You guys truly make this happen!

It helps when you bring your checkbook to the convention, and they leave with orders! So please continue to make those annual purchases and grow that positive relationship with our vendors and Trade Members.

We have some new and exciting vendors, so please be sure and look at the vendor list coming out soon! If your supplier is not on there – call them and ask them why.

I've attended many conventions and gathered loads of great ideas to share, so I'm excited to see everyone! Take care, and see you at the WACO Convention in a few weeks, March 15-19th!

Lori Severson,
Executive Director, WACO

From the Office of the President

Scott Kollock, WACO Board President



Dear Members,

We are busy getting ready for the convention, and I can't wait to see everyone. We have a fantastic convention planned! I've made it my business to check out other options, and we do pretty well for ourselves. I'm excited the team is always looking to improve things. I want to thank our board members for pitching in and helping make us profitable. Those of you who help gather the food and put on the meals – thank you! It saves our organization about \$10,000 in food costs! Everyone pitching in and helping out makes a huge difference. I know you don't hear it enough, but thank you!

Speaking of the convention, please be sure to reach out to your fellow WACO members and personally invite those who have yet to attend in the past. The networking and education are second to none, and we genuinely have some of the best operators in the business sharing information with our group.

One of the biggest threats to the industry is our ability to grow our campgrounds. Zoning has gotten really complicated in the past years. My thoughts on this are to get ahead of it. Get to know every single person on your town and county boards. Lori has run for, been elected,

and currently sits on her local Trempealeau County Board to learn how that system works. She is convinced that City and County officials need to be educated about campgrounds and how we run our businesses. If you aren't personally able to run for your board, be sure you help another business person run. Invite folks to your events and campground and educate them at every opportunity. This relationship-building is critical. If you have a great program in place, share it with others! We need to help each other get this right, preferably BEFORE you need it.

I am excited to be running for President this year, and I hope to continue to provide the organization with leadership along with your other directors. Please come to me if you have ideas, want to get more involved, or are unhappy with the direction. Taking care of issues right away is critical, so we don't allow things to snowball without answers. We have some scary examples in our world right now and want to be sure we are always on top of this!

Hopefully, you are all ready to get started for a fantastic season! I am looking forward to seeing everyone at the convention!

Scott Kollock,
WACO Board President

MEMBER SHOUT OUTS



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Throughout this issue, you'll see days of the week with times posted – **THESE ARE SPECIFIC TO THE CONVENTION DATES** from **MARCH 15-19**. Please take a peek at the full schedule draft online and in your emails to learn more and be sure to register today!

There is something for EVERY MEMBER!

CLICK HERE TO REGISTER!

Board of Directors Nominees

Rob Brinkmeier **Merry Mac's Campground**

I have been married to my wife, Nichole, for 25 years. Together we have 2 children and recently became grandparents. We purchased Merry Mac's in 2017. Before this we were avid weekend campers for numerous years and were then seasonals at Merry Mac's for 5 years before purchasing the campground. For the 10 years prior to owning the campground, I was a propane manager for a local cooperative in northern Illinois and oversaw all aspects of the LP side of the business for their 7 locations. While in that position I was on the Illinois Propane Gas Association board. During my 7 years on the IPGA board, 5 of them I served in all positions on the Executive Board. I am completing my first term on the WACO board and would like to continue on. I take an interest in doing what is right for all campgrounds and not just our own.



**Running for 1st Year
of 2nd, 3 year Term
2023 - 2026**

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Christina Kornetzke ELS/ Lake of the Woods

Christina has been with ELS for 9 years in their RV portfolio. Prior to ELS she was in the Hotel Resort Industry for over 25 years. During that time in the hotel industry, she sat on the tourism board for Sheboygan County for five years and Glenwood Springs, CO for three years.

She and her husband are both WI natives and raised their family of five children in the Kiel area. They now live in the Elkhart Lake area and are busy in our spare time with seven grandchildren. They are outdoor enthusiasts and love to spend our free time traveling and exploring the great outdoors on backpacking trips.

Christina believes her experience will provide this board with some valuable insight into Campground operations and Wisconsin guidelines and statutes that will affect our industry.



**Running for 1st Year
of 1st, 3-year Term
2023 - 2026**

Mike Dricken Lake Lenwood Beach and Campground

Mike Dricken and his wife, Mary, along with their three kids, have been operating Lake Lenwood Beach and Campground since 1983. My parents were charter members of WACO and started the campground in the early 60s. Since then, Mike has grown up, raised his children in, and purchased the campground. WACO was set up to represent only private parks, and Mike feels it should stay that way. Mike and his family operate a smaller park with limited staff, so can relate to and help represent smaller parks of the WACO membership. WACO has given so much to me, and he would like to give back!



**Running for 1st Year
of 1st, 3 year Term
2023 - 2026**



AREA 3 National ARVC Report

READ ALL ABOUT IT!!

Make sure to check out ~~Jeff Sims~~ National ARVC Q1 Advocacy Update!

<https://arvc.org/aha23q1>



Jim Button, OHE (Treasurer)
Evergreen Campsites & Resort



Make sure to check out the resource library

<https://www.pathlms.com/arvc/courses/28187>



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

Cell: 9205700764

Email: jim@evergreencampsites.com

-Jim Button

George O'Leary National School of
Outdoor Hospitality



Get jazzed. Kansas City is coming.

New VGBA Drain Cover Replacement Log

By Mary Ellen Bruesch, Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP)



The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) has developed a new VGBA Drain and Equalizer Cover Replacement Log. This replaces the old log (with the same title) that had space for one drain cover replacement to be noted.

The new version has one log sheet per basin, allowing the cover information to be tracked throughout the life of the pool. This will also facilitate more efficient inspections because the inspector can immediately see the drain and equalizer cover replacement information history for each basin. Using the form will support meeting the specific requirements in the current and proposed revised ATCP 76, although the form itself is not specifically required (just strongly encouraged).

It is recommended that pool operators keep the log sheet in a plastic sleeve or similar protected environment so that it remains legible.

The VGBA Drain and Equalizer Cover Replacement Log is located on the Public Swimming Pools webpage under the Pool Operator Forms heading.

The webpage can be accessed at the following link or QR code:

DATCP Home Public Swimming Pools

https://datcp.wi.gov/Pages/Programs_Services/WaterRecreation.aspx



TWO Pool Code Sessions at Convention this Year!

Mary Ellen Bruesch, DATCP Presents:
11-12 Noon - Pool Code Changes
2-3 pm Q&A with YOUR Campground
Specific Questions

Reservation Software Panel featuring...

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FRIDAY, 8-9:30 am



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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.

KICKIN' THEM OUT, DRUG USE AND MORE LEGAL NOTES FOR YOUR SEASON

February 2023 Legal Update

This would seem like a good time to open up campsites occupied by former campers who failed to renew, failed to pay or were non-renewed by the campground. You should give camping unit owners a last chance to remove the trailers themselves. So, giving notice now leaves time to move the units once the weather improves.

CLEARING OUT CAMPING UNITS OF FORMER CAMPERS

If you have a camping unit that needs to go, start by retrieving the most recent camping agreement you have with the camper. Everything about the retrieval process is governed by what the agreement says.

Generally, the agreement will indicate how long campers have to pay for the next season. It should describe what happens when they do not pay. And it should provide for the kind of notice required.

Consider the agreement your instruction manual and begin with giving notice to the former campers. WACO has forms for these notice letters on the Members section. Keep a copy of all letter you send. Do not send these letters by registered or certified mail. Too many people will not accept those kinds of letters. Regular mail is sufficient notice for any notice unless there is a specific law

which requires use of registered / certified mail.

It's a good idea to do something people rarely do anymore – call the camper on the phone. If nothing else, it looks good

when you try to contact the camper by mail, email and phone. Make sure you keep a record of those contacts.

When you give notice to remove the camping unit, the notice will indicate that you intend to move the camping unit if it is not retrieved. Of course, that means you need a plan to relocate the unit – a place and a method to handle it.

If what I hear from campgrounds is at all representative, a surprisingly high number of people don't respond to notices about abandoned camping units. Whatever the reason may be, you need to be ready to deal with abandoned property. You are always welcome to call me with questions.



AN OVERVIEW OF DRUG TESTING BY EMPLOYERS

Recently, a campground contacted me to discuss the issue of employee drug use and employer drug testing. The issue has been around



for decades, but is becoming more complex.

Employers can terminate or discipline employees for using drugs on the employer's premises or possessing drugs on the employer's work premises. That issue is relatively straightforward.

If an employee operates heavy equipment or vehicles which require a Commercial Driver's License (CDL), they are required to have random drug tests.

Beyond those two points, however, it becomes much more complicated. Employers who decide to require drug testing of their employees face difficult issues if there is a positive test. Here's a little background, which you can skip if you don't find background all that interesting, followed by analysis of the challenges drug use poses.

BACKGROUND

In 1988, Congress adopted legislation to encourage employers to maintain drug free workplaces. Federal contractors were required to have drug- and alcohol-free workplace policies. The 1988 law was part of a wave of anti-drug legislation. The societal resolve against drug use was quite strong. Many employers began testing all new hires for drugs, some even posting signs informing their customers of that fact. Positive drug tests were often grounds for termination.

That changed in 1990 when Congress passed the Americans with Disabilities Act. The ADA treats drug addiction and alcoholism as a disability. An employee who is addicted to drugs or alcohol and is less able to perform their job duties as the result is entitled to "reasonable accommodations." The usual accommodation provided is the opportunity to seek treatment.

WHAT CAN EMPLOYERS DO WITH A POSITIVE DRUG TEST?

When an employee tests positive for drugs, employers may not simply fire the employee. If the employee wants to get help for addiction, which is a disability, the employer must accommodate that request. The employer is not required to pay for treatment. There may be health insurance coverage for treatment. There also are recovery programs which do not cost anything, notably, 12-step programs. However, employers cannot mandate that employees attend 12-step programs. The courts have held that 12-step programs' emphasis on a "high power" is a form of religious practice.

All of these complications lead to the conclusion that drug testing may entangle the employer in a very complex and risky sequence of demands, counter-demands, and ultimately, the potential for litigation. By contrast, if the employer simply takes action against employees who fail to perform properly on the job, the employee has the burden of coming forward to indicate that their mistakes or tardiness were the result of addiction, and ask for accommodations.



EXAMPLE SCENARIO:

An employee is repeatedly tardy. The employer has warned the employee to stop being late. The employer suspects, but does not mention, that the employee is having trouble waking up and getting to work because of excessive alcohol or marijuana consumption. The employer can elect to focus on the behavior and terminate the employee for tardiness without men-

tioning any concern about drinking or marijuana.

If the employee responded to the firing by asking for help with a drug problem, the employer may be required to accommodate that request. These situations are difficult; if one arises, consult with legal counsel.

Employers' task when confronting drug use has become even more complicated in the past three years. Since January 1, 2020, it has been lawful to use marijuana in Illinois for recreational purposes. It is NOT legal to bring marijuana from Illinois to Wisconsin to consume it here. If an employee is in possession of marijuana on the employer's work premises, they are violating Wisconsin law and may be fired.

But suppose an employee comes to work on Monday morning and cheerfully tells you about the great weed they smoked in Rockford the day before? Wisconsin makes it illegal to discriminate against an employee based on the employee's use of lawful products off the employer's premises during non-work hours, Wis. Stats. sec. 111.321. This law was adopted to protect cigarette smokers, but the law's scope is much broader. The law protects employee's right to use anything that is lawful to use, including alcohol and marijuana -- in states where it is legal.

Employers who use random drug testing of their employees have to pay for it – and it is not cheap. More importantly, employers have to deal with the consequences of a positive test. If an employee tests positive for THC (the active ingredient in marijuana), the employee might claim they consumed the marijuana in Illinois. THC remains in the body for a significant amount of time. It would be difficult or impossible to prove the employee used marijuana illegally.

SO, WHAT IS LEFT FOR EMPLOYERS TO DO?

I assume your campground has communicated to all employees that they are "at will" employees. They can be terminated at any time for no reason. Drug testing is often used to justify employer action where the employer has to have cause to terminate an employee. Since at will employers do not need to prove cause, if an employee caused an accident or misbehaved, you can simply terminate them based on their conduct. In other words, respond to the actions or mistakes without looking for drug usage.

There is a shortcoming with that approach. Employers, especially in this job market, don't like fire anyone for one mistake. We would like to retain employees who are generally good workers while rooting



out people who are impaired.

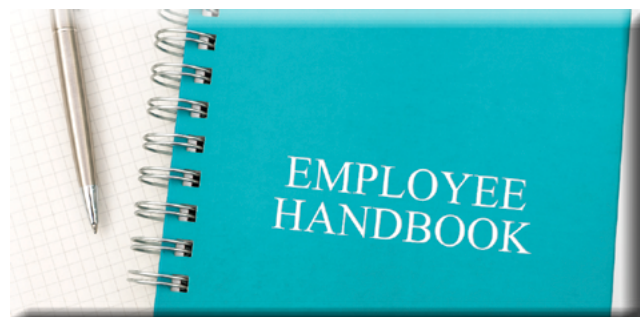
Fortunately, the law allowing "lawful use of products" allows employers to

take disciplinary action if the use of marijuana impairs an individual's ability to undertake their job duties. If an employee has an accident, breaks expensive property or engages in wrongful behavior, the employee can require a drug test based on "probable cause."

If an employee drove a boat into another boat, for example, you could require that the employee take a drug test. If the test is positive, you can terminate the employee for being impaired. If the test is negative, you can brief a sigh of relief and counsel the employee to be more careful.

If you do use drug testing, please be sure you have an effective program. Some vendors take 3 to 4 weeks to report the test results. That's a long time in any workplace, but it's a very large percentage of the camping season. The delay severely undermines the value of the test. If it is critical to intervene to remove a drug-using employee from the workplace, doing so three or four weeks after the test makes the urgency of the action seem much less.

I strongly oppose use of marijuana and I am adamantly against legalizing it. But, I nonetheless believe that under the current circumstances which prevail, random drug testing is not worth its cost. Focus on employee performance. Ideally, make sure you have an employee handbook and position summaries which identify your requirements for showing up on time, or whatever performance issue is involved.



BURNETT COUNTY CAMPGROUND OPPONENTS FILE LAWSUIT

A group of campground critics has filed a suit in Burnett County seeking a court order to close campgrounds that offer RV camping. They contend in their suit that campgrounds are offering permanent housing. The campgrounds involved are adjacent to manufactured home communities. Plaintiffs contend the campground is an illegal expansion of the manufactured home communities.

The campgrounds involved are seasonal campgrounds. As is almost universally the case, the RVs and park models are stored on the campgrounds over the winter. That is, of course, explicitly permitted by the Wisconsin campground rules.

The complaint makes it clear what is upsetting the plaintiffs bringing the lawsuit. They allege the campground residents are behind a "very large increase in boat traffic" caused by the campground. The plaintiffs claim they are being injured by the increase in boat traffic. The plaintiffs are overlooking an important point – the lake does not belong to them. All lakes in Wisconsin belong to the State of Wisconsin as a public trust. If ownership of a lake's shore has been divided among two or more owners, the lake is supposed to be accessible. It certainly is a public amenity.

What we are facing, then, is a group of people who bought a piece of land on a lake and now believe they have the right to pull up the ladder so no one else can follow them. We have an intense struggle ahead.

WACO will offer assistance to the campgrounds being sued in this case if requested.

PERSONAL PROPERTY TAXES MAY BE ELIMINATED AS INCREASES IN OTHER TAXES PROPOSED

Wisconsin raises a surprisingly large amount – more than \$200 million per year -- from its personal property tax. As business owners, you're familiar with the paperwork involved from the assessor. It seems a bit ridiculous. A kitchen chair which is tax exempt as part of a residence is subject to the property tax when owned by a business. Things like jumping pads, water toys, office machines – everything which is not fixed to the land – are subject to the tax.

Legislators and business groups have been talking about eliminating the personal property tax for decades. It has been debated many times, but it has always failed to pass. The price tag of eliminating the tax has been too much to swallow. This looks like it will be the budget where the repeal finally passes. No business owner will miss the paperwork involved.

At the same time, though, there is serious discussion about increasing the Wisconsin sales tax or other revenue sources to help local government. Local governments have been under levy limits for some time. Their expenses keep increasing. They have been clamoring for major increases in state aid or tax sources for some time. This year, the Legislature's leadership has indicated a willingness to consider increases in state funds or local taxes.

We should approach these decisions with skepticism. Wisconsin taxes are relatively high; that we are better off than Illinois is scant consolation. Local governments need to demonstrate that they have sought and implemented real economies in how they operate.



Mark Hazelbaker, SC
WACO Attorney

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Maintaining Relationships and Performance Goals in a Family Business

Respectfully Submitted by our Sponsor, Blackhawk Bank

Written by Phil Whitehead, Phil Whitehead, CPA, CFP®, CExP™ Market President and Jim Reynolds, Jim Reynolds, CExP™ SVP Market Leader Business Banking

The term "family" can sometimes add a level of complexity to any growing Campground & RV Park. Established relationships have expectations that can compete with the needs of your business, so we wanted to provide some ways that owners can continue to grow the family business, while also maintaining relationships with the ones they love.

1 Focus on What is Important

As a family business matures, it inevitably reaches an impasse: focus on family harmony or business performance. While they are not necessarily mutually exclusive, having both be a priority at all times can lead to some tough decisions, and potentially resentment.

By narrowing down your focus, you can begin to look at problems or situations that arise in a new light. Take this scenario into consideration: if your family member is running a certain aspect of your Campground & RV Park, but continuously fails to meet expectations, how would you respond? By nailing down what is most important upfront, you will be able to approach this situation with ease, and allow you to create strategies that support your focus.

2 Make Decisions Based on What's Best for the Business, Not Just Your Family

Maintaining objectivity is key. It is incredibly hard to focus on business performance when your loved ones are responsible for the performance, however, this is essential for the business to succeed.

One way to do this is to ask your staff (family included) to create performance standards or goals that all must adhere to, and write them out. This not only allows for employee engagement in creating the goals, but it also creates a more unbiased workplace, which is important for attracting new talent.

3 Balance is Key

As with everything in life, it's all about balance. We look to our family as a trusted circle to draw strength from, but familial relationships cannot supersede the needs of the business, and vice versa.

Creating a balance where you prioritize the growth of the business (which will undoubtedly benefit your family in the long run), while continuing to foster relationships with the ones you love is possible, and we are here to help. Blackhawk Bank can help you identify priorities and key objectives for your Campground and RV Park, all so you can reach your goals and continue to grow. If you're ready to learn more about how Blackhawk Bank can help you, contact us today!

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How **GLAMPING** is profitable for your business

Respectfully Submitted by your sponsor, Plainscraft

Since you're in the camping space, we suspect your campground might be experiencing some of your best years ever. But that doesn't change the fact that there are some issues campgrounds are facing. The [2023 Camping Report](#), released in January by The Dyr, shows that despite the demand for camping across the United States, the growth has led to some frustration from campers looking for sites. What's more, new research shows glamping is one of the most profitable options campgrounds can offer.

Are you keeping up with the growth and the demand from your guests? If not, here's what you need to know about the future of glamping and campgrounds.

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Succession Planning It's More Than a "For Sale" Sign
2-3:00 pm THURSDAY

CHECK IT OUT



CAMPING IS HIGH IN DEMAND, BUT THE MARKET CAN'T KEEP UP

The Dyr report estimates there are currently over 80 million campers in the U.S. Of those, more than 7 million camped for the first time in 2022. The data suggests these numbers are only going to continue to grow.

Yet nationally, campsites are struggling to keep up with that demand. The biggest issue? Sites are booked up far in advance. The problem is encouraging campgrounds to come up with more creative solutions in response.

One simple solution is to charge more for camping. Nearly half of the campgrounds surveyed responded to this demand by raising their rates in

How **GLAMPING** is profitable for your business

Cont'd from previous page



2022 or are planning to in 2023. Over 35 percent added more campsites to meet demand. And more than 18 percent expanded their calendar to keep up. If you're wondering if Wisconsin campers want to go camping in the off season, it may be time to try surveying your guests to see what they're looking for. You may just be surprised by their answers.

GLAMPING IS A DRAW FOR POTENTIAL GUESTS

The report also showed that glamping increased at these campgrounds by 10 percent compared to 2021. However, the [North American Glamping Report 2022](#) gives even more context to these numbers. Between 2019 and 2021, \$17 million households went glamping at least once, which was a 155 percent increase from 2019.

Furthermore, despite the numerous glamping options that exist for most campers, they're hungry for more opportunities. The report shows covered wagon popularity alone increased by 27 percent, the highest of all structures, yet only 2 percent of all glamping structures are wagons. When it comes to consumer demand, campgrounds currently just aren't delivering what their guests want. If you have glamping or haven't yet considered it for your site, the time to make it a new option has never been better.

GLAMPING IS A PROFITABLE SOLUTION, AS ARE COVERED WAGONS

Another critical piece of information to understand is this: The Dyrtr report shows the income of more

than 44 percent of campers is over \$100,000. That means the campers you're drawing into your site have the income to pay for luxury glamping experience.

What else does this data tell us? It shows us that there's tremendous opportunity that you can take advantage of if you have capacity.

In fact, Sage Outdoors Advisory reports covered wagons ranked third out of 12 in highest Average Daily Rate at \$389, which means glamping is profitable for any business.

WHY PLAINSCRAFT?

PlainsCraft is proud to provide your guests with the ultimate luxury glamping experience. Our wagons come with full bathroom options and custom furniture that's built to last. Our proprietary custom cover ensures your wagon stays cool in the summer and toasty in a cold Wisconsin winter. Best of all, our wagons are an investment that ensures glamping is profitable for your campground for years to come.

Interested in learning more? Get in touch at (785) 748-4588 or visit us at plainscraft.net. Then, let's build something together.

**BUILT TO HELP
YOUR BUSINESS
GROW**

PLAINSCRAFT

HANDMADE IN THE USA

A WILDER KIND OF
EXPERIENCE



Plainscraft.net
info@plainscraft.net
(785) 748-4588

Sources: <https://reports.thedyrt.com/2023-camping-report/>
<http://koa.uberflip.com/i/1480652-2022-national-glamping-report-terramor-outdoor-resort/0?>

DON'T FORGET YOUR BASKET RAFFLE ENTRY!

Bring the best campground basket and win bragging rights! Earn the traveling trophy for the basket with the best sales numbers on Friday night! The basket winner also gets \$1000 to spend at any supplier on Saturday!



FRIDAY LUNCH & LEARN with Matt Heller "The Cause and Effect of Leadership"



Additional Breakout Sessions on Friday include:

9:45 am: Caring for Not-So-Happy Campers

11:00 am: ABC's of Employee Engagement

USG Interactive
Tutorial Workshop
Heidi Doyle, Utility
Supply Group

FRIDAY, 9:45 - 10:45 am

Let USG SHOCK YOU with all their answers to your electrical problems. See what I did there?



Severson
& ASSOCIATES

A woman-owned business, offering a wide range of marketing, promotional, and training options to meet your needs, big or small!

PO Box 228 | N22676 HWY 53 | Ettrick, WI 54627
(608) 525-2323 | tina@seversonandassociates.com

Campgrounds4Sale.com

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507-450-5626

john@campgrounds4sale.com | www.campgrounds4sale.com



**Becoming a
POWERHOUSE
Campground**

**FRIDAY
11 AM - NOON**



We Call it a **CATALOG** You May Refer to it as a **DIRECTORY**

Respectfully Submitted by Sponsor Holly Hoffman of Sales Tax Industry Network

You must pay sales tax on purchases of advertising brochures and literature used in Wisconsin. However, there is an exception for catalogs and their mailing envelopes. What you need to pay attention to is the sales tax definition of a "catalog." You may use different names for your printed materials, but the important thing is whether the materials meet the criteria/definition to qualify for the catalog exemption.

Exemption for Catalogs and their Mailing Envelopes From WI Dept of Revenue Publication 235, Advertising

Catalogs, and the envelopes in which the catalogs are mailed, that are designed to advertise and promote the sale of merchandise or to advertise the services of individual business firms are exempt from Wisconsin sales and use taxes. This exemption includes catalogs that are mailed to addresses in and outside of Wisconsin.

For purposes of this exemption, "catalog" means a printed and bound, stitched, sewed, or stapled book containing a list and description of property or services for sale, regardless of whether a price is specified.

A "book" is a set of written, printed, or blank pages fastened along one side and encased between protective covers.

Examples:

- A brochure that is folded, but not bound, stitched, sewed, or stapled does not

qualify for exemption, since the brochure is not a catalog.

- A multiple-page description of property for sale that is stapled in the corner qualifies for exemption as a catalog if it has a front and back cover and at least two sheets are enclosed between the front and back covers.
- A cover letter or insert that is mailed with or inserted in a catalog, but does not become a part of the catalog, does not qualify for exemption, unless the cover letter or insert is a catalog in itself.
- An envelope that is used to mail both an exempt catalog and other items that are not catalogs qualifies for exemption. The exemption does not require that the envelope be used exclusively to mail an exempt catalog.
- A coupon book that has a front and back cover, descriptions of products sold, and coupons for such products. The pages are made of 2½" x 9" pages that are folded in the middle and fastened together with one staple to create a coupon book that is 2½" x 4½" when finished. The coupon book qualifies for exemption as a catalog.



Contact

Holly@SalesTaxLady.com





15000
Lakes



300
Campgrounds



92
Days of Summer



1
Wisconsin

SOCIAL RELATIONSHIP

Facebook/Instagram Insights

Total FB current likes: 9,534 (+64 from December)

Total IG current followers: 511 (+5 from December)

Top Facebook Posts in Jan 2023

Top-performing organic posts

Here are posts that have performed well over the last 30 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post



This post reached 863% more Accounts Center accounts (5,435 Accounts Center accounts) than your median post (846 Accounts Center accounts) on Facebook.

Highest reactions on a post



This post received 7,854% more reactions (163 reactions) than your median post (2 reactions) on Facebook.

Highest comments on a post



This post received 156 comments compared to your median post (3 comments) on Facebook.

January 2023 Social Media Referrals to Website



Sessions: **11,050**



Sessions via Social Referral: **327**



Conversions: **3,553**



Contributed Social Conversions: **151**



Last Interaction Social Conversions: **131**

Social Network	Sessions	% Sessions
1. Facebook	722	98.47%
2. Instagram	2	0.61%
3. Pinterest	2	0.61%
4. VKontakte	1	0.31%

Jan 2022 vs Jan 2023



11,050 vs 7,226

Sessions: **52.92%**



327 vs 997

Sessions via Social Referral: **-67.20%**



3,553 vs 2,970

Conversions: **19.63%**



151 vs 288

Contributed Social Conversions: **-47.57%**



131 vs 258

Last Interaction Social Conversions: **-49.22%**

Social Network	Sessions	% Sessions
1. Facebook		
Jan 1, 2023 - Jan 31, 2023	722	98.47%
Jan 1, 2022 - Jan 31, 2022	994	96.70%
% Change	-47.61%	-1.23%
2. Instagram		
Jan 1, 2023 - Jan 31, 2023	2	0.61%
Jan 1, 2022 - Jan 31, 2022	1	0.40%
% Change	100.00%	50.79%
3. Pinterest		
Jan 1, 2023 - Jan 31, 2023	2	0.61%
Jan 1, 2022 - Jan 31, 2022	2	0.20%
% Change	0.00%	204.00%

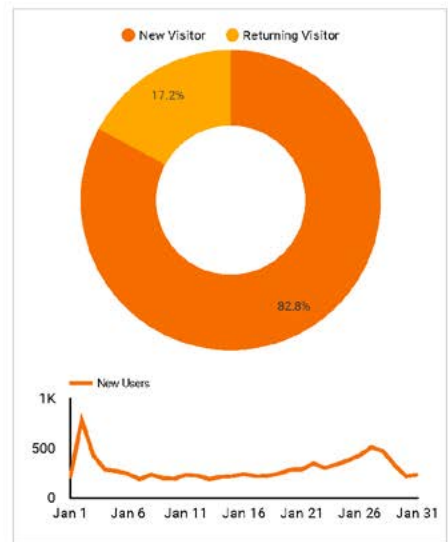
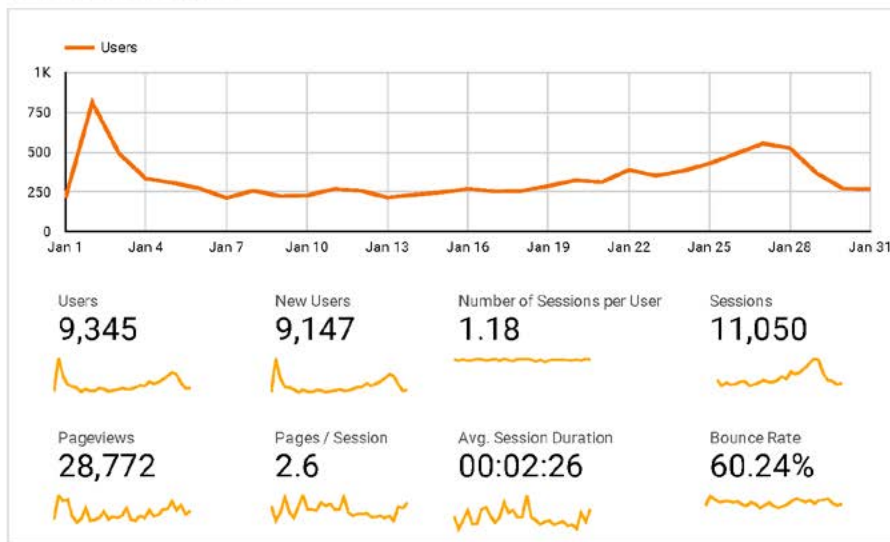
Royalle R.V.
8025 ISHERWOOD RD.
BANCROFT, WI 54921
715-335-6860
Central Wisconsin's Park Model Authority



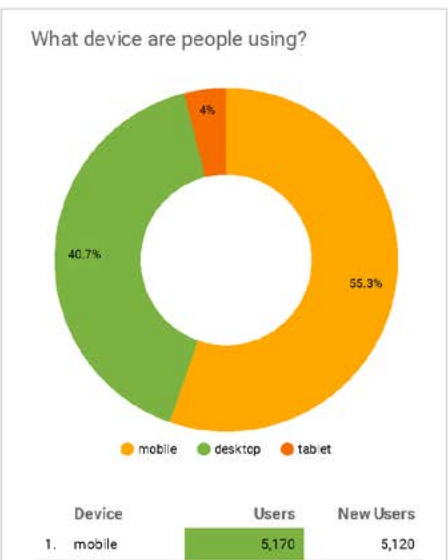
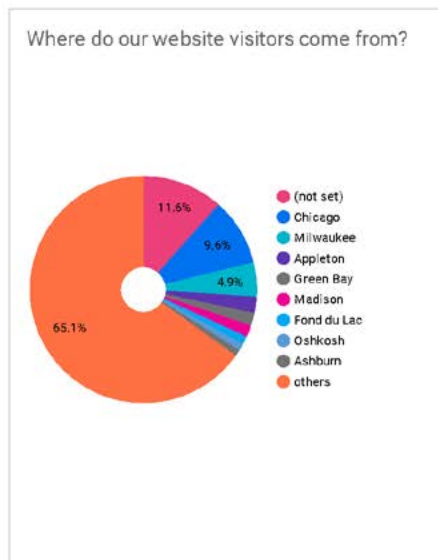
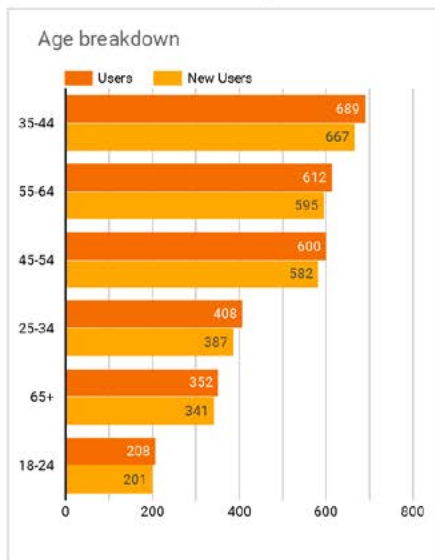
Jan 2023 Monthly Audience Overview

Continent Region Channel Device Jan 1, 2023 - Jan 31, 2023

Your audience at a glance



Let's learn a bit more about your users!



15000
Lakes

300
Campgrounds

92
Days of Summer

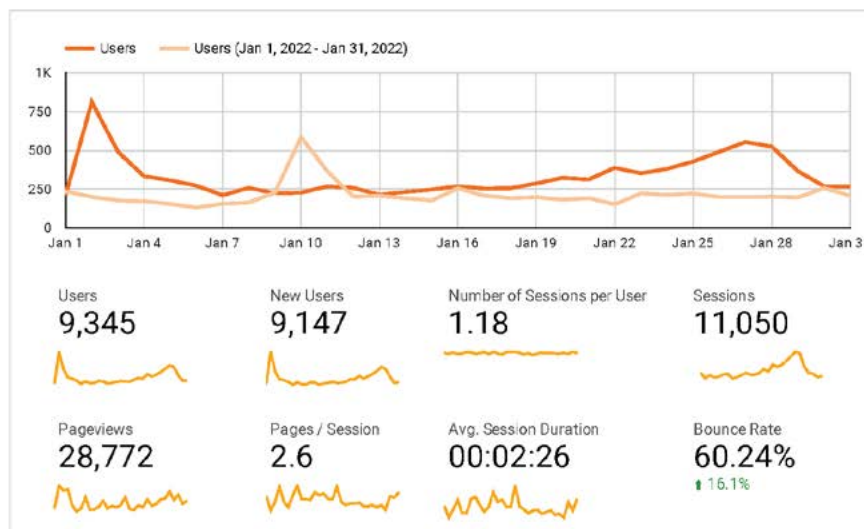
1
Wisconsin

JAN 2022 vs 2023 WEBSITE STATS

Jan 2022 vs Jan 2023 Audience Overview

Continent Region Channel Device Jan 1, 2023 - Jan 31, 2023

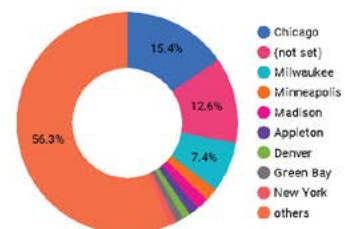
Your audience at a glance



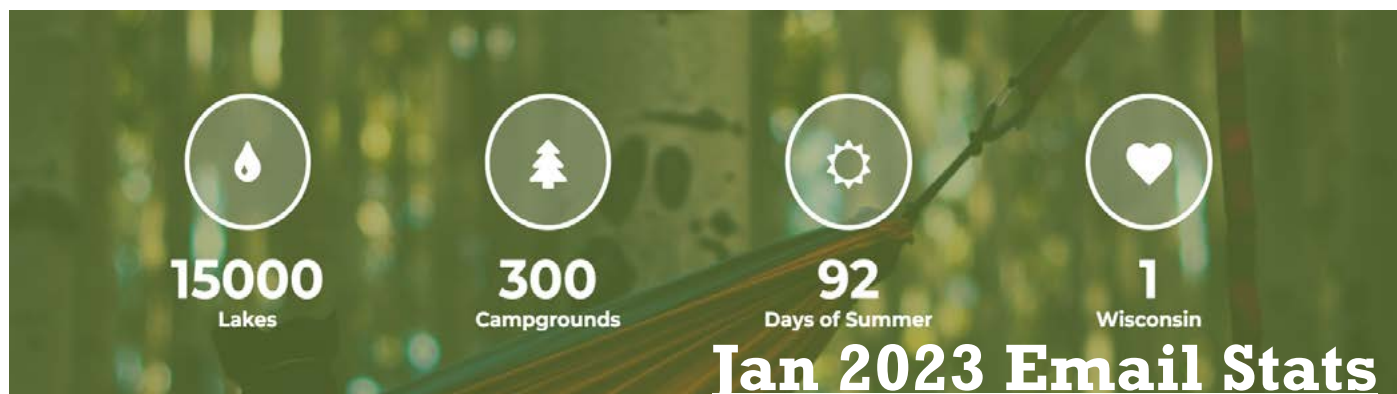
Let's learn a bit more about our Website Visitors by comparing Jan 2023 to last Jan 2022:

1	35-44	38.45% ↑	38.45% ↑
	Jan 1, 2023 - Jan 31, 2023	2,866 vs 2,070	2,866 vs 2,070
	Jan 1, 2022 - Jan 31, 2022	689	24.02%
2	55-64	477	22.99%
	Jan 1, 2023 - Jan 31, 2023		
	Jan 1, 2022 - Jan 31, 2022	612	21.33%
3	45-54	423	20.39%
	Jan 1, 2023 - Jan 31, 2023		
	Jan 1, 2022 - Jan 31, 2022	600	20.91%
4	25-34	424	20.43%
	Jan 1, 2023 - Jan 31, 2023		
	Jan 1, 2022 - Jan 31, 2022	408	14.22%
5	65+	345	16.63%
	Jan 1, 2023 - Jan 31, 2023		
	Jan 1, 2022 - Jan 31, 2022	362	12.27%
6	18-24	242	11.66%
	Jan 1, 2023 - Jan 31, 2023		
	Jan 1, 2022 - Jan 31, 2022	208	7.25%
	Jan 1, 2023 - Jan 31, 2023	164	7.90%

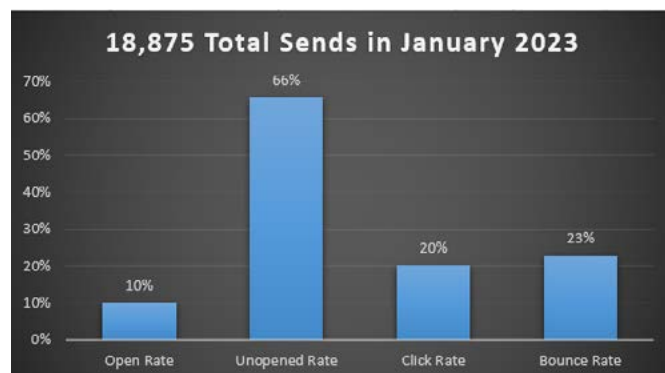
Where do our visitors come from since our Digital Ads & SEO with Vivial? (June 2022 - January 2023)



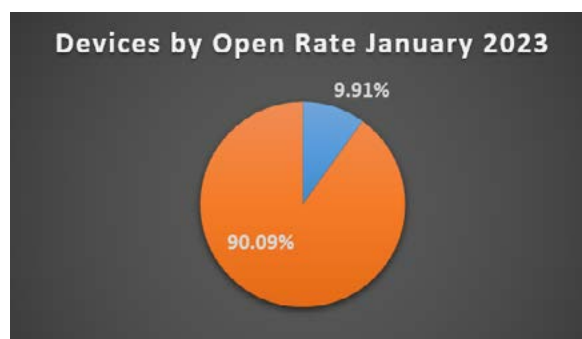
Here we see new cities listed in the 'where are our visitors coming from' pie, including Denver, Minneapolis, and even New York!



Jan 2023 Email Stats



Jan 2023 Open by Device



Top Emails by Open Rate for January 2023

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
Madison RV Show - Request for Wheel Winnings	12	10	83.30%	9.50%	90.50%	3	25.00%
Madison RV Show - Info & Booths	12	10	83.30%	18.80%	81.20%	8	66.70%
January 2023 Newsletter	399	228	60.80%	9.50%	90.50%	100	26.70%
Order Your 2023 Directory	11282	4285	49.00%	14.30%	85.70%	1029	11.80%
WACO Convention - Celebrating 60 years!	2429	672	36.80%	6.20%	93.80%	63	3.50%



Eric Haun, CIC
Vice President - Leisure & Hospitality

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Fully FURNISHING Your Campground

Respectfully Submitted by our Sponsors Park & Play | Sign Solutions

If you run a campground, you know how important it is to have fully furnished cabins, campsites, and facilities. Park & Play USA and Sign Solutions USA make it easy to complete your campground with the best site amenities, outdoor play structures, and signs in the business.

PARK & PLAY USA

Park & Play USA is a division of DFC Company, and sister company to Sign Solutions USA. We are the premier provider of site amenities, outdoor play structures, sports and recreation equipment, spectator seating, and more.

Our experienced staff provides the best-in-class solutions to make every campground more comfortable and fun. Our reliable and highly knowledgeable sales team takes pride in quick response times and product expertise to answer all your questions.

Our outdoor vinyl play structures are made with the highest-quality material. Vinyl structures are five times stronger than traditional wood. Each play structure is engineered from a safety-first perspective and manufactured with an eye towards durability and uniqueness.

Park & Play USA has a great selection of outdoor play structures, fire rings, picnic tables, and more. We offer a variety of different styles and designs so you can find exactly what your campground needs.

SIGN SOLUTIONS USA

Sign Solutions USA is a division of DFC Company, and sister company to Park & Play USA. For over 50 years we have provided our customers with long-lasting sign and traffic control products that lead the industry in innovation. We are a future-forward company who uses our experience and expanding manufacturing capabilities to deliver you the best products matched with unbeatable customer service.

Signs are a critical part of any business. At Sign Solutions USA we have an extensive collection of signs that will help you direct your guests in the right direction and keep them informed about what's happening at your campground.

*The Playground Rules sign to the left will be included in our exclusive show bundle.

Sign Solution USA's production equipment, sales support, and quality of manufacturing are verified by 3M's industry requirements, so you know you're getting the best quality sign, every time.

WACO CONVENTION AND TRADE SHOW

Park & Play USA and Sign Solutions USA will be at the 2023 WACO Convention and Trade Show in Stevens Point, Wisconsin on March 17-18, 2023. At our booth, you'll be able to take advantage of our exclusive show bundle. We've combined our expertise to offer you an opportunity to take home two FREE signs when you purchase an outdoor play structure for your campground.



If you've been thinking about purchasing an outdoor play structure for your campground, but aren't sure if it's a good idea, we're here to help. We can provide you with everything you need to make an informed decision about your outdoor play structures, campground signs and site amenities.

**COME VISIT OUR BOOTH TO DESIGN YOUR
PERSONALIZED OUTDOOR PLAY STRUCTURE!**



Park & Play
— USA —



Sign Solutions
— USA —

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
Buffalo Lake	\$3,513
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



THANK YOU WACO MEMBERS

In 2022, our Members generously raised over \$230,000 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.

Rose's Enchanted Forest	\$1,580
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
GRAND TOTAL	\$238,668



TOP GBF CONTRIBUTORS

will be recognized during our FRIDAY NIGHT program! THANK YOU for all you've done in 2022!

MADISON RV SHOW

Highlights



UPCOMING RV SHOWS

Milwaukee RV Show

March 2-5, 2023

**Central Wisconsin RV & Camping Show
(Wausau, WI)**

March 10-12, 2023

**Rockford RV, Camping & Travel Show
March 10-12, 2023**

A Big THANK YOU to our WACO office staff that's been really holding down the RV Show fort this year! We know its a lot of travel and time and appreciate all you do to get the directories and brochures in the hands of show attendees. Carla, Lisa, Ryan, Laurie just to name a few - we appreciate you and all you do!

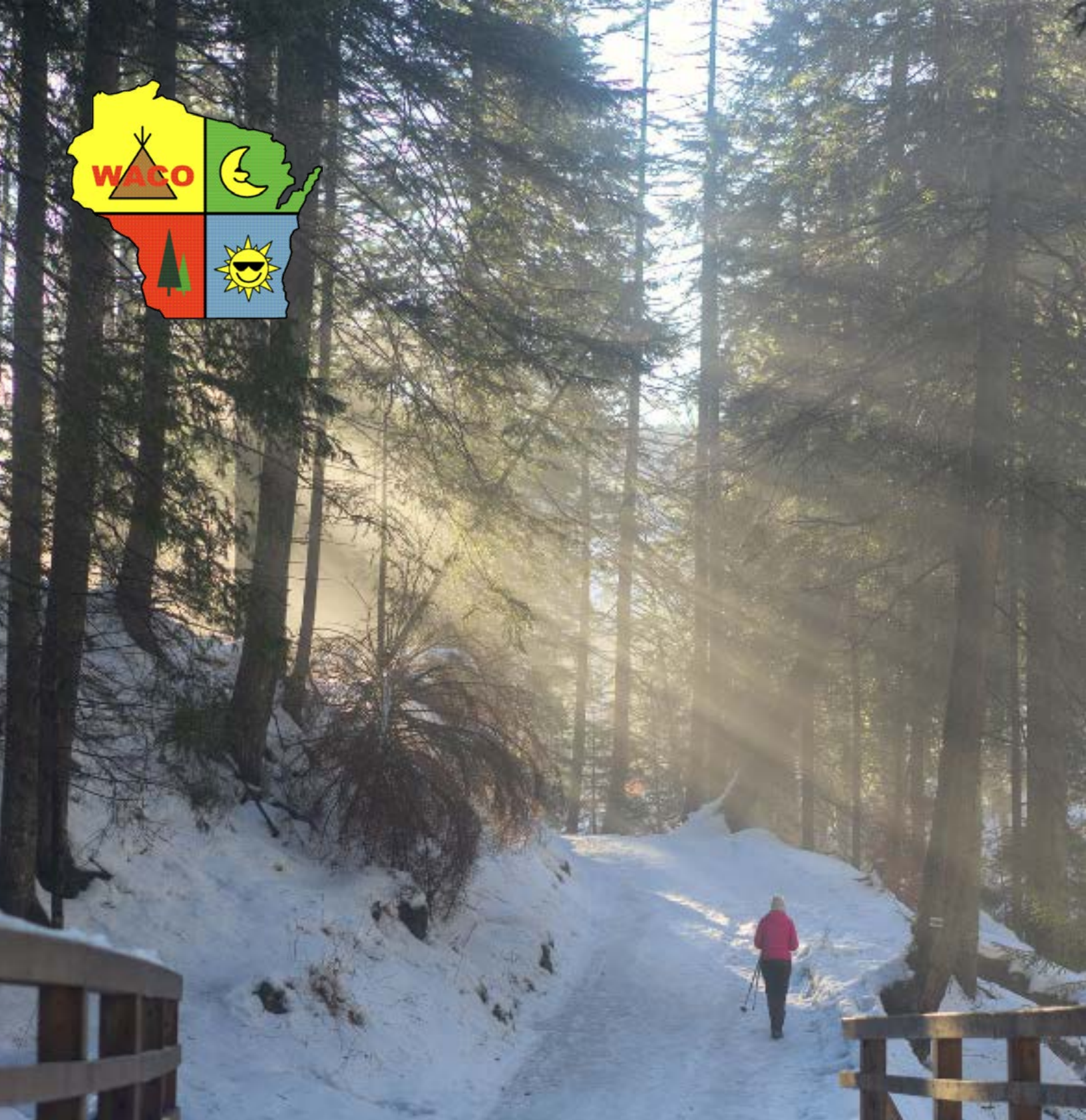


Board of Directors

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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