

WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS



**60th ANNUAL
WACO
CONVENTION
AND TRADE SHOW**

MARCH 15-19, 2023
Still rockin' 60 years later!

New Owners Meet-Up!

Meet with other new owners and get advice on what is most important to attend for the day! Held in the Top Shelf bar between the hotel and convention center, just outside the Kids Kamp room (aka - Little Bar).

Meet on Wednesday at 8am - Thursday & Friday at 7:30am.

Led by The WACO Young Professionals Group!

Annual Meeting Full Report

If you would like the full Annual Meeting Report, please stop at the WACO Registration Desk!



**Holiday Inn Hotel & Convention Center
1001 Amber Avenue Stevens Point, WI 54482
Phone: (715) 344-0200**



WACO Board Of Directors



Be our eyes & ears! If you hear or see something that needs to be corrected, let your Board Members or Exec. Director know!

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

Our goal is to make this conference easy for you to attend and enjoy. Please don't hesitate to tell a staff member immediately if you need assistance. Our members mean the world to us and we are happy to help in any way we can. If you have an experience that is not world class, please let a member of the WACO Board or your Executive Director know immediately. Your experience here is important to us. If you are new to the convention – just look for a STAFF member or a Board Member. There are no silly questions – we are happy to help!



How May We Help You?



Lori Severson – Executive Director
 Address: P.O. Box 228, Ettrick, WI 54627
 Email: lori@seversonandassociates.com
 Phone: 608-525-2327
 Fax: 608-525-2328
 Cell phone 608-792-5915



Mark Hazelbaker- Attorney
 Address: 559 D'Onofrio Drive,
 Ste. 222 - Madison WI 53719,
 Please email or call the WACO
 office to route questions for Mark.

Have a question? We have the answer! Call any number below.

WACO Executive Director

Lori Severson 608-792-5915

WACO Staff

Danielle Todd 608-386-0752
 Tina Severson 608-386-3673
 Carrie Geary 651-356-5404
 Lisa Black 608-317-9238

Registration

Laurie Smith 608-399-4817

Vendor Set-up And Direction

Ryan Lipke 608-484-1045

Kids Kamp

Becky Black 608-317-9237

General Convention Questions

WACO Office 608-525-2327



Danielle Todd



Tina Severson



Carrie Geary



Lisa Black



Laurie Smith



Ryan Lipke



Becky Black



Carla Brown



Bonnie & Mickey Wood



Mary Zeigler



Karen Radomski



Michelle Forsyth

Our members are out of this world! ...Tell us how to make your experience amazing!

Tuesday Evening Check-in & Registration

Tuesday evening early registration will be open for the WACO Convention from 5:00pm -

7:00 pm. Our registration area is open 7:30 am on Wednesday, Thursday, Friday, and Saturday for your convenience. Registration is set up at the Holiday Inn Convention Center, directly outside of the Trade Show area. The hotel has the schedule of convention activities at the front desk if you have a question. The auction items and baskets should be taken to the registration table where they will be logged in.

Need Lori? Text her at 608-792-5915



Consulting Options



New Owners Meet Up: Wed. at 8a – Thur. & Fri. at 7:30a

Location: Top Shelf Bar (aka Little Bar) – Outside Kids Kamp Room

Calling all rookies and newcomers! This quick meet up is hosted by the WACO Young Professionals group. Meet, greet and network with others in the same new position as you are! Find a mentor and see who knows what, and how you can get the most out of your WACO convention experience! Chat about what's most important to be a part of for the upcoming day!

Need to know more about all the great ARVC or WACO Benefits?



Text Jim Button, your ARVC Area 3 Representative at **(920) 570-0764** to set up a time to chat about how both ARVC and WACO can benefit you and your business!



Membership Update Area (near Registration Desk)

Update your listing on the **WACO Website** right at convention! Bring a flash drive with 4 or 5 photos and we will update your listing for you to be sure everything is current for the 2023 season! **NO charge, NO hassle! Set-up your appointment by texting Danielle at (608) 386-0752!**



Private Legal Consultations with Mark Hazelbaker WACO Attorney

Talk about your personal legal issues! Ask about agreements, review mobile home licenses, park regulations, Employment issues, or general legal questions. You can see the work Mark has done with our forms, waivers, agreements, etc in the Members Only section of our website! Contact Mark by texting him at **(608) 220-7271** to set up your private session.



QuickBooks Consulting with CSAW Associates

Set up a time to learn more about how QuickBooks works, upgrading or getting started. Call or text Chris Metcalf (WACO Accountant) at **(608) 667-0142** to set up your appointment at convention!



Know Your Numbers with John Jaszewski - Bring your P&L to convention and John will show you exactly what your park is worth now and will show you quick and easy ways to increase the value of your park. **Knowledge is Power.** Whether you are thinking of selling or need more leverage for refinancing or expanding the park, schedule a confidential consultation and John can show you exactly what the Banker and Appraiser will be looking for. Schedule an appointment at convention by texting John at 507-450-5626.





Things You Need To Know



Money Made Simple

- Find your personalized bid number behind your name tag in your show badge! This number has been specifically assigned to you. This can be used to “charge” any auction/raffle items. Please be sure you receive a receipt with all of your purchases. Simply show our staff member your bid number and sign for the charge.
- Your bid number can be used to bid on silent auction items, live auction items, buy raffle tickets, etc.
- PAC (Political Action Council) items are the only exception **(they must be paid by personal check or cash)**.
- You may check your balance at any time during the convention by asking at the registration desk.
- You can pay your balance by check, credit card, cash, WACO bucks or a combination!
- Plan to have your account balance settled **no later than 9:00 am on Sunday**.
- Not from Wisconsin? No problem! We take all “out of state” currency!

Valet Directory Pickup

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

Earn 20 \$1,000 WACO Bucks entry tickets by picking up your directories!

**Visit the WACO Website!
Scan me!**



Silent Auction Rules

- To place a silent auction bid, write your bidding number in the starting bid space or on the line following the highest current bid.
- Indicate your bid in the appropriate space on your bidding row.
- In order to be valid, all new bids must be higher than the previous bid by at least the minimum raise indicated at the top of the bid sheet. \$5.00 is the usual amount but please check each auction item.
- A bid is construed as an agreement to purchase the listed item(s) at the amount indicated.
- All bidders must be 18 years of age or above.
- All winning bids must be settled before 9:00 am on Sunday by cash, check or credit card.
- In order to protect the integrity of all bidders, please do not scratch out bids. Simply contact one of our volunteers for assistance if you wish to withdraw your bid.
- The auction will close at the announced time at which time the highest bid on each bid sheet will be declared the winner. If multiple people are still interested in bidding at the end – a final bid off will be allowed where each participant puts in a final sealed bid on a piece of paper. The highest final bid will be awarded the item.
- **Don't leave the convention without written documentation of what you have purchased and won.**
- **Bids may only be voided by an auction volunteer or staff member.**

**See something that needs our
immediate attention?
Call Lori at 608-792-5915
Sunrise to sunset!**



Things You Need To Know



Can't Attend a Seminar?

All seminars and information (if provided by the speaker) are available for our members. If you were unable to attend a session, please feel free to pick up the materials near the WACO desk. This information is available on a first come, first serve basis and if seminar information is provided prior to convention. Information from seminars will also be available on the WACO Website in the "Members" tab two-weeks post convention.

Basket Social

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! And EVERY campground that brings a basket gets tickets to win a \$1,000 gift card. If you enter multiple baskets the **TOTAL** is added together! Ask your suppliers and communities to contribute and earn your community/campground a mention on the WACO Campground website & directory! Last year the winner was **Stoney Creek RV Resort**.

**Earn \$5000
to spend at
the trade show!**

**Show
\$\$\$**

- **Earn \$1000 to spend at the trade show if you have the basket or combination of baskets, that raises the most money Friday Night! Yes you can combine several baskets!**
- **Earn \$500 if you win the PAC auction gift card!**
- **Earn up to \$1000 just for signing up for convention through our social media contest!**
- **Earn \$1000 to spend at the trade by playing our buying game Friday night!**
- **Win \$1000 to spend at the trade show if you purchase from the right supplier Saturday morning! Winner drawn Saturday at 3pm!**
- **Win an extra \$500 to spend at any Show Sponsor! Pulled at our Trade member Dinner Friday Evening.**
- **ALL money is to be spent at the 2023 trade show (ends Saturday at 4:30pm!)**

How To Earn Tickets to Win \$1,000 in WACO Bucks!

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

20 tickets for any PAC fund donation you make.
20 tickets for every \$100 you spend at the auction
10 tickets for each raffle item you purchase.
30 tickets for attending the round tables on Sunday
30 tickets for returning Convention critique on Sunday
20 tickets for participating in any Basket Raffle
20 tickets for attending the Wednesday night event
20 tickets for completing the WACO survey!
25 tickets for participating in the PAC auction!
25 tickets if you registered in advance!
5 tickets for introducing a new member!
30 tickets for every vendor you purchase from.

Bring your receipts to registration.



**Win \$1,000 in WACO
Bucks! Earn your tickets!**

Participants are responsible for collecting their tickets. Sunday morning simply rip your tickets in half. You keep one half and the other half goes in the bucket for the drawing. Must be present on Sunday at 11:00am to win!








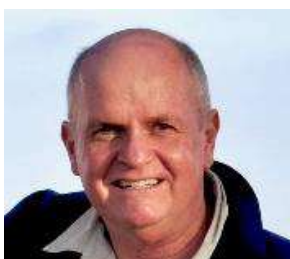
Go High Tech - QR Codes



Sometimes having everything on your phone or tablet can be convenient. We understand that.

You are now able to download each convention day's schedule onto your mobile device to ensure you are in the loop for that days activities. ***Open the camera on your Smartphone or a QR Code Reader App, scan the codes above and watch as each day appears!***

Wednesday	Thursday	Friday	Saturday	Sunday
				



WACO IN THE NEWS!

With Jeff Crider

Jeff Crider is a long-time freelance writer and media relations consultant for campground and RV industry associations across the country.

He's here looking to interview parks for the following topics – stop at the registration desk to sign up for an interview time!

- **Wisconsin Parks that are Open in Winter**
- **Wisconsin's Best Parks for Canoeing, Kayaking and White Water Rafting**
- **Wisconsin's Newest Campgrounds**
- **Wisconsin Park Improvements and Expansions for the 2023 Camping Season**
- **Unique Accommodations at Wisconsin Parks**
- **Newest Activities at Wisconsin's Family Parks**
- **Green Bay Packer Appearances at WACO-Member Parks**
- **Fun Fall Activities at Wisconsin Campgrounds**
- **Wisconsin Parks that have or are planning to add EV charging stations this year.**
- **Wisconsin Parks that believe they offer some of the most affordable camping opportunities**

Feelin' Social? Tag Us!

#CampWithWACO



@wicampgrounds



/wicampgrounds

Get the convention schedule, trade show map, important alerts, and more!



GET THE WACO CONVENTION APP
Powered by campersAPP

Download on the App Store
GET IT ON Google play

DOWNLOAD **campersAPP**
www.campersapp.com/app
LOGIN WITH **WACO**



WACO Members who helped with a presentation for the WACO conference get 50 \$1,000 WACO Bucks entry tickets per session! Please get them at Registration! Thanks so much for helping us all be a great industry!

Want to volunteer to help with WACO projects? Contact WACO or your Board of Directors!

Information from seminars (if available from the presenter in digital form) will be available on the WACO Website in the "Members" by two weeks post-convention.



WHY AM I NOT GETTING WACO EMAILS?

Sometimes a member accidentally "unsubscribes" from our WACO email lists. When that happens, the office is able to send a ONE TIME link to add you back to our distribution listing. This does require you to "accept" the link and we cannot do it without you accepting it on your end.

**IF YOU FEEL LIKE YOU'RE NOT GETTING INFORMATION,
GIVE US A CALL AND WE WILL CONFIRM WHAT
EMAILS WE HAVE ON FILE FOR YOUR CAMPGROUND!**

MISS A SEMINAR?

Head to the tables right next to the registration desk to find any available extra handout materials from seminars!

If you're looking for something you don't see, ask a staff member to put you on our list to email you the presentation and/or handout you're looking for!



**Stop at the
registration desk
to grab your
limited edition
60th Annual
WACO
Convention
commemorative
t-shirt!
Just \$20 each!**



HELLO
MY NAME IS...

BILL W.

**Friends of Bill W. - Meets in the PBR Room
(Back private room in the Amber Grill)
Wednesday – Thursday – Friday at 5pm**

2023 Special Camping Weekends



Sign up now to participate, and be included in the advertising for these weekends on the WACO website and our Facebook page!



Scan here with
your smartphone camera
to sign up now
online!



Heroes Weekend | May 19-21, 2023

This is a weekend that campgrounds typically offer free camping for heroes, including Military, Emergency personnel (Police, Fire and EMT's) and more. It is up to each campground who is considered a "hero" to take advantage of this deal. Some campgrounds include healthcare workers and teachers.

Camping For Kids Weekend | June 2-4, 2023

This is a weekend that campgrounds host different events throughout the weekend that raise money for the Gilbert Brown Foundation which supports over 156 children's charities throughout Wisconsin.





An Enlightened Touch

Advanced Corrective Therapy

3419 Theresa St. | Eagleville, PA 19403 | Phone: (610) 724-2278

Email: AnEnlightenedTouch@gmail.com

***Make an appointment by calling Kristyn Hartman
directly at (610) 724-2278.***

CONSULTATION: FREE – Contact Kristyn anytime for a free evaluation!

BODYWORK:

- WACO Special (30 minutes) Corrective Bodywork with Consult | \$70.00
- Corrective Bodywork | \$150.00/hr
**This is a custom treatment is a combination of Myofascial Release, Cupping, Craniosacral Therapy, Therapeutic Touch, and Energy Balancing.*
- Myofascial Release | \$150.00/hr
- Medical Cupping | \$150.00/hr
- Craniosacral Therapy | \$150.00/hr
- Therapeutic Touch with Energy Balancing | \$150.00/hr

SPA SERVICES:

- Full body buff (45 minutes) | \$75.00
**This treatment includes a full body exfoliation with a scrub of your choice followed by a hydrating body lotion application.*



Join The Facebook Party!



Wisconsin Association of
Campground Owners
(WACO)

Campground Members

WACO Campground Members >

Private group · 272 members



Manage

Invite

Chats

Featured

Photos

Files

Quest

Ever wonder how campground owners get information quickly from so many resources?

Join us in our Facebook group...

WACO Campground Members

It's a private group where you can ask anyone a question and they will give you their opinion!

You can buy and sell, ask questions, create a survey or show off something new in your park!

There is also an Activities Group specifically for WACO members as well. Gather up some great ideas any time of the year! We currently have over 270 members. Come and join the party!

Want the Whole Family Educated?

Pets are allowed at the Holiday Inn Express for an extra nightly fee!



Chainsaw Safety Certification Course



NEW THIS YEAR!

CHAINSAW SAFETY CERTIFICATION



This full-day course will be on
Wednesday, March 15, 2023,
and held off-site at
Vista Royale Campground in Bancroft.

This is limited to 15 people.
You must pre-register and the
cost is \$125 per person.

You will leave with a Certified Chainsaw
Professional Certificate - Level One.
Lunch is available at Vista Royale.



SCAN ME

Scan this code to
register online now!



Schedule - Wednesday (3/15)



The two daylong seminars (ServSafe & CPO Pool School) REQUIRE pre-registration!

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:30 am – 9:30 am	ServSafe (8:30am–4:15pm) **NEW Programing Kama Teske Participants do not	CPO – Pool School Neuman Pools **Note that lunch will be from 12:00 – 12:30pm if you registered for this course. Test will be taken on Thursday.	Building & Cabin Inspections Jerry Anderson	Strategic Planning For Your Park Lori Severson	New Owners: Get the most out of convention! Young Professionals & WACO Office
9:45 am – 10:45am	need to bring laptops as testing will be done with a paper test.		Understanding Your Local Laws Anders Helquist and Mark Hazelbaker	Activities In Hyper-drive: 50 Activities in 50 Minutes Sarah Krause	Cracker Barrel for Growing Your Park Adam Malsack
11:00am – 12:00pm			Seasonal Agreements: Dos and Dont's Mark Hazelbaker	Cracker Barrel for New Owners Panel of Seasoned Owners Moderated by Adam Malsack	Panel: New Age Theme Weekends Moderated by Lori Severson
11:00am – 12:00pm	Teen Roundtable - Hosted by the WACO Young Professionals Group! – Hey teens, come and let us know what you want to see at next year's WACO convention for Teens, from YOUR point of view! Located in the Top Shelf Bar Area (aka Little Bar – outside the Kids Kamp room)				
12:00pm - 1:45pm	<p align="center">Lunch & Learn – Attitude and Why it Matters! (Banquet Room)</p> <p>Your attitude = your money! Who wants to go to the crabby place to camp? If your employees are cranky, what's the leader look like? If your actions and behaviors need a booster shot, don't miss this! Attitude is extremely contagious, so it's important to learn what you can do to create an environment that sells FUN! We have all the reasons in the world to be negative – it's easy! Learning to find the positive in situations and people is a challenge but a learned behavior. We will allow for some interactive practice time and a few fun reminders along with gathering ideas from other people who have found things that help keep them on the positive! You could receive a GOLDEN BRICK Let's practice being Somebody people WANT to be around!</p> <p>Free Lunch Sponsored By: Gilbert Brown - Pizza Donated By: Brew Pub – Lotzza Motzza Pizza and Salad & Milwaukee Pretzels</p> <div>   </div>				
2:00pm - 3:00pm	ServSafe (8:30am–4:15pm) Kama Teske RECERTIFICATION	CPO – Pool School Neuman Pools (8:30am-4:15pm)	Cracker Barrel for Small Parks (50 Sites or Less) Moderated by Adam Malsack	New Tech Spotlight: ChatGPT Tia Anderson Sarah Krause	Campground Owners Guide to Employment and Employees Mark Hazelbaker
3:15pm - 4:15pm			Cracker Barrel for Large Parks (100 Sites or More) Moderated by Lori Severson	Give 'Em The Pickle Carla Brown	Man Cave: An Open Discussion Jim Button



Seminar Detail Information



SEMINARS - WEDNESDAY MARCH 15

Morning Seminar Descriptions

ServSafe

8:30am - 4:15pm

Kama Teske

Harvest Room

The state of Wisconsin requires licensed foodservice operations to meet certain food safety and sanitation regulations, including having at least one manager or operator certified in food protection practices. Take this course at a reduced fee and be sure you can meet the State of Wisconsin Requirements.

(8:30a-4:15p) WI - ServSafe CFPM Course & Proctored Exam: This is an 8-hour classroom course that meets or exceeds state requirements. Includes the ServSafe CFPM Course book, 8-hour class, and Proctored ServSafe CFPM Exam.

(3:00-4:00p) WI - ServSafe CFPM Proctored Exam: Individuals interested in the ServSafe CFPM Exam for recertification. Includes only the Proctored ServSafe CFPM Exam. This piece is also for those who have taken the ServSafe CFPM Exam, and failed, and need to re-take the exam.

CPO - Pool School

8:30a - 4:15p

Mark Othmer

Woodland Room

The CPO seal of approval is assurance to commercially owned pool and spas that their facility and their swimmers are under the supervision of trained professionals. CPO certification courses are designed to provide individuals with the knowledge, techniques, and skills of pool and spa operations. Including pool and spa chemistry, testing, treatment, filtration, maintenance, automatic feeding equipment, government requirements and more. The CPO certification program requires participation in either a two-day class taught by a certified instructor or the blended format that combines an online Pool Operator Primer Course and a one day Pool Operator Fusion Course. The CPO certification program requires participation in either a two-day class taught by a certified instructor or the blended format that combines an online Pool Operator Primer Course and a one day Pool Operator Fusion Course. The CPO certification program requires an open book exam and is valid for five years. Successful completion of the certification program provides eligibility for CEU credits and is good for 5 years.

Building & Cabin Inspections

8:30 – 9:30a

Jerry Anderson

Stonefield Room

What do you need to build your own rental units? What is required if you acquired cabins in your park. How can you be sure you are meeting code. We will leave time for a Q&A with a guy who truly knows that cabin code!

Strategic Planning For Your Park

8:30 – 9:30a

Lori Severson

Banquet Room

Learn how to take your team through a strategic planning session for your park. Learn to brainstorm your strengths, weaknesses, opportunities and threats. Determine what to work on first, who should do what and how to take your park to the next level. This process works whether you have a team or it's just you! We will do a practice session where you can see exactly how the process works and use it immediately.

New Owners: Get the most out of convention!

8:30 – 9:30a

Young Professionals
& WACO Office

Trillium Room

Calling all newbies! Come learn how to get the most out of your WACO convention & trade show experience! Know what things are most important to attend and why; then ask all your questions!



Seminar Detail Information



SEMINARS - WEDNESDAY MARCH 15

Morning Seminar Descriptions

Understanding Your Local Laws

9:45 – 10:45a

Anders Helquist & Mark Hazelbaker

Stonefield Room

We live in the age of NIMBY – when neighbors want to stop any change. How can your campground thrive in an atmosphere of negativity toward tourism and campgrounds? How can you build support for the expansion of your operation? What should you do if you run into problems with the zoning authorities? What power does local government have to regulate campgrounds?

Activities In Hyper-drive: 50 Activities in 50 Minutes

9:45 – 10:45a

Sarah Krause

Banquet Room

You can't possibly leave this session without at least one good idea! Get ready to pay attention, because we're not stopping until we're through all 50 activities! Open discussion after 50 minutes, and you'll leave with lots of takeaways!

Cracker Barrel for Growing Your Park

9:45 – 10:45a

Adam Malsack

Trillium Room

Topic discussions include: Knowing your numbers: What is a site night? How do I get more? What numbers are important? How do I make more money? What does my "board" look like? What is a 20-group? What do I need to know about my customers, and my park to be successful? Who are some great mentors for me?

Seasonal Agreements: Dos and Don'ts

11:00a – Noon

Mark Hazelbaker

Stonefield Room

Every campground needs to promote a positive guest experience by setting reasonable expectations. Expectations need to be carefully stated in guest agreements and in daily interactions with guests. The session will include a review of the WACO seasonal agreement and your questions. You're welcome to bring your own agreement if you want it reviewed.

Cracker Barrel for New Owners

11:00a – Noon

Panel of Seasoned Owners/Adam Malsack

Banquet Room

Featuring: Jim Button, Scott Kollock, Kristi Mlodzikm, Deneen Pedersen – Moderated by Adam Malsack
Topic discussions include: What do I need to know about campground basics? How can belonging to an organization help me? What other organizations are of value to me? What are some ways to grow profitably? What do I need to watch out for? What are the best and worst decisions others have made?

Panel: New Age Theme Weekends

11:00a – Noon

Panel/Lori Severson

Trillium Room

Featuring: Tia Anderson, Patricia Lombardo, Bud Styer – Moderated by Lori Severson
Panel Discussion with some of the best innovators in the business on what makes a great theme weekend, how to implement and where to gather your best ideas.



Seminar Detail Information



SEMINARS - WEDNESDAY MARCH 15

Afternoon Seminar Descriptions

Cracker Barrel for Small Parks (50 Sites or Less - suggested numbers!)

2:00 – 3:00p

Adam Malsack

Stonefield Room

Topic discussions include: What does my park have to offer? Do I advertise it correctly? What activities can be done with little support or cost? How can I grow if I want to – what do I need to know if I don't want to grow? At what point will I be able to expand and what are the ways I can do it?

New Tech Spotlight: ChatGPT, AI Powered Chatbot

2:00 – 3:00p

Tia Anderson & Sarah Krause

Banquet Room

This seminar will introduce you to the many ways that ChatGPT, an AI-powered chatbot, can improve your business operations and customer service. Attendees will learn about the numerous uses of ChatGPT, including marketing applications, automating routine office tasks, enhancing customer service with personalized recommendations and 24/7 assistance, and more. Join us to discover the life-changing benefits of ChatGPT for your business!

Campground Owners Guide to Employment & Employees

2:00 – 3:00p

Mark Hazelbaker

Trillium Room

Employees are essential to running a successful business. They also are a source of liability and consume a great deal of management time. The presentation will emphasize using preparation, policies and training to get the most from your staff and avoid problems.

Cracker Barrel for Large Parks (100+ Sites - suggested numbers!)

3:15 – 4:15p

Lori Severson

Stonefield Room

Join this Q and A whether you are a large park or are hoping to be one someday! Topics discussions include how to create profit centers, how to upsell, and how to create additional revenue from maximizing site types. How did other parks grow their business – what worked and what didn't? Best and worst ideas!

Give 'Em The Pickle

3:15 – 4:15p

Carla Brown

Banquet Room

As our industry grows, so do the customers and some have a very different idea of expectations! Learn how to "give them the pickle" and avoid missing out on future revenue and return guests!

Man Cave: An Open Discussion

3:15 – 4:15p

Jim Button

Trillium Room

What basic maintenance issues create problems – and what are the best solutions? What are the best man cave ideas you've heard? What have you implemented?



Wednesday (3/15) Evening Events



4:00pm

Featuring...

LEAP
PREMIUM
VODKA

CASH BAR OPENS!

Get your Loaded (Or Unloaded!) Lemonade!
A true WACO fan favorite!

Tonight's special
pricing sponsored by:



CSAW ASSOCIATES, LLC
COULEE REGION BOOKKEEPING & TAX

ONLY
\$3!



4:30pm

**ROCK
ON**

**ISLAND
OASIS**

WELCOME RECEPTION & MINDSET MEETING (BANQUET ROOM)

Get your attitude and mind right to soak in 60 years of great information! Learn the best ways to network, gather information and have a successful convention! You'll also learn and practice Some "FUN"draising ideas you can use in your campground!

Get your frozen
drinks courtesy of Island
Oasis! Margaritas and
Sangrias!

Your celebrity
bartenders: Gilbert
Brown, Santana Dotson
& Tricia Lombardo!



5:00pm



DINNER & NETWORKING MIXER

Grab-n-go food for purchase! We have two food trucks outside and Subway box meals! **Pick up your networking bingo card!** Find people who fit the descriptions, ask them to sign off on it - get 5 tickets for every bingo you get, and blackout bingo gets an additional 10 tickets!



ADDITIONAL NETWORKING GAMES!

- **Diamond Dash Game** - Purchase your "Diamond" for \$20 and one winner will be drawn Saturday night and receive the REAL diamond!
- **The Wine Bottle Game** - \$10 per chance to win Packer tickets and WACO Bucks!
- **Rock n' Roll Records Match Game** - \$10 per chance or 3 for \$20! Match the prizes on the back side of the records and win that prize! Win up to \$1,000 in various gift cards!
- **60th Annual WACO T-Shirt Raffles** - \$2 per chance on a 15 number board!
- **Team Trivia** - Put your trivia skills and your WACO knowledge to the test!
- **Musical Networking** - Think speed dating and musical chairs all wrapped up into one fun game! Except...no actual dating involved!





Schedule - Thursday (3/16)



	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:00 am – 9:30 am	Parks on Water: Utilize the natural resource and keep it safe! <i>James Scharl, Zach Haas and Lane Loveland</i>	CPO – Pool School <i>Neuman Pools</i> Remaining coursework and testing. *Testing will begin late morning.*	Quickbooks Online for Campground Owners <i>CSAW Associates</i> *Bring laptops for more assistance*	Canva: A Hands-On Design Workshop <i>Tina Severson and Danielle Todd</i> *Bring laptops for hands-on practice*	Updating An Older Park: What is and isn't worth your time and money! <i>Bud Styer</i>
9:45 am – 10:45am	DATCP: Year in Review and Cracker Barrel <i>Ted Tuchalski & Reed McRoberts, DATCP</i>		Social Media For Beginners <i>Carrie Geary</i>	Advanced Social Media Marketing Roundtable <i>Young Professionals Group Members</i>	Bingo Made FUN! <i>Carla Brown</i>
11:00am – 12:00pm	Pool Code Changes <i>Mary Ellen Bruesch, DATCP</i>		How to Build a Strategic Social Media Plan For Your Business <i>Carrie Geary</i>	Cracker Barrel: Creating "Know It Alls"! <i>Moderated by Lori Severson</i>	Park Expansion: An Open Discussion <i>Ted Tuchalski Mark Hazelbaker Pete Hagen Bud Styer</i>
12:00pm - 1:45pm	Leadership Panel Discussion Luncheon (Banquet Room) <ul style="list-style-type: none"> • Presentation of Colors and Salute to WACO Members Who Have Served • National Anthem - Sung by Sarah Krause • DATCP Awards and Recognition – Lori Severson & Tina Severson to present • 11 Traits of Leadership – Mark O'Connell, Wisconsin Counties Association • How Wisconsin Works Together with Special Guests: Mark O'Connell, Wisconsin Counties Association – Andrew Nussbaum, WI Dept. of Tourism – Mike Ochs, RVIA – Lori Severson, WACO – James Kaplanek, Wisconsin DATCP – Adam Payne, DNR – Adam Malsack, WACO 				
2:00pm - 3:00pm	DATCP Q&A: With Campground Specific Questions <i>Mary Ellen Bruesch, DATCP</i>	Groundskeeping: The dos, donts and why it matters! <i>Anthony Nied</i>	Publicity & PR <i>Jeff Crider</i>	Ideas to Boost Your Ancillary Income <i>Bud Styer</i>	Succession Planning – It's More Than a "For Sale" Sign <i>Phil Whitehead and Jim Reynolds, Blackhawk Bank</i>
3:15pm - 4:15pm	Snack Shack and Restaurants Cracker Barrel <i>James Kaplanek, DATCP</i>	Improv In The Workplace <i>Sarah Krause</i>	Attracting Dogpals: Exploring Dog Activities at Campgrounds/ Parks <i>Catherine Gryniwicz</i>	Human Resource Management <i>Mark Hazelbaker</i>	Creating The Guest Experience <i>Jen Rice</i>



Seminar Detail Information



SEMINARS - THURSDAY MARCH 16

Morning Seminar Descriptions

Parks of Water: Utilize the natural resource and keep it safe!

8:00 – 9:30a

James Scharl, Zach Haas and Lane Loveland

Harvest Room

This presentation will include all things applicable to water space usage on your park - small and large lakes, ponds of all sizes - what considerations should you keep in mind, how can you keep the water and space safe, and usable for all? Learn what resources are available from great industry leaders like Wisconsin Lake & Pond Resources and the DNR!

CPO – Pool School

8:00a – Noon

Neuman Pools

Woodland Room

Remaining coursework and testing. The final testing will begin late morning.

Quickbooks Online for Campground Owners

8:00 - 9:30a

CSAW Associates

Stonefield Room

Topics include using a chart of accounts designed for campgrounds, setting up items for invoicing, generating reports, importing data, and how Excel and Quickbooks can be used together. We will be available to answer questions after the session. **Bring your own laptop for more assistance.**

Canva: A Hands-On Design Workshop

8:00 - 9:30a

Tina Severson & Danielle Todd

Banquet Room

Having great graphics for your website, social media, flyers and more doesn't have to be hard. And better yet, you don't have to hire someone else to do it. Canva helps you achieve a designer look, without the designer price tag! Join this session as we guide you through some of the basics and help you practice creating your own projects! **Bring your laptop for hands-on practice!**

Updating An Older Park: What is and isn't worth your time and money!

8:00 - 9:30a

Bud Styer

Trillium Room

What items go directly to the bottom line for the bank? What amenities generally work in most markets? What projects should be done first? Bring your list of projects and we will prioritize them as a group!

DATCP: Year in Review and Cracker Barrel

9:45 – 10:45a

Ted Tuchalski & Reed McRoberts

Harvest Room

Bring your expansion questions and concerns to this session to avoid headaches! Ask about lodging requirements, square footage, bunkbed codes, buildings and more! Ted and Reed will also discuss the main violations they saw in 2022 so you can avoid similar mistakes at your park.



Seminar Detail Information



SEMINARS - THURSDAY MARCH 16

Morning Seminar Descriptions

Social Media For Beginners

9:45 – 10:45a

Carrie Geary

Stonefield Room

Getting started on Facebook & Instagram! This beginner's crash course will make sure your business is set up correctly for your customers to find you on social media. We will cover your profile picture, about sections, banners, and more. You will leave knowing how to create a post, ideas to share, schedule posts and drafts simply, create events on Facebook, and ideal times to post.

Advanced Social Media Marketing Roundtable

9:45 – 10:45a

Young Professionals Group

Banquet Room

Join us for this open discussion regarding our business strategies on various social media platforms- specifically regarding marketing. Share your successes and failures as we dissect the ever-changing world of social media.

Bingo Made Fun!

9:45 – 10:45a

Carla Brown

Trillium Room

Learn different variations you can use to make the classic game of bingo fun for all ages in your park! Leave with new bingo ideas and a flash drive to automate your bingo – for FREE!

Pool Code Changes

11:00a – Noon

Mary Ellen Bruesch, DATCP

Harvest Room

Mary Ellen Bruesch, the Environmental Health Technical Specialist-Public Pools and Water Attractions. Review the new pool code and all the specifics you'll need to stay within the DATCP guidelines this summer. Write down all the questions specific to your campground and come back to the session and get answers you can take back to YOUR pool for the upcoming season!

How to Build a Strategic Social Media Plan For Your Business

11:00a – Noon

Carrie Geary

Stonefield Room

This session will discuss the impact social media can have on your business. We will discuss the unique audience appeal of each social media platform, how to keep your brand visible, and ways to use marketing to your advantage. In a digital world that is constantly evolving, we will discuss how to keep on top of trends, keep your brand consistent, properly repurpose content, and more.

Cracker Barrel: Creating "Know It Alls"!

11:00a – Noon

Lori Severson

Banquet Room

Join us in this session if you have a special skill, you've tirelessly researched something making you an (even self-proclaimed) expert, or you just have great knowledge about many aspects of running a campground! We will play a very fun "match me" game to put people together who need each other's skills! This will also be a great opportunity for our newbies to find mentors they can lean on as they dive into the world of campground ownership!



Seminar Detail Information



SEMINARS - THURSDAY MARCH 16

Afternoon Seminar Descriptions

Park Expansion: An Open Discussion

11:00a – Noon

Panel

Trillium Room

Are you looking to expand? Hear some stories from other campground owners – ask questions about licensing – how to – zoning – costs etc.

DATCP Q&A: With Campground Specific Questions

2:00 – 3:00p

Mary Ellen Bruesch,
DATCP

Harvest Room

Mary Ellen Bruesch, the Environmental Health Technical Specialist-Public Pools and Water Attractions, is back! In this session, you'll bring all the questions you wrote down in the morning session, and Mary will answer them. Learn from questions others ask and get answers to take back to YOUR pool for the upcoming season! Remember, no question is silly – let's all learn from each other!

Groundskeeping: The dos, don'ts and why it matters!

2:00 – 3:00p

Anthony Neid

Woodland Room

Learn from Anthony Nied, the Owner and Founder of Safe & Simple Organic Lawns, as he shares his expertise on what you can do with landscaping at your park. What plants make sense, what are the best options for your budget, and what can help your park stay green with sustainable and organic options?

Publicity & PR

2:00 – 3:00p

Jeff Crider

Stonefield Room

Former newspaper reporter, Jeff Crider has worked with the campground industry for about 25 years. Learn from his culmination of PR, journalism, and advertising! Review how to craft solid press releases and leverage activities and events to bring people to your park! Understand what stories Jeff will be writing and how you can contribute.

Ideas to Boost Your Ancillary

2:00 – 3:00p

Bud Styer

Banquet Room

It's all about the stuff and the STUFF that makes you money. Learn what the best ideas for making ancillary money are. Understand what works and how to make it work in your park.

Succession Planning – It's More Than a "For Sale" Sign

2:00 – 3:00p

Phil Whitehead &
Jim Reynolds

Trillium Room

You own your campground and you've enjoyed every minute of it. But what's next? This session will start you thinking about what happens when you decide it's time for a change or when your circumstances force you to make a change. Maybe you think it's too early to start succession planning? Ideally, you will want at least five years to craft the most successful transition for yourself and your family. We will walk through the Seven-Step Exit Planning Process, which includes: Identifying Objectives, Maximizing the Business Valuation, Transferring Ownership to Insiders/Outsiders, and Business Continuity. Accidents happen and the time to prepare is before they do. One aspect of succession planning that is sometimes overlooked is what happens to your business if something unexpected happens to you. We'll share some stories and best practices when it comes to business continuity should you, or a key person, become disabled or lose their life due to an accident.

Seminar Detail Information

SEMINARS - THURSDAY MARCH 16

Afternoon Seminar Descriptions

Snack Shack and Restaurants Cracker Barrel

3:15 – 4:15p

James Kaplanek,
DATCP

Harvest Room

Get answers to all code related to Snack Shacks and Restaurants like when you need to take ServeSafe, what products you can carry, what's needed for ice cream shacks, biggest code violations seen in restaurants and more!

Improv In The Workplace

3:15 – 4:15p

Sarah Krause

Woodland Room

We have to improv more throughout our lives than we realize. Improv skills can be invaluable when dealing with customers, coworkers, and any sort of situation that could come up. Join us for an interactive class with all kinds of fun ways to help your staff "think on the fly" and be more successful.

Attracting Dogpals: Exploring Dog Activities at Campgrounds/Parks

3:15 – 4:15p

Catherine
Gryniewicz

Stonefield Room

People love their dogs just as much as their kids and the latest trends show 4-legged friends coming along to campgrounds. What can your park offer to keep the furry friends coming back for more?

Human Resource Management

3:15 – 4:15p

Mark Hazelbaker

Banquet Room

This seminar is the advanced level of the first employment seminar. We will address more complex employment issues: health insurance; family leave; unemployment compensation; worker's compensation are the primary focus. But your questions can touch on anything.

Creating The Guest Experience

3:15 – 4:15p

Jen Rice

Trillium Room

Learn how to create a guest-focused culture with your employees. From defining service standards to hiring, training, & implementation - it all plays a vital role in Creating The Guest Experience.

In 2023, our WACO Website will be getting a complete overhaul!



**WATCH FOR
UPDATES ON
THIS AND
REQUESTED
TO ENSURE
YOUR LISTING
IS ACCURATE
WHEN WE
LAUNCH!**



Thursday (3/16) Evening Events



4:15p

Cash Bar Opens – Beer Tasting & Root Beer Tasting by Point Brewery

4:45p

STEAK FRY & SHRIMP!

BROUGHT TO YOU & SERVED BY YOUR WACO BOARD OF DIRECTORS!

Sponsors: Bud Styer, Performance Foodservice, Vista Royale Campground, Evergreen Campsites and Tunnel Trail Campground!

This meal is included in your registration and will feature: steak, shrimp, beer brats, hamburgers, hotdogs, baked beans, salads, chips, pickles and dessert!

ARVC Updates: Make 2023 Your Best Year Ever

With Paul Bambei

Hear how the value of ARVC can bring new profits to your park.

Paul Bambei will walk you through benefits that are simple to understand and apply, many of which you've never seen before. Bring your mobile phone to capture several QR codes that will be displayed on screen that will lead you to the resources that are the treasure of 2023.

6:15 –
6:30p

Threats and Opportunities For The Industry

With Lori Severson

Understand what will affect your business and organization in the future.

How can you contribute? Discover how to be a leader in this industry and contribute to your park's overall success!

6:30 –
8:30p

PAC Auction with the Weiss Family

WACO PAC Fundraiser – Must Be paid By Personal Check Or Cash – Must be paid prior to end of convention - NO BUSINESS CHECKS ALLOWED.

PAC Auction Paddle Sales: Buy your paddles for \$30 each or 6 for \$150!

PRIZES INCLUDE:

- Two Champions Club seat tickets to a Packer Game
- Two tickets to see Jordy Nelson inducted into the Packer Hall of Fame
- Allen framed/autographed Badger Jersey piece
- Booze Basket
- Wine Basket
- \$500 to spend at trade show

The WACO PAC is a non-partisan fund supported by voluntary personal contributions by WACO members. For more information, pick up a PAC brochure.



Schedule - Friday (3/17)



	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:00 am – 9:30 am	Transform Expectations with an Open Water Family Entertainment Area <i>Ron Romens, CRS</i>	Workcamper 101: All Your Questions Answered! <i>Justina Alymer, Legacee Recruiting</i>	The One Thing YOU Need To Know About Sales/Use Tax <i>Holly Hoffman, Sales Tax Advisory Network</i>	Reservation Software Panel <i>Campground Commander, Campspot, Newbook, ResNexus</i>	WACO Young Professionals Round Table Discussions #1: 8:00 to 8:45am #2: 8:45 to 9:30am <i>Tia Anderson</i>
9:45 am – 10:45am	Successfully Engaging with Local Government <i>Jason Culotta</i>	Using Your Brand to Make Ancillary Income <i>Lori Severson, Carla Brown and Carrie Geary</i>	The ABC's of Employee Engagement <i>Matt Heller, Performance Optimist Consulting</i>	USG Interactive Tutorial Workshop <i>Heidi Doyle and Paul Croteau, Utility Supply Group</i>	WACO Young Professionals Annual Meeting <i>Tia Anderson</i>
11:00am – 12:00pm	Being Proactive w/ Risk Management <i>Rich Durkee, Secura Insurance & Special Guest, Mark Hazelbaker</i>	Becoming a POWERHOUSE Campground! <i>John Jaszewski, Campgrounds4sale</i>	Caring for your not-so-happy campers! <i>Matt Heller, Performance Optimist Consulting</i>	CLOSED FOR LUNCH SET UP	Guest Experience of the Future <i>Ryan Nelson, Newbook</i>
12:00pm - 1:00pm	<p align="center">Lunch & Learn Session (Banquet Room)</p> <p align="center">The Cause and Effect of Leadership</p> <p align="center"><i>Matt Heller, Performance Optimist Consulting</i></p> <p>Everything we do as leaders has an impact on someone...our teams, our guests, our company, and ourselves. Unfortunately, we don't always recognize what those impacts are, or how to drive them for positive results. In this session, we will identify specific leadership behaviors and their impacts, and discuss ways to drive positive business results through your influence.</p>				

1:00pm – Trade Show Kickoff with the Echoes of Camp Randall Band!

Join the line behind Mark Hazelbaker as he marches past each booth to kick off the 60th Annual - 2023 WACO Convention Trade Show!



Seminar Detail Information



SEMINARS - FRIDAY MARCH 17

Morning Seminar Descriptions

Transform Expectations with an Open Water Family Entertainment Area

8:00 – 9:30a

Ron Romens

Harvest Room

There's no denying that people are drawn to the water. Campers love a pond, lake, or beach but what's all involved? Learn what you need to know about developing your waterfront or building a recreation pond - who are the players to involve, codes to consider, and what to put in and around it.

Workcamper 101: All Your Questions Answered

8:00 - 9:30a

Justina Alymer

Woodland Room

What is a Workcamper? Is the Workcamper arrangement a viable solution to my staffing concern? How do we find QUALITY Workcamper candidates? What do they expect? Is it right for us? Come join us if you're interested in exploring the workcamper workforce sector. We will discuss where to find them, what obstacles you may encounter when hiring this sector (and how to minimize obstacles), what to include and how to sell your campground in an ad, what trends are happening in the workcamper world, and workcampers wants/expectations. Thirty minutes of this session will be spent discussing these areas while the rest of the session we dive deep into Q&A. An Interview Guide will be given to those who attend.

The One Thing YOU Need To Know About Sales/Use Tax

8:00 - 9:30a

Holly Hoffman

Stonefield Room

Discover the most important thing YOU need to know about WI sales/use tax from a former auditor and sales tax expert in this 90 minute interactive session. You do not want to miss this year's presentation!

Reservation Software Panel

8:00 - 9:30a

Campground Commander,
Campspot, Newbook, Resnexus

Banquet Room

Are you in need of online reservation software, or maybe you're looking to switch to something new? Come hear from multiple companies, all in one room, as they speak on the top five features of their system. There will be time for a Q&A at the end as well! Need more follow-up? Visit their booths today starting at 1 pm when the Trade Show opens!

WACO Young Professionals Round Table Discussions (Two Topics)

8:00 - 9:30a

Tia Anderson

Trillium Room

Topic #1 (8:00-8:45a): Staffing - Join us as we discuss the challenges of staffing, hiring, and retention in today's job market. This open forum provides an opportunity for participants to share their experiences, insights, and best practices in talent management.

Topic #2 (8:45-9:30a): Software/Technology - Join us as we discuss the latest campground reservation software and new technology trends in the industry. This open forum provides an opportunity to share experiences and insights on how technology is transforming the campground industry.



Seminar Detail Information



SEMINARS - FRIDAY MARCH 17

Morning Seminar Descriptions

Successfully Engaging with Local Government

9:45 – 10:45a

Jason Culotta

Harvest Room

Learn how to work with your local government. What to do now and when to get involved. How do I make sure they all know what my business is and how I run it?

Using Your Brand to Make Ancillary Income

9:45 – 10:45a

Lori Severson, Carla Brown & Carrie Geary

Woodland Room

Learn how to create activities out of products with your name on them. Understand how you can price items to make ancillary income and create excitement for your guests. Leave with a listing of activities and projects.

The ABC's of Employee Engagement

9:45-10:45a

Matt Heller

Stonefield Room

We can all agree that our employees are our most valuable asset, but getting them to perform at consistently high levels is often a challenge. In this session, we will focus on the ABC's of Employee Engagement... Accountability, Behavior and Confidence. We will discuss how these three concepts are the building blocks of a strong workplace culture.

USG Interactive Tutorial Workshop

9:45-10:45a

Heidi Doyle

Banquet Room

Join this hands-on, interactive workshop! We will cover the following: Replacing receptacles & circuit breakers (including converting a GFCI receptacle to a GFCI circuit breaker - Adding a meter socket kit (need a wiring diagram) - Adding a pagoda top light kit (need wiring diagram) - Suggested maintenance tips & tools of the trade - Q&A for current electrical trends. Such as electric vehicle charging, SMART metering options, NEC codes, internet connections, etc.

WACO Young Professionals Annual Meeting

9:45 – 10:45a

Tia Anderson

Trillium Room

Open to all WACO Young Professional members and prospective members. Join us for our annual meeting as we discuss our group, our impact on the WACO organization, and plans for next year.

Being Proactive w/ Risk Management

11:00a – Noon

Rich Durkee & Mark Hazelbaker

Harvest Room

In this session, we will discuss measures you can take for a more proactive risk management approach at your park. Topics will include pool & swim pond safety, park security, employee safety, handling emergencies, and the use of waivers & rental agreements. There is no magic bullet that will avoid liability – including waivers. Instead, campgrounds need to use good management practices, input from knowledgeable risk managers, and positive communications to avoid lawsuits.

SEMINARS - FRIDAY MARCH 17		Morning Seminar Descriptions	
Becoming a POWERHOUSE Campground!	11:00a – Noon	John Jaszewski	Woodland Room
In this session, you will learn how to “speak bank” to your financial people and learn to focus on your campground like a profit center – an inch-by-inch profit center. We will have an open discussion on what makes you the most money, gets you the fastest return on your investment, and how to plan for growth and even talk about succession planning. Whether you’re selling, growing, or turning it over to the next generation – I will help you discover the best path forward.			
Caring for your not-so-happy campers!	11:00a - Noon	Matt Heller	Stonefield Room
Guest expectations are at an all-time high... and when they aren’t met, your campers are willing to share their frustrations with anyone who will listen. This session will focus on how to handle those situations in the moment but also how to work with your team to prevent them from happening in the first place.			
Guest Experience of the Future	11:00a - Noon	Ryan Nelson	Stonefield Room
From Gen-Z to Baby Boomers, more consumers than ever before are embracing the RV life. But with such a difference in demographics, how can you meet the needs of all you campers and provide memorable stays? Hear from a panel of experts as we uncover how you can surprise and delight your guests of all ages with seamless technology and amazing experiences.			



Let's
ROCK



Save
T.H.E
DATE

WACO FALL WORKSHOPS

SEPTEMBER
12TH & 13TH

OCTOBER
10TH & 11TH





Schedule - Friday (3/17)



1:00pm – Trade Show Kickoff with Mark Hazelbaker Leading us through the trade show with the Kids of Kids Kamp

1:00 - 7:00pm - Trade Show Open!

Support those who support our organization, and keep your registration costs low by shopping with these vendors!

Show Dollars!

Earn \$1000 to spend at the Trade Show on Saturday just for shopping Friday!

BUY.... BUY... BUY....WHY...WHY...WHY?

Our suppliers need to take orders back to their offices to make the business work! They are the reason we have a great show with amazing opportunities. Please help our show be the best it can be by asking any supplier you work with to show you their WACO TRADE MEMBER card! Thank our supplier members by purchasing at the show!

4:00pm – Beer Available at Sponsor Booths!

Stop by any of these booths to grab a cold adult beverage!



Firefly Reservations Gama Sonic Mouse Mix Ntiz-Wifisite



8:30pm – Rockin' What's in YOUR Wallet Game!

Purchase tickets for \$5 each or a Wingspan for \$20! Get a chance to be one of twelve contestants. PLUS! Play the musical chairs game with Gilbert Brown and Santana Dotson! Grand prize consists of a large helmet with Superbowl Champ signatures, \$300 in Kwik Trip gas cards and a football autographed by Gilbert and Santana! Losers get to go see Carla in the 360 photo booth!



9:30pm – Trade Show Shopper Drawing!

Stick around and you could win \$500 to spend at any of these Show Sponsors! Must be in the Banquet room to win!



Blackhawk Bank

Harris Golf Carts

Severson & Associates/S&H Ad Specialties

Campgrounds4sale.com

Jim's Golf Cars

Coverra Insurance

Newbook

Utility Supply Group



Schedule - Friday (3/17)



Your Friday night entertainment lineup!

Hosted by: **Gilbert Brown & Santana Dotson**

5:45pm	Banquet Room Opens - Suppliers are welcome!	
7:00pm	Dinner is served! <ul style="list-style-type: none"> GBF Supporter Recognition - Top Campground Fundraiser Award Dates for the 2023 Camping For Kids Fundraiser Weekend! 	
7:30pm – 8:00pm	Ask the President everything you ever wanted to know about WACO but were afraid to ask! <i>With Scott Kollock & Lori Severson</i>	
8:00pm – 8:30pm	Foundation Awards Campground Awards Presentation	
8:30pm – 9:30pm	Live Auction Begins! Many items including things like... Packer tickets for the 2023 season! Autographed memorabilia! A three-night employee retreat at Champions Riverside Resort! ...And more!	
8:30pm – 9:30pm	Rockin' What's In Your Wallet Game! Purchase tickets for \$5 each or a Wingspan for \$20! Get a chance to be one of twelve contestants. PLUS! Play the musical chairs game with Gilbert Brown and Santana Dotson! Grand prize consists of a large helmet with Superbowl Champ signatures, \$300 in Kwik Trip gas cards and a football autographed by Gilbert and Santana! Losers get to go see Carla in the 360 photo booth!	
9:30pm	Trade Show Shopper Drawing - \$1000 to spend at the trade show - \$500 to spend at any show sponsor – Must be in room at time of drawing to win! Silent Auction Closes & Campground Basket Winner Announced - See which campground wins \$1000 to spend at the Trade Show for having the best basket!	

Purse Raffle Fun

\$20 per ticket – limited tickets sold
 Designer purses – mini purses with prizes!



50/50 Raffle
 Winner drawn after
 the Live Auction
 tonight!

Trade Show Shopper winnings can be spent at any of these Show Sponsors:

Blackhawk Bank	Campgrounds4sale.com
Coverra Insurance	Harris Golf Cars
Jim's Golf Cars	Newbook
Severson & Associates /S & H Ad Specialties	
Utility Supply Group	



Schedule - Saturday (3/18)



7:30 – 8:00am	<p>Breakfast served in the Banquet Room!</p> <p>Specially made for you and served by Jim Button & Scott Grennon!</p>	
8:00am – 9:30am	<p>WACO ANNUAL MEETING – Banquet Room</p> <p>Scott Kollock– Call to order Secretary's Report - Approvals Treasurer's Approvals Nominations from the floor Nominations Elections PAC Report ARVC update Any other new business Adjourn - Celebration & WACO Updates Board Member Recognition</p>	<p>Learn where the organization has been and where we are going!</p> <div> <p>Bloody Mary Bar at Coverra Insurance Booth starts at 9:30am. Tips go to the Gilbert Brown Foundation!</p> </div>
9:30am – 4:30pm	<p>TRADE SHOW OPEN!</p> <p>Remember, placing orders at this show keeps your convention costs down! Please support our suppliers who support you! Please thank your sponsors!</p>	
11:00am – 1:30pm	<p>Grab-N-Go lunches served in the Banquet Room!</p> <p>Vendors are welcome!</p>	
2:00pm – 4:00pm	<p>TIME TO ROCK-N-ROLL!</p> <p>No rest for the wicked! Keep those suppliers busy!</p> <p>Purchase from a vendor – check to see if it was the Mystery Vendor!</p> <p>If you match the vendor YOU WIN \$500 in Kwik Trip gift cards!</p>	

3:00pm - \$1,000 Vendor Drawing

Be in the trade show area for your chance to win the 3pm Drawing! This year we will choose a campground name, match one of the three vendors and win the \$1000 – match none and win tickets to get a chance to win big money on Sunday! There are no losers here!



Board of Directors Nominees



Christina Kornetzke – ELS / Lake of the Woods Running for 1st year of 1st, 3 Year Term – 2023 to 2026

I have been with ELS for 9 years in their RV portfolio. Prior to ELS I was in the Hotel Resort Industry for over 25 years. During my time in the hotel industry, I sat on the tourism board for Sheboygan County for 5 years and Glenwood Springs, CO for 3 years. My husband and I are both WI natives and raised our family of 5 children in the Kiel area. We now live in the Elkhart Lake area and are busy in our spare time with our 7 grandchildren. We are outdoor enthusiasts and love to spend our free time traveling and exploring the great outdoors on backpacking trips. I believe my experience will provide this board with some valuable insight into Campground operations and Wisconsin guidelines and statutes that will affect our industry.



Mike Dricken – Lake Lenwood Beach and Campground Running for 1st year of 1st, 3 Year Term – 2023 to 2026

My name is Mike Dricken. My wife Mary and I and our three kids have been operating Lake Lenwood Beach and Campground since 1983 and have since purchased it from my family. My parents were charter members of WACO and started the campground in the early 60's. WACO was set up to represent only private parks and I feel that it should stay that way. We operate a smaller park with limited staff, so can relate to and help represent smaller parks. WACO has given so much to me and I would like to give back.



Rob Brinkmeier – Merry Mac's Campground Running for 1st year of 2nd, 3 Year Term – 2023 to 2026

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.



Schedule - Saturday (3/18)



Be in the Banquet Room for the WACO Auction by 5:30pm and get 20 \$1,000 WACO Bucks drawing tickets!

5:30pm

-

7:00pm

WACO Auction Begins – Many items including things like...

- *Fire Ring Package from Wisconsin Flowgate & Drainage*
- *12 Qty. – 20oz. Tumblers Vacuum Insulated - Mixed colors with the campground logo of the winning bidder from Smart Industry Products*
- *Solstice SuperChill Duo Tube from Sola Products*
- *3x5 Custom Logo Mat from Badger Mats*
- *...More items coming soon!*



Show the world how much FUN we have here at WACO! Tag us in your social media posts!

Use Hashtag #RockinWACO



/wicampgrounds



@wicampgrounds





Schedule - Saturday (3/18)



7:00pm

Dinner is served!

7:30pm

Silent Auction Closes

7:45pm

Evening Program Begins

- Hall of Fame Inductees
- Hall of Fame Volunteer Inductee
- President's Award
- Campground Celebrations
- Mentions from ARVC with Jim Button
- Board Member Introduction
- Drawings

8:30pm

**Live Music with
Knock Point –**

With special guest singer,
your very own WACO
Board Member,
Sarah Krause!



2022 Hall of Fame Inductee



Avoid the checkout line on Sunday morning! Settle up your bills tonight!

**Your accounting team will be ready for you
to check out until 9:00pm tonight.
Please settle up prior to 9am Sunday.**



9:00am -10:45am - Structured Cracker Barrel

Lori Severson to facilitate. Listed presenters will bring three ideas to get us started!

- Service v. Support Animals – **Tracy Huth and Mark Hazelbaker**
 - What is the best idea you've had to save time, save money, make business easier or to make more money? – **Lori Severson & Bud Styer**
 - Al Capone didn't go to jail for murder - they got him on sales tax evasion! What you need to know for this tax year! – **Holly Hoffman**
 - Tik-Tok and Reels – **Young Professionals Group**
 - Best Answers to Legal Issues – **Mark Hazelbaker**
 - Other Conventions, learning options, Halloween shows, etc –Lori Severson to moderate
 - Best Ideas to Make Money – **Bud Styer**
 - Warm and Fuzzies! We'd like to end this 60th Annual Convention by going around the room and mentioning our one "feel good" thing, one thing that was a good reminder for you, or an "Ah-ha!" moment you had at the convention this year!
- Presentation of Golden Bricks

We will have materials on all of these subjects and more to hand out while your peers help to give you information on what their personal history has taught them!
Learn from those who have gone before you!

10:45am – Kids Kamp Graduation

Watch the WACO Kids Kamp graduates get their certificates and fun gifts!

11:00am – \$1,000 WACO Bucks Drawing

Get your tickets ready and see if you're a winner of the \$1,000 in WACO Bucks! At this time, we will also wrap up all other conference drawings that have not been drawn already. Please pick up your items before leaving!

Before you leave, be sure to...

Pick up any hand outs that are still available, drop off your badges at registration and say your good-byes, good-lucks and farewells!
We wish you all a successful 2023 season!



Presenter Information



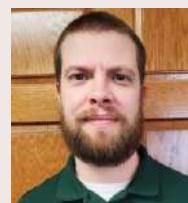
Adam Malsack - Lake Arrowhead Campground

Adam has been in the camping industry all his life, starting with weekend garbage collection at the age of 9 and advancing to full time Manager at 17. In 2009 he became co-owner of the Lake Arrowhead and Lakeside Campgrounds in Montello, marking the third generation of family ownership. Adam has undergraduate degrees from Ripon College in Computer Science and Mathematics, and received a Master of Science in Electrical engineering from the University of Wisconsin in Madison. In his free time Adam enjoys being involved in theater, photography and most of all, he loves to camp.



Anders Helquist - Attorney, Weld Riley, S.C.

Anders is a Shareholder in the firm's Environmental/Administrative, Government Relations, Municipal Law, and Frac Sand, Mining and Minerals sections. Anders provides practical, results-driven counsel to businesses and other industrial entities operating in Wisconsin, guiding them through environmental permitting and licensing, land use and zoning, government relations, and compliance matters. He utilizes his experience in regulatory matters, municipal law, and government affairs to represent a diverse group of clients, including campgrounds, agricultural uses, frac sand companies, and other businesses and industries in all aspects of federal, state, and local permitting, due diligence, land use/zoning, site investigations, and environmental enforcement/compliance. He works with clients in front of the WDNR, EPA, DOT, OSHA, MSHA, DATCP, local zoning boards, and other government agencies.



Andrew Metcalf - Vice President of CSAW Associates, LLC

A graduate of West Salem High School and the University of Wisconsin – La Crosse, Andrew brings years of experience in project coordination, operations, data analytics, and administrative support combined with outstanding customer service experience. Recently relocated back to the West Salem area with his wife and son, he is our resident IT and MS Office expert and keeps our technology up to date. Additionally, as a licensed Independent Sales Associate for Aflac, he also helps our clients add affordable benefit packages for themselves and their employees.



Anthony Nied - Safe & Simple Organic Lawns

Anthony Nied is a sustainable lawn and landscape expert with over 15 years of experience in the green industry. After earning a degree in horticulture in 2011, Anthony became the manager of the lawn care division for a large garden center which had hundreds of chemical lawn care accounts. Over the next few years Anthony researched organic fertilizer alternatives and created a custom program to transition all customers away from using chemicals. After seven years working at the garden center and managing lawn care but also doing landscape design, sales, and installations, Anthony left to start his own venture. He founded Nied Landscape Design in 2016 with a focus on creating sustainable low maintenance natural landscapes. The company expanded into lawn care with the addition of Safe & Simple Organic Lawns in 2018 offering customers a safe alternative to chemical lawn care. In 2021, Anthony started a new venture called Flawn Seed Kits which has developed flowering lawn seed kits that any homeowner can use to transform their existing grass lawn into a low maintenance and environmentally friendly flowering lawn that supports pollinators. Anthony and his family live in Eau Claire, WI where they enjoy getting out into nature as often as possible.



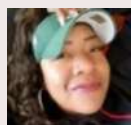
Ashley Wegner - Wilderness Campground

I am a proud third generation, future campground owner, of Wilderness Campground in Montello. We have around 390 sites and are in the Central Wisconsin River Country Region. I have been involved in day to day operations of the campground ever since I can remember. My very first memories involve the campground, and the WACO convention as a child. I graduated from U.W. Whitewater with my B.B.A. in Marketing in 2008. In 2010 I moved to Appleton, Wisconsin with my husband and took a position at Kimberly-Clark in the Consumer Services Department. We moved back to Montello in 2013 and I accepted a position in the Marketing Department for Brakebush Bros. In 2014, I decided I had enough experience outside the family business and went back to work at the campground full-time. I feel that my time away from the campground has helped me to realize that my passion and my skillset alike are really for the campground industry. It is a highly demanding, yet extremely rewarding career in which one must wear multiple hats. I truly am looking forward to helping continue the growth of our family campground.



Bud Styer - Bud Styer & Associates

In addition to over 40 years experience in the industry, Bud Styer is an owner and operations consultant for 14 campgrounds in Wisconsin and a National Consultant in the industry. He is the President of the Wisconsin Association of Campground Owners (WACO) and member of Association of RV Parks and Campgrounds (ARVC). Bud, a member of both State and National professional associations, not only attends National and State conventions, but has spoken numerous times for the National Association of RV Parks and Campgrounds (ARVC), Wisconsin Association of Campground Owners (WACO), University of Illinois, Lewis University, IL, St. Mary's College, MN, and numerous State wide training courses. Bud is a committee member for the State of Wisconsin DNR, Governor's Small Business Committee, NFIB's Small Business Committee and Wisconsin's Business Voice Small Business Committee. At the local level, he actively participates in the Chamber of Commerce in five different communities in towns/cities near the Madison area.



Carla Brown - Vice President of Severson & Associates

Born and raised in Detroit, MI to Leroy and Ann Brown. Carla is the fourth of five siblings. Leroy, Gilbert, Carlos and Joann. Studied at West Virginia University, She majored in Sports Management, and minored in Recreation. She also ran her own business called C Mac Productions, emphasizing on photography and video editing out of Michigan.



Presenter Information



Carrie Geary – Severson & Associates

Carrie has been mastering the art of multitasking, attention to detail, and networking with the masses from the hospitality, event & marketing industries for over 10 years. With past experience working with the Minnesota Twins, Lift Bridge Brewing Company, CRAVE Catering & Events, Blush & Whim Wedding Planning, The Gilbert Brown Foundation, and Quincy Hall Event Center, Carrie has learned a wide range of knowledge regarding small to large-scale event planning, marketing, and overall hospitality. Carrie now focuses her social media management, marketing and organizational skills on Severson & Associates and their clients. As a side passion, Carrie also helps couples plan their dream wedding with various wedding planning services. When not making a client's dream a reality, she can be found exploring coffee shops, boating on the lake, or enjoying a patio with friends, family, and her English Springer Spaniel.



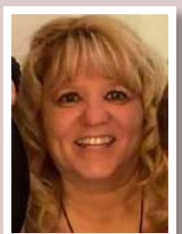
Chris Metcalf – CSAW Associates, LLC

Chris Metcalf is a native of Viroqua, WI who graduated from Viterbo University and Western Technical College in La Crosse. She has over thirty-five years of experience working in the accounting field. Prior to starting CSAW Associates, LLC – Coulee Bookkeeping and Tax she was employed in various positions such as Bank Controller, Office and Accounting Manager, and Staff Accountant. CSAW Associates works with a variety of businesses including restaurants, campgrounds, marinas, construction companies, rental properties, hair and nail salons, online businesses, exercise facilities and more. She has been married to Bill Metcalf since 1981. They have four children and nine grandchildren.



Danielle Todd – Severson & Associates

Born and raised in Wisconsin, Danielle began developing her entrepreneurial skills at a young age. She's always done her best learning with the hands-on approach and has developed her skills in many different areas; including the music, sports, fitness, and campground industries. Owning a few small businesses herself, her skills and passion lie with graphic design, website/business management, and social media marketing. She currently serves on the Chamber of Commerce Board and Downtown Business Alliance Board in her hometown and was recently co-chair of the Promotion & Tourism Committee for the Chamber as well. Danielle has previously called both Tennessee and Texas home, but now resides back in her hometown with her husband Dave, of nearly six years, and their (almost) four year old daughter, Harper. Outside of work life, she enjoys traveling, being outdoors, working out, and spending time with family and friends.



Deneen Pedersen– Stoney Creek RV Resort

Deneen started her campground career in high school working the front desk at Jellystone in Warrens. She worked her way up to management in 4 short years. Over her 25+ years at Jellystone, she worked as Operations Manager and was monumental in growing the recreation program, developing a large successful retail store, and running day-to-day operations at a 1,000 site campground. In 2014, Deneen along with her husband, Brian, and mother, Joyce, purchased Stoney Creek RV Resort in Osseo, WI. Deneen owns and operates Stoney Creek RV Resort with her family, Brian, Joyce, daughters-Tia and Amber, son-in-laws- John and Josh, and grandchildren- Roy, Josie, and Maggie. Stoney Creek has just over 230 sites and is currently undergoing an expansion. Deneen has always loved the campground industry and enjoys working side by side with her family.



Heidi Doyle – Education and Strategic Relationship Coordinator, Utility Supply Group

Heidi has a long history in the outdoor hospitality business, growing up on a resort that her grandparents built in Northern Wisconsin. At the Utility Supply Group, Heidi works as an Education and Strategic Relationship Coordinator. Within this role, she works on product education for all company employees, and also as USG's spokesperson for company events, partnerships and industry associations. Heidi keeps current on the NEC and NFPA 1194 to keep customers properly educated. Throughout the year, you can find Heidi at many national and state industry conventions, often presenting important information to attendees and interacting with park owners. Heidi lives with her husband, west of Madison, Wisconsin.



Holly Hoffman - Sales & Income Tax Advisory Network

Holly Hoffman is the owner of the Sales & Income Tax Advisory Network. She has a bachelors & master's degree in accounting and, for the last 8 years, she worked for the Wisconsin Department of Revenue as an auditor, speaker and sales tax technical law expert.



James (Jim) Scharl - Senior Lakes Biologist, Wisconsin Lake & Pond Resource LLC

James Scharl is the lake services manager for Wisconsin Lake & Pond Resource. He has over 16 years of lake management experience across the upper midwest. Primary focus has been on Wisconsin's waters, with experience on over 200 different water bodies throughout the State.

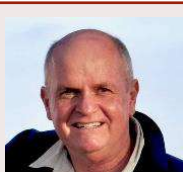


Jason Culotta – President, Midwest Food Products Association

From 2017-2019, Jason was Director of Public Affairs & Industrial Development for Progressive Rail, Incorporated, a Minnesota-based short line railroad holding company operating in eight states. He worked with Wisconsin Manufacturers & Commerce from 2011-2017, rising to Senior Director of Government Relations. In 2011, Jason served as a policy advisor to Governor Scott Walker and as a division administrator in the Department of Administration. He had worked in the Legislature for a decade prior, including as a policy advisor to the Assembly Speaker. Currently, Jason serves on the Wisconsin DOT's Freight Advisory Committee and as a board member of the American Fruit & Vegetable Processors & Growers Coalition, the Renk Agribusiness Institute at UW-Madison, the Transportation Development Association of Wisconsin, and the Wisconsin Civil Justice Council. A Racine native, Jason holds a bachelor's degree from UW-Oshkosh and lives in Watertown.



Presenter Information



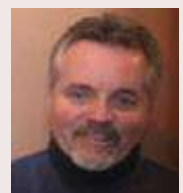
Jeff Crider - *Camping Info Source*

Jeff Crider is a longtime freelance writer and media relations consultant for campground and RV industry associations across the country. He has written for Woodall's Campground Management for more than 20 years and secured positive camping story placements in media outlets across the country, from AAA to National Public Radio and The New York Times. He worked as a daily newspaper reporter for nearly 12 years before becoming a public relations consultant.



Jen Rice - *WhoaZone*

Jen Rice is the General Manager for WhoaZone, water-based family entertainment centers, owned and operated by Empire Recreation Management, with 5 locations throughout the United States. Each WhoaZone features a floating obstacle course giving families the opportunity to experience active, outdoor recreation unlike anywhere else. Prior to joining the ERM team, Jen spent more than 12 years in operations & training leadership at Universal Orlando Resort and owned 2 Fun Bus kids fitness franchises. Jen graduated from the University of Central Florida's Rosen College with a BS in Hospitality Management.



Jerry Anderson - *Building Inspector for State of WI*

I've been a life long resident in southeast WI. I am a Building Inspector fully credentialed for the past 12 years and have been employed by a local community for the past 8 years. I've been in construction for over 36 years. I served for 6 years in the U.S. Air Force and 2 years as Alderman in my hometown. Construction and home improvements have been my passion for most of my life. I've built conventional stick framed homes, log homes and some commercial building. I'm married with two awesome daughters.



Jim Button - *Evergreen Campsites & Resort Owner*

Jim Button has fulfilled his childhood dream of operating and owning Evergreen Campsites & Resort. Jim has been in the industry for 40+ years and has owned Evergreen Campsites & Resort for 22 years. Jim is very passionate about the industry and is an advocate for his state association (WACO) where he currently serves on the BOD. He attends and teaches at conferences, and participates in fall tours and workshops. Jim is also an advocate for his national association (ARVC) where he has participated in advocacy day on the hill, attends and teaches at national conferences, graduate from the OHEP program, OHE certifications, 2017-2018 Arvc Large/Mega Park of the Year, and 2017-2018 Arvc Campground Partner Award. He is also active on the National Group 20 #4 for the past 10 years. This group is devised of campgrounds throughout the USA striving to be the best they can be. Jim does not do this alone he is married to Dawn Button and has four children: Emily, Joey, Ricky, and Rebecca who have started to join the family business. Jim also is an active volunteer firefighter for Saxeville.



Jim Reynolds – *Senior Vice President Market Leader Business, McHenry Baking Center*

Jim has 23 years of experience in the financial services industry, with 17 years in retail and business banking and six years in financial related planning, insurance and investments. He has been a part of the Blackhawk Bank Family since 2017 and enjoys working with business owners and entrepreneurs, manufacturers and dentists. Jim received his Bachelor of Science in Economics from Rockford University (fka Rockford College). Jim has received the BEI Certified Exit Planner (CEXP) designation. Jim is qualified to have skilled and professional conversations on the topics of Transition and Exit Planning.



John Jaszewski – *Broker/Owner – Campgrounds4sale.com – Properties Plus*

I spent 20 years in corporate America focused on Information Technology and integrating it into Manufacturing. During that time I started investing in Real Estate, and got my broker's license in two states so that I could better understand the industry – and got involved in the campground industry through the Wisconsin Association of Campground Owners (WACO). Soon after, campground owners were talking to me about ways to get more money for their parks to invest or to prepare to sell. So I started helping them, and before long I became an industry expert and began assisting them in preparing their books, pitching plans to their banks and selling their parks. Since then I have sold about \$140 Million in commercial properties! This is my passion – I so enjoy helping people become their own boss and create wealth. Since 2019, I have helped about 51 parks change hands! What I enjoy more than anything is showing great people in this industry how to articulate their numbers in ways that banks and potential buyers can understand – and as WACO members you are entitled to a free consultation anytime – even if you're not selling. I am here to help!



Justina Aylmer – *Legacee Recruiting*

Justina has a Masters Degree in Industrial- Organizational Psychology with focus in staffing. Justina started her recruiting experience in January 2013 and has supported staffing needs for various diverse organizations. She has sourced for high turnover, specialized skillsets, and minimum wage occupations in challenging work environments. She owned an HR consulting company in Connecticut with a personal hiring ratio of 1 hire per every 3.5 days. In her experience when a tool or system wasn't available, she built one from scratch. After sometime, Justina, her husband Sean, and 3 children sold their home in CT to join the workcamping ranks. Once working in this industry, Sean identified a gap of service and in 2021 the couple founded Legacee Recruiting- a full-service workcamper recruiting company. We use our expertise to lighten the load for destinations searching for the right fit for their team. Right People. Right Place. Right Time.



Presenter Information



Kama Teske - ServSafe Instructor

Kama has been teaching ServSafe for initial and re-certification for 4 years. She also teaches Family & Consumer Science and Health Science at Arcadia High School in Arcadia, WI.



Kristi Mlodzik – Duck Creek Campground

Kristi Mlodzik, was born and raised on a Dairy Farm in Green Lake County and always involved in 4-H, where she was involved in leadership programs. She loves sewing, doing Crafts and just repurposing things. After High School, she went to Cosmetology School in Green Bay and has been a Hair Stylist for 36 years. Kristi owned a salon for 7 years and managed other salons while raising children and working in another business with her sister-in-law, “Jill’s of all Trades”. Always staying busy! When Denny and I started to look at a business to buy, we had camped for years with our family and Grandchildren. We had enough of working for someone else. We bought Duck Creek Campground after touring several Campgrounds. I have always been a people person so being in the Campground Industry is just perfect because it is everyone’s “Happy Place.” I would like to be on the Board of WACO. I am a firm believer of WACO. When we were on the hunt for Campground to buy we could tell the difference in Campgrounds that were WACO Members or not based on the support behind them. WACO is a wonderful organization of support and knowledge.



Lane Loveland – WDNR Water Management Specialist (Mining Expert)

I grew up on small hobby farm in Custer Wisconsin (just east of Stevens Point). I attended the University of Wisconsin Stevens Point where I graduated in 2009 with a bachelor’s degree in land use planning and a minor in soil science. I also attended Mid-State Technical College and took classes in Civil Engineering Technology. After I completed my education, I had a few different internships and jobs in both the environmental and civil engineering field. In 2011 I started with Marathon County in the Conservation, Planning and Zoning Department (CPZ) as a zoning and POWTS technician and served in multiple positions throughout my career (Mining Specialist, Environmental Resources Analyst, Land Resources Manager, etc). In November 2021 – I started with WDNR in the Waterways Program as the Water Management Specialist (Mining Expert). I met my wife, Makenzie (Mak) in 2012 and we married in February 2015 (Valentines Day – she wanted to make sure I never forgot our anniversary. Also, her birthday is the 4th of July! ☺). My wife and I along with our 5-year-old son (Colt), live on 5 acres in a small ranch home with a big white barn (an old farmstead) in Mosinee, Wisconsin. We enjoy boating, fishing, camping and hunting together (anything outdoors). What excites me the most about being a public servant is the opportunity to serve the citizens of the state of WI to the best of my ability and to also establish productive and long-lasting relationships.



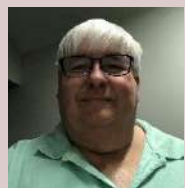
Lori Severson - Severson & Associates

Lori has owned Severson & Associates for 20+ years, a training, consulting and marketing company. Her energetic presentations are filled with forward thinking ideas you can immediately put to use in your business. Her interactive training style allows you to gather ideas from your peers as well. Her passion for success and management excellence will inspire, challenge and encourage you to take action toward continuous improvement in yourself and your organization. Lori has presented to companies like Walt Disney World, Camp Snoopy, Six Flags, IBM, Global Access, TRW, WinCraft, Behrens, Crenlo, GKN, Artsway, Wells Fargo, Merchants Bank, Farmers Bank, Ho-Chunk Nation, ARVC, Jellystone Parks, McDonalds, St. Mary’s University, TACO, CONY, KOA, PCOA, Iowa Campground Association, along with a wide variety of other companies that help her bring a strong knowledge of today’s business to you. She owns Champions Riverside Resort along with her husband Rick. She is the Executive Director for WACO, the Wisconsin Association of Campground Owners, and volunteers for the Gilbert Brown Foundation.



Mark Hazelbaker - Kasieta Legal Group

Mark Hazelbaker brings 40 years of experience as a lawyer in government service and private practice, a lobbyist and local government administrator. He has represented hundreds of communities, businesses and thousands of individuals and tried thousands of cases in court ranging from small claims to filing a brief with the US Supreme Court. Mark is the Legal Counsel for the Wisconsin Association of Campground owners, and represents dozens of campgrounds in Wisconsin. He also has worked with ARVC and state associations around the US on legislation and other issues. Mark led efforts by WACO in 2016 to win enactment of legislation giving private campgrounds immunity for inherent risks of camping. He has written and annually updated a model seasonal camping agreement for Wisconsin campgrounds. He speaks at campground meetings regularly. Mark’s broader practice includes municipal, zoning, land use, employment and small business law. Although he has also handled many criminal and family law cases, he is happy to have given those up.



Mark Othmer – Neuman Pools

Mark works with the smaller commercial accounts as a technical sales and support specialist. He started with NPI as a service technician and progressed thru the ranks as the Service Manager, warranty supervisor and technician, Service sales and support technician and now does rehabs of pools and equipment rooms. He is a Certified Pool Operator Instructor and will do private classes at your own facilities. With over twenty years in the pool business and over twenty years in electrical and maintenance of manufacturing facilities, coupled with his love of the aquatic industry, he can make your pool “pains” disappear. See Mark to help you with the strategic planning of your repair/ rehabilitation/resurfacing of your facility.



Matt Heller - Performance Optimist Consulting

After 22 years working in operations and human resources within the attractions industry, Matt Heller founded Performance Optimist Consulting in 2011 with one simple goal - help leaders lead. He does this through personal coaching, interactive workshops, and large-scale learning experiences. He has written two books on employee engagement and leadership and hosts a weekly podcast focused on elevating the guest and employee experience. Matt, his wife Linda, and their dog Otis live in Hendersonville, NC.



Presenter Information



Paul Croteau - Sales Manager & Project Engineer, Utility Supply Group

Paul has over 35 years combined experience in design, manufacturing, product development and sales of electrical products specifically for RV parks, resorts, campgrounds, and manufactured housing communities. Paul joined Utility Supply Group in 2013. He has participated in many national, regional, and state association trade shows. As well as speaking at many seminars and workshops. As USG's Sales Manager & Project Engineer, he uses his product knowledge and industry expertise to provide significant technical and customer service support. Working closely with campground & RV park owners, developers, engineers, and contractors. He manages the unique electrical layout design assistance the company offers. Paul works in the Kansas City sales office and resides in Lee's Summit, MO. As a fellow RV owner & enthusiast, he understands the needs for a well-designed facility.



Patricia Lombardo – The Jenkins Organization

A lifelong Chicago resident, Tricia embraced the camping lifestyle so much that she became a seasonal at a WI park, immersing herself in campground culture while providing "boots-on-the-ground" support six months of the year. Tricia holds degrees in Finance & Marketing from Loyola University Chicago as well as ARVC's Certified Outdoor Hospitality Professional credential. By working collaboratively - sharing information, resources, industry advocacy and best practices – we can continue to see guest satisfaction and financial rewards soar to the betterment of this industry.



Paul Bambei - National Association of RV Parks & Campgrounds (ARVC)

Currently, President & CEO of the National Association of RV Parks and Campgrounds based in Denver, Colorado, where he's served since December, 2010. Previously, served as a senior telecommunications professional for Comcast Corporation, Time Incorporated and private entity Rifkin & Associates. Married 28 years to Candace Bambei and father of 3 children, Kurt, Alexandra and Jackson. Sports enthusiast, coach, Save Our Youth mentor and former Board member of the Fellowship of Christian Athletes.



Pete Hagen – Pride of America Camping Resort

Our family has owned Pride of America Camping resort since 1974. As a second generation owner I have the unique experience of 46 years of growing up with the RV industry. At age 8 I started my career as a "Trash Picker Upper" and moved on to grounds and maintenance to help finance my way through the University of Wisconsin where I earned a BS in Mechanical Engineering. After 8 years of designing custom machinery, I changed careers and began working for the UW-Madison in Information Technology. In 2001, after we bought out our final partners, I started managing the IT department at the campground as my second full time job. I brought my knowledge of Information Technology to the business just as the industry was moving towards an embrace of technology. I am retiring from the UW in the near future and looking to become much more involved in growing and improving our industry. I feel my variety of skills and experience can be of great benefit to our organization as we all need to adapt to the ever changing world of technology and the move towards digital marketing.



Phil Whitehead - Blackhawk Bank

Phil carries nearly three decades of expertise and proficiency in developing commercial banking relationships aided not only by his years of experience in the industry, but also by being a licensed CPA and Certified Financial Planner. He knows the southern Wisconsin region intimately, having spent a majority of his banking career working and living in Rock County. He has a long history of helping clients develop their business to its fullest potential by providing solid advice and banking services geared to attaining specific goals. Phil earned a Master of Science Degree with an emphasis in Accounting and a Bachelor of Business Administration Degree with an emphasis in Marketing from UW - Whitewater. He received an Associate Degree from UW - Rock County. Civic involvement has always been one of Phil's priorities. His volunteer efforts include a Board membership with the Blackhawk Technical College Foundation and SSM St. Mary's Janesville Hospital Foundation. In addition, he is a member of the Janesville Kiwanis Club and Downtown Janesville Incorporation. Phil formerly served as Board member for Forward Janesville, the Junior Achievement Board of Rock County and the Green County Development Corporation. Currently living in Janesville, Phil and his wife, Lisa, have lived in the Janesville/Milton area for the past 15+ years, where they raised their four children and enjoy spending family time.



Rich Durkee – Secura Insurance

Rich Durkee grew up on a small dairy farm in Wisconsin where he learned the importance of safety at an early age. In college, he worked as a heavy equipment operator where he performed golf course construction in Kohler, WI. After college, Rich managed the safety & health compliance for a Fortune 500 company with locations in Wisconsin, Kentucky, Missouri, and Mexico. He has worked in the risk management field for more than 24 years, consulting with clients on their safety and risk management programs. He holds certifications in Workers' Compensation, Behavioral Aspects of Safety, Machine Guarding, and Ergonomics. He also has expertise in safety leadership and supervisor training. Rich graduated from the University of Wisconsin-Whitewater, one of the highest-ranking risk management schools in the nation. He holds a Bachelor of Science Degree in occupational safety and health. In his free time, Rich enjoys spending time with family and friends, cooking, being outdoors, hiking, kayaking, and golfing. He resides in Baraboo, WI.



Ron Romens – President at Commercial Recreation Specialists

As the president of CRS, Ron is responsible for running all facets of the business. He has a proven executive management track record and over 20 years of experience in the recreation and watersports industries. Prior to founding CRS with Rich Wills in 1999, Romens was a founding member of RAVE Sports, a front-runner in the watersports industry and inventor of the water trampoline. As president, Ron has positioned CRS as a leader in the commercial recreation industry and specializes in aiding public entities through the development of water-based recreation zones from concept through completion. Under his guidance, CRS has added full design services through CRS Design and expanded its product offerings to include water inflatables, Splashpads, playgrounds, shade, shelter and other recreation amenities.



Presenter Information



Ryan Nelson - Newbook

Ryan Nelson is an avid outdoor enthusiast with 20 years experience in technology and operations. Ryan is now the Sales Director for Newbook with a passion for coaching campgrounds of all sizes how to embrace technology solutions to simplify operations and drive more business.



Sarah Krause – CCO at C&D Hospitality

Sarah Krause currently holds the position of CCO at C & D Hospitality. Onsite manager of Rivers Edge Campground as well as oversees operations at all of their other locations. A long history in business ownership, and customer service she brings a new lively view to all things hospitality.



Scott Kollock - President of WACO / Owner of Vista Royale Campground

Scott is a second generation owner of Vista Royale Campground in Bancroft, Wi. The park was built by his family 45 years ago and has been ran by them since day one. Scott has valuable long term experience with all aspects of the camping business. Scott loves camping and looks forward to promoting it and WACO into the future.



Tia Anderson – Stoney Creek RV Resort

Tia Anderson is the General Manager at Stoney Creek RV Resort in Osseo, Wi. Tia was raised in the campground industry and has over 15 years of experience working in campgrounds. At Stoney Creek, she manages the day-to-day operations of the park including all reservation/pos systems, front desk, gift shop, activities program, employee relations, and more. She also handles all online marketing, social media, web design/maintenance and promotional material. Tia has been actively involved in WACO since a young age, leading seminars and classes over the years and recently organizing the WACO Young Professionals group.



Tina Severson – Severson & Associates

Tina Severson was born and raised in the tri-state area, where her Midwest mentality has always served her well in developing successful relationships. In the past 20 years, she has worked for non profit organizations and B2B companies in the construction, festival, education, and employment industries. The variety has given her insight to a common thread across all organizations - success in sales through stellar customer service and building solid relationships. Severson has worked with boards in the past and uses that experience to gain perspective as she sits as the VP on the Tornado Youth Hockey Association, as well as the President for the Onalaska Area Business Association.



Zach Haas - Director of Operations and Senior Aquatic Biologist for Wisconsin Lake & Pond Resource

Zach has helped thousands of pond owners over his time in the aquatic management industry including private pond owners, municipalities, campgrounds, golf courses, corporations, and homeowner associations. Zach has over 17 years of experience in the aquatic management field and continues to look for ways to improve pond ecosystems. In addition to pond management, Zach has extensive training in construction site erosion control and stormwater permit compliance. He has helped many stormwater pond owners achieve compliance, and has provided tools to turn ponds into an enjoyable feature rather than an eyesore.

**Thank you to all of our presenters and speakers for making
WACO Convention 2023, our 60th Annual, the best
one yet! The knowledge and education you**

**provide our
members
is unmatched!**



**THANK YOU
SO MUCH**





Leadership Panel Guests



Adam N. Payne – Secretary, Wisconsin Department of Natural Resources (DNR)

Appointed by Gov. Tony Evers in 2023, Wisconsin Department of Natural Resources (DNR) Secretary Adam N. Payne directs programs for environmental protection, natural resource management, outdoor recreation and law enforcement with an emphasis on diversity and service excellence. Secretary Payne has deep Wisconsin roots, growing up in central Wisconsin and learning how to fish, trap and hunt from his father. An active outdoorsman and conservationist today, he continues to enjoy camping, hunting and fishing with family and friends. Before his appointment to the DNR, Secretary Payne served as the county administrator for Sheboygan County for over two decades. Secretary Payne has a bachelor's in Communications and a master's in Urban and Regional Planning, both from the University of Wisconsin – Madison. He is dedicated to continuing the work of the Evers administration to ensure that everyone who lives, works and plays in Wisconsin has access to clean water to drink, clean air to breathe, and safe outdoor spaces to recreate outdoors.



Andrew Nussbaum – Regional Tourism Specialist of Wisconsin Department of Tourism

Andrew joined the Department of Tourism in 2012, after having spent his entire professional career in hospitality, marketing, and tourism. His focus with companies and organizations has always been to grow their customer service effectiveness, a passion that began with his first restaurant job in 1984. Andrew refers to this as "Northern Hospitality". He loves traveling the state meeting with folks and helping them get the word out about all the great things there are to see and do in Wisconsin. Having worked with various regional and statewide collaboration efforts, Andrew enjoys bringing organizations together to share ideas and resources. Tourism is a large part of economic development in Wisconsin, and the visitor's experience here is paramount.



Mark O'Connell – President & CEO, Wisconsin Counties Association

Mark O'Connell has been with the WCA since 1989. Mark is president of WCA Services, Inc., serves as an executive officer of the Wisconsin Higher Education Business Roundtable, is Vice President of Competitive Wisconsin and was a principal in the Wisconsin Way effort. He serves on several state boards and commissions including the UW Colleges and UW-Extension Board of Visitors, of which he is president. Previously, he worked for the State of Wisconsin in the Department of Administration, Department of Natural Resources, and Legislative Audit Bureau. He has a bachelor's degree from the University of Wisconsin-La Crosse and a master's degree from the University of Wisconsin. Mark coached youth sports for several years, is a pretty good cook and is a Master Sheepshead player.



Mike Ochs – RVIA

Michael Ochs has more than 40 years experience in government affairs, including over 10 years at the RV Industry Association as a director first for the federal team, and for the past four years he has headed up the state Government Affairs team. Prior to coming to RVIA, he worked at other professional membership associations including the American Institute of CPAs and the American Dietetic Association, as well as for lobbying firms. He has written and presented testimony before state legislatures, Congress, and state and federal agencies. RVIA is the voice of the \$140 billion American-made RV industry that supports nearly 680,000 jobs. RVIA represents nearly 500 manufacturers and component and aftermarket suppliers who together produce 98 percent of all RVs made in the US.



DATCP Guests



James Kaplanek - Chief of Food Safety and Recreational Licensing Section with the State of Wisconsin-- Department of Health and Family Services

Currently the Chief of Food Safety and Recreational Licensing Section with the State of Wisconsin--Department of Health and Family Services. In the process of a merger with the Department of Agriculture, Trade and Consumer Protection - Will be the Chief of Technical Services for Retail Food and Recreational Businesses - Has been with the State for 15 years. •Before State employment spent 6 years with the Public Health Madison/Dane county - BS Environmental Public Health—University Wisconsin-Eau-Claire - Wisconsin Delegate to the National Conference for Food Protection - Registered Sanitarian



Mary Ellen Bruesch - WI Department of Agriculture, Trade and Consumer Protection

Mary Ellen Bruesch is a Recreational Technical Specialist, responsible for the Public Pools and Water Attractions Program. She has been in this position for about a year, having transitioned from Campgrounds and Recreational and Educational Camps. She has a BS in Biology and a MS in Microbiology, and is a Registered Environmental Health Specialist and Certified Pool Operator. When she's not working, she can be found hanging out with her cats or on a paddle board or skis, or hiking.



Reed McRoberts – WI Department of Agriculture, Trade and Consumer Protection

Reed McRoberts, R.S. is the Program Manager for Campgrounds with Food Safety and Recreational Licensing in the Bureau of Environmental and Occupational Health, Wisconsin Department of Health Services. As Program Manager for Campgrounds, he provides direction on campground code issues and monitors trends in the camping industry. He has over 20 years' experience working with environmental health programs.



Ted Tuchalski - WI Department of Agriculture, Trade and Consumer Protection

Ted Tuchalski, R.S. is an Environmental Health Technical Specialist with the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP). His primary focus at DATCP is lodging, which includes: hotels, motels, tourist rooming houses, and bed & breakfast establishments. Ted's environmental health career began as a food inspector in Salt Lake City, Utah and has spanned multiple program areas at the city, county, and state levels here in WI



**THANK YOU TO ALL
OF OUR SPONSORS!**



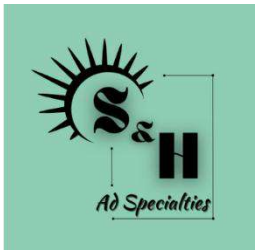
SHOW SPONSORS



newbook



**UTILITY SUPPLY
GROUP**



**Severson
& ASSOCIATES**



PRESENTING SPONSORS



CSAW Associates, LLC
Coulee Region Bookkeeping and Tax

neuman pools inc.



**THANK YOU TO ALL
OF OUR SPONSORS!**



SUPPORTING SPONSORS



MARZ
AND ASSOCIATES



Park & Play
— USA —



Sign Solutions
— USA —

GOLD SPONSORS



**IMPERIAL
INDUSTRIES INC**



STRAIT
WEB SOLUTIONS



THANK YOU TO ALL OF OUR SPONSORS!



SILVER SPONSOR



BEER SPONSORS



EVENING MEAL SPONSOR



AccessParks

Refreshment Sponsors

**Lake Lenwood Beach
& Campground**

**North Camp
Properties**

**Bailey's Woods
Campground**

**Lake Road
Campground**

**Scenic Ridge
Campground**

**Harbour
Village Resort**

**Lakeview RV
Park & Cabins**

**Silver Springs
Campground**

**Lake Arrowhead
Campground**

**Merry Mac's
Campground**

**Wilderness
Campground**



My Notes and Ideas



A series of horizontal lines for writing notes and ideas.