



WACO NEWS

JUNE 2023

HELLO
JUNE
★★★★★

inside...

JUNE 2023

June has flown past us, and the heat is HERE! Most of us barely know what day of the week it is, but take a few minutes to read through some helpful tips on the pool code updates, ways to address guest concerns without causing more damage, our fellow member running for ARVC rep, and scam alerts in the following issue!



AI SCAM ALERT

P. 12

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

Dear Members,

Tis the season! We at your WACO office have heard of our Wisconsin Room of Rants, to coin a phrase from Mark at CampgroundViews.com. He has an entire Facebook group that meets IN PERSON once a year to discuss crazy things campers say and do! This season has been exceptional for that in Wisconsin. We all have learned how to take a minute and laugh at some of the crazy things campers say and do! We have had some entertaining ones that are worth sharing!



POOL CODE REVISION - NOTES From
DATCP

P.16

- "We do not have to keep our clothes on in the pool - it says that nowhere in our contract!"
- "I'm allergic to wearing wristbands, even over an article of clothing."
- "I'm dropping off a group of 7-8 children for the day - I just wanted to let you know."
LOL, did they already lose one????

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- "I can't pay the visitor's fee; they don't know I'm visiting."
- "I'm not putting my license plate number on here! There is a warrant out for my arrest."
- "There is fecal matter in the pool. It's not my kid 'cause she already went." Ummm - in the pool?
- "I'm leaving. There are no street lights at my campsite."
- "I came here specifically to swim in the pond, and we can't because of the lightening."

Well, folks, you can't make this stuff up! But what you can do is prepare for what to say when laughing out loud is likely not the best solution! First, laugh and joke about it with the appropriate people. Those people are your campground owner friends! As tempting as it might be, discussing these issues with the employees is not the most fabulous idea. You never know who is listening or watching. While you might get a good laugh about it, be sure you aren't in an area where customers could overhear you. Guests get it wrong often enough. Try not to give them ammunition! Depending on how you say it, your employees will think it's okay to say something witty back to the guest, and as tempting as that is, it usually doesn't get you ahead in any way.

Remember, as a leader, you need to lead by example and work on the best way to say it! When confronting a guest about breaking a policy, it's a good idea to have something prepared. Handle the situation with professionalism, empathy, and clear communication.

USE THESE TIPS TO HELP YOU IN THESE SITUATIONS:

1. **Be prepared:** Familiarize yourself with the policy violation before addressing the customer. Knowing the rules and how the guest violated them will help you explain the situation accurately and confidently.
2. **Choose the right time and method:** Select an appropriate time and method to communicate with the customer. A face-to-face or phone conversa-

tion rather than relying solely on written communication allows for a more personal and empathetic interaction.

3. **Stay calm and composed:** Maintain a calm demeanor during the conversation. Avoid becoming defensive or confrontational, as it can escalate the situation. Instead, focus on finding a resolution.
4. **Start with empathy:** Begin the conversation by acknowledging the customer's perspective and understanding any frustration or inconvenience they may be experiencing. Show empathy by expressing your understanding of their situation.



5. **Explain the policy:** Clearly and respectfully explain the policy that has been violated. Use simple and concise language to avoid confusion. Provide any necessary details or examples to support your explanation.
6. **Offer alternatives or solutions:** If possible, offer the customer alternatives or solutions that align with the policy. This can help them understand how to rectify the situation and mitigate any negative feelings.



7. **Listen actively:** Allow customers to express their thoughts, concerns, or questions. Practice active listening by paying attention, summarizing their points, and asking clarifying questions. This demonstrates that you value their input and are committed to finding a resolution.
8. **Find common ground:** Look for areas of agreement or shared goals. Emphasize the importance of adhering to the policy to maintain fairness, consistency, or safety for all customers. This can help create a sense of understanding and cooperation.
9. **Offer assistance and support:** Depending on the situation, offer any necessary assistance or support to help the customer comply with the policy. This may involve providing additional information, offering guidance, or connecting them with the appropriate resource.
10. **Thank them for their understanding:** Express gratitude for the customer's cooperation and understanding. Reinforce that your intention is to provide the best service possible while adhering to company policies.

Every customer interaction is an opportunity to build a positive relationship, even when addressing policy violations. By approaching the situation with professionalism, empathy, and clear communication, you can navigate the conversation effectively and maintain a positive customer experience. Look at the individual and determine if it could be a learning opportunity for them & you.



“HA
HA”
HA”



Have some fun with it and make it a game to see if you can get them to love your business still. However, sometimes it's important to share with your other WACO members and help them find the perfect campground for them. PS: LOL, Do not send them our way - we have plenty of these stories already!

If you can laugh about it, that is half the battle. Know that our guests often need to learn that you are running on fumes and doing everything possible to make their experience enjoyable. You got this!

Lori

Lori Severson,
Executive Director, WACO

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From the Office of the President

Scott Kollock, WACO Board President



Dear Members,

We are nearing July and getting ready to be at that halfway mark! Watch your emails, Facebook, and listen for those calls, as the WACO office staff will be reaching out about your memberships soon! We are excited about all the benefits we offer as an association and hope you are too.

With new members coming on board every year, it's important to remember the key membership benefits. Things like our educational programs, legislative team, Facebook members-only area, legal hotline, advertising programs, and networking make this a special group to belong to. Make sure you are getting your return on your investment by understanding all the benefits you get through your WACO and ARVC dues. If you have any questions or need help understanding your benefits, don't hesitate to contact the WACO office. They are happy to help you discover any pieces you aren't using or could use better. A recent example would be all the work being done to assist those members in Washburn County! Our WACO staff is leaning on all the expertise they can muster to help those members, and prospective members, get a fair shake at the zoning office.

Soon our WACO convention and fall workshop information will also be sent out! Be sure to try to make one or more of these events. These are times you can learn and network! More members have shared with me how they save money, make money or avoid mistakes by talking with other members and attending these events. It's one of the biggest bangs for your buck you can get!

Your board of directors is always here for you should you have any questions. Our goal is always to get you answers, ensure you are educated in why we make our decisions, and get your feedback so we can continuously improve! If you have ideas, please let us know. Together we can make camping in Wisconsin the best recreation available!

Scott Kollock,
WACO Board President

UPDATED IN JUNE!

If you need any of the
following, WACO can help!



- Economic Data by County, including tax information
- Economic Data by State
- What WACO provides and what our members look like
- General Campground Industry Data

Check out these links in Members-Only!

[Economic Impact – WACO UPDATED - 6-19-23](#)
[County Specific Economic Impact - RVIA, 2022](#)
[2023 North America Camping Report](#)



THANK YOU to Those Who ATTENDED the JUNE FULL BOARD Meeting in Shell Lake

FIRST BIG WIN FOR WACO

While the very restrictive zoning ordinance in Washburn County is still in play, our members had their first big win this past Tuesday evening. At the Full Board Meeting of the County Supervisors, several members (and prospective WACO members) voiced their concerns regarding the size restrictions and setback limits in the proposed Chapter 38 - LAND DEVELOPMENT, ARTICLE II. - ZONING REGULATIONS, DIVISION 24. CAMP- GROUND AND RESORTS.

The most glaring concerns include a 25-site limit and a 50-foot setback from the RR1 & RR2 property lines. What do most of the campgrounds in that County fall into? You guessed it, RR1 & RR2. After hearing the voices of several current campground owners and a couple of prospective owners hoping to take over a family business, many supervisors started questioning if the grandfathering issues were being addressed in the new ordinance's language.

The Board voted to send the ordinance back to the Zoning Committee with suggestions that included reviewing what a successful campground model looks like to determine if those site limits will drastically hinder the growth of campgrounds in their County. We all know the answer to that one!

Continued on the next page!

Washburn County Woes...continued

We do still need your help! If you're willing to share any business models or plans that express the site counts, and how that impacts your success, we would GREATLY appreciate it! Please send anything you have to help support this fact to: tina@seversonandassociates.com.

Remember, just because this isn't directly impacting your County or business now doesn't mean it may not be in the future! Another reason why it's so important to get to know your local leaders, be friendly with your zoning committees, and help out your fellow member when you can!



GET to KNOW your COUNTY OFFICIALS

We say it all the time, but its worth repeating! As you can tell from the recent issues we've seen in the northern regions of Wisconsin, city, town and county officials can directly (and sometimes negatively) impact your business! We're all busy and wearing many hats, but one of those hats MUST be your legislative hat. Whether actively involved or attending on the sideline, you'll know your local players better than anyone else.

Our WACO office is here to help! We can get you on the appropriate local websites, making navigating the red tape of agendas, minutes, and process more straightforward - which is never fun! They don't call it "red tape" for nothing.

However, YOU building those relationships will end up being much more important! Imagine a local elected official making a decision that doesn't know you vs. someone who has visited your park or shared a meal or drinks. The difference is vast!

Being involved in things like your local chamber, school board, city council, and town committees are ways to connect with community decision-makers. Most meetings are public and posted online, so it's always a great place to start on your township, city, or county websites. If you are uncomfortable

making those connections or need more time, delegate this to another staff member or trusted advisor. And again, if you need help figuring out where to start, call the WACO office. We're happy to help!



HUGE SHOUT OUT to GWEN from ANCHOR BAY for her continued work and effort with this matter! She has been kicking butt and fighting so hard for her business - its inspiring to see such passion in a fellow member!

SALES & USE TAX

Getting Guidance During Busy Season

Respectfully Submitted by our Sponsor, Holly Hoffman

It's your busy season and that means sales tax decisions are being made hundreds of times a day. Questions will arise – some can wait until fall but what about big questions?

Campgrounds who have the Sales Tax Audit Protection Plan can ask me questions directly at any time – just email or call. Even your staff members can reach out to me.

WACO members can use the Sales Tax hotline to ask general questions through the association. Email your questions to me and copy Lori Severson so that the answers can be shared with all members. This is a WACO member benefit provided to you.

If there are areas of sales tax reporting that you would like additional training on, reach out to me or Lori with requested topics for newsletters and/or the 2024 convention.

TIP: If you have an unusual transaction, make a note of what the facts are and how you handled it so that it can be revisited to review and/or correct the tax treatment.

Contact Holly Hoffman of Sales Tax Advisory Network, LLC at holly@salestaxlady.com for more information about the Sales Tax Audit Protection Plan.



Contact

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Keepin' it Legal

Let's be honest. No one loves legal concerns, but we sure do love having access to a 27-year veteran like Mark Hazelbaker, our WACO Attorney, when those pesky legal troubles rear their head. We've created an email specifically for your legal questions at wacolegal@gmail.com. Give the WACO office a call first to vet your question, and Lori can provide direction on the next steps.

WHAT TO DO WHEN YOUR GOOD NAME IS ATTACKED

Tif only it were true that words can never harm us. Sadly, business can be wounded more by false language than by sticks or stones. Social media have made that even harder. What recourse do you have? Here's an overview of the rules which apply.

The legal term for a statement which injures another is "defamation." A statement is defamatory if it is not privileged, is false, communicated to a third party, and injures the reputation of the subject of the statement. Thus, if someone cursed at me saying "You grey hair!" that is not defamatory because it is true. I have grey hair. If they said, however, "You are a grey-haired demented fool!" that would be defamatory because it falsely asserts that I have dementia. That statement could injure me if people decided to stop consulting with me out of fear that my thinking is impaired. Interestingly, opinions are almost never defamatory. Saying merely "You're a fool!" is not defamatory because it is not a statement which would be taken as a factual assertion.

People can and do post awful things on Facebook, Instagram and other media. What can be done about that? It depends on what statements are made and how.



REVIEWS: When you're in business, you subject yourself to nasty reviews. The law of defamation recognizes a privilege of "fair comment." If you get up on stage and sing, you cannot recover damages when someone criticizes the quality of your voice. If you run a campground, you must have thick enough skin to take the occasional sharp comment.

As if that weren't enough, Congress stepped in to adopt a federal law protecting the right to make reviews and comments, the Consumer Review Fairness Act. The law forbids businesses from restricting customers from posting reviews. So, you can't include a clause in your seasonal agreement which prohibits guests from posting reviews, or penalize people



for posting reviews.

That does not mean you cannot respond to negative reviews. You can and should do so, provided the response does not make things worse. More about that below.

ACCUSATIONS OR ASSERTIONS OUTSIDE REVIEWS:

Sometimes people post horrible lies about others on social media. A 2015 decision by the Wisconsin Court of Appeals describes how an individual started a Facebook page using someone else's name. They then proceeded to use that page to call his unfortunate target a "low life," a "preying swindler," "loser," accused him of "bank manipulation" and engaging in "deceit" and "taking advantage" of others. After discovering these postings on Facebook, the target individual filed a lawsuit. The Court awarded \$25,000 in damages. The Court of Appeals upheld the award of damages, noting that there was no factual basis for any of the accusations.

There are few, if any, filters or barriers that prevent people from posting horrible statements about others on Facebook and other social media. There are some limited standards in place on Facebook and other media. However, my experience has been that these standards are essentially useless if the accusations are false but not violent, bullying, or embodying hate speech (directed at ethnic groups, religions or races). You have to scroll only a short stretch of social media to see the result.

If you are targeted by someone with false or malicious comments on Facebook, Twitter or other media, do not expect the social media platform to do anything. That has been the pattern even where serious accusations are made, such as asserting that someone sexually assaulted people or stole from people.



Accusations that someone wants to destroy a community have not been removed despite requests.

The more effective approach I have used is to send a demand letter to the person or persons making the statement informing them that the statement is false, and may result in legal action if not withdrawn. Sometimes, people will delete the statement or modify it. If they do not, you need to decide what to do.

RESPONDING TO DEFAMATION MAY BE COUNTERPRODUCTIVE:

Comments about others are transient. Yesterday's news is tomorrow's "fish and chip paper," Elvis Costello once wrote. It is certainly true that few people remember what the newspapers or other media said about someone a few weeks ago. Simply allowing time to pass is usually a reasonable response to unfair attacks.

But that isn't always true. Businesses should monitor reviews. And some other allegations cannot go unrefuted.

Bad reviews are going to happen. It is generally wise to adopt a standard practice about responses to reviews. If you are going to respond to reviews, do so consistently and professionally. Consider that the reader does not know the facts but will judge you by how you handle yourself. If you take a defensive or snarky tone in response, that usually makes you look bad. Try to find a nice way to say that the negative comment does not reflect the experience the reader will have at your campground.

A few years ago, a guest complained that their weekend was ruined by a thunderstorm and suggested they should have been

Continued on the next page!

given a partial refund. It would be easy to zing back with a comment like "We don't control the weather, dumbass." Of course, we never say that. Instead, we respond with "Our campground has a lot of great outdoor activities, so the rain did affect them. But we do offer other fun activities to do indoors when nature intervenes." Try to find something positive about the campground to say in response. If you are not going to ignore all reviews, then you should probably respond to the reviews you can find – especially to thank the many positive reviews you will get. If someone posts a review that is false and vicious, though, you have every reason to call that out. Just do it professionally.

If the communication involved is other than a review, though, sometimes you have to make a firm response. If someone accuses another person of, for example, child sexual molestation, that accusation is not going to disappear. It will stay in the minds of people who know and associate with the person. If there are outrageous allegations against a campground, those may tend to hang around in cyberspace. In those instances, it's important to take the time to compose yourself before respond-

ing. Be the party in the discussions who has the facts and stands on them. Sometimes, if there has been an accident, you should not comment on the facts. You can, though, say that you regret that an accident occurred. Even an apology is not an admission of liability.

But the most important advice I can provide you is that you need to steel yourself for nasty comments. They're going to come. Nothing we say is without controversy these days. If you find yourself in a situation where you're the target of vicious accusations, please feel free to call me for suggestions.



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**REGISTRATION
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OHCE2023 Registration is OPEN
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<https://arvc.org/ohce>



We're in Washington, D.C. this week for RVs Move America Advocacy Week! Our team is meeting face-to-face with legislators on multiple issues relevant to outdoor hospitality to ensure our industry, and members, are moving forward.

- Make sure to check out your campground listing on GCA!
- Check out your member benefits and take advantage of :
 - Kubota (New Member Benefits)
 - Quiet Kat (New E-Bikes)
- Don't forget about ARVC's exclusive discount for music licensing!

We're always looking to cheer for you, and one of the best ways to do that is by recognizing you through our awards program. Our Awards of Excellence nominations are open now through August 31.

I am up for re-election this Fall for National ARVC Board of Directors and would love your support again. Voting details will be out this upcoming summer.

**VOTE
BUTTON**





AI Voice Generator Scam: A New Wave of Imposter Scams

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In 2022, imposter scams were one of the top reported scams of 2022, [accounting for \\$2.6 billion in reported losses](#). However, a new wave of this scam has been popping up across the country, as scammers are now using AI-generators to clone the voice of a loved one and manipulate people into handing over funds. Here are all the details so you can be on the lookout.

HOW DO IMPOSTER SCAMS WORK?

Imposter scams typically start with an unexpected phone call, text, message on social media, or an email from a fraudster impersonating someone from an organization. The most common organizations that scammers will impersonate is a government agency, such as the IRS, Sheriff's Department, or Social Security.

Whatever the ruse is, the message will most likely be urgent. The fraudster will try to convince you that a bill is overdue, a warrant is out for your arrest, or an account has been compromised, and it needs immediate attention. However, the only option to solve this problem is by making a payment, typically through a wire transfer or gift cards. Once payment has been received, the person on the other end quickly vanishes, leaving many

Respectfully Submitted by our Sponsor, Blackhawk Bank

victims confused and wondering if the problem has been resolved.

FRAUDSTERS ARE NOW USING AI-GENERATION

To further this gimmick, fraudsters are now using Artificial Intelligence to clone the voice of someone, and then use that voice to scam people out of money. Scammers will often use videos found on social media platforms to pull a snippet of someone talking, and run it through an AI voice generator to clone it.

Scammers will then target people close to the person whose voice is being cloned. Whether that's relatives or friends, the fraudsters will use the duplicated voice to call people in their circle, pretending to be the real-life version, and demand funds. As with many impersonator scams, scammers will use an emergency situation to convince the victims that the person on the phone needs cash immediately, such as a medical emergency or to be released from an alleged captor. An Arizona mom recently experienced this first-hand, as she received a disturbing phone call from someone pretending to be her daughter who claimed to be kidnapped, and her captors were demanding a ransom.



Reports of this nature are on the rise, so much so that the Federal Trade Commission issued an alert in March of 2023 asking the public to be on the lookout for this scam.

HOW TO AVOID FALLING FOR AN IMPOSTER SCAM

While we like to think that this scam will never happen to us or someone we know, the truth is anyone can become a victim of an imposter scam.



Here are some practical steps you can take to protect your hard-earned money and peace of mind.

- 1. Don't answer phone calls from unknown numbers!** If you do not recognize the number calling you, it is better to not pick up. If it is important, the caller can leave you a message and you can call them back.
- 2. Don't rely on caller ID:** Just because the caller ID looks legitimate does not mean that it is. Scammers can use tools to spoof the caller ID of a loved one, making it seem like it is coming from a person or organization you are familiar with. So, just because your phone says a call is coming from a family member doesn't necessarily mean it is.
- 3. Hang up and call back:** If you receive an urgent call from a friend, family member, or organization demanding money, hang up and call them back. This way you will be able to determine if the call is legitimate or not.
- 4. Remain calm:** While it may be difficult to stay calm, know that the fraudsters are trying to get an emotional reaction out of their victims so that they feel pressured to hand over funds. But don't fall for that trap! By stay-

ing calm, you will be able to properly assess the situation and determine if the call is authentic or not.

- 5. Talk to your family and friends:** Tell your friends, family, co-workers about this trend and to remain vigilant! Many people are caught off guard by this scam, so by spreading the word and making others aware of the scam, they will be less likely to fall for it.

STEPS TO TAKE IF YOU FALL VICTIM TO AN IMPOSTER SCAM

If you or someone you know becomes a victim of an imposter scam, taking steps to remediate the situation is crucial. First things first: file a report with the Federal Trade Commission (FTC). The FTC provides you with step by step directions and on how to report the fraudulent behavior and what your next steps should be. Additionally, if you gave the scammer credit card info or personal information, the FTC provides a guide on what your next steps should be.

EDUCATING YOURSELF IS THE FIRST STEP TO STOPPING A SCAM

Because you need to constantly be on the lookout for suspicious phone calls, texts, emails, and more, keeping your money and personal information safe can feel like a never-ending task. However, educating yourself on current scams is the first step to protecting yourself and stopping a scam from taking place, and Blackhawk Bank is here to help you stay vigilant.

Our bankers know what to look out for and will help you find tailored solutions to keep your funds secure. Ready to learn more about what Blackhawk Bank has to offer?

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FINANCIAL FORTE

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

June is here and WACO members are in full swing with their 2023 camping seasons. Now that your year is fully underway, it's a good time to assess your labor needs and decide if you might need a change. Ask yourself, are you able to handle all the day-to-day tasks that keep your guests coming back to visit? Are you spending as much time with family and friends as you need or want? What does your current budget look like? Many of our members are proud owner-operators who handle all aspects of their park year in and year out. Sometimes though, as your business grows and expands, or you add more services or features, or as age starts catching up with you, you realize that it might be time to look at getting a helping hand.

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



WITHHOLDING IDS

- **Federal Withholding ID** – This one is straightforward. It's the EIN you received when you registered your company.
- **State withholding** – In Wisconsin, this is issued from the DOR and can be obtained as part of your Business Tax Registration when you obtain your Sales and Use Tax ID #.

- **Unemployment Insurance (UI)** – This is where things get a bit more complicated. To obtain a WI UI ID you first must determine your Coverage Liability. Specifically:
 - * You paid wages of \$1,500 or more in a quarter in any calendar year or;
 - * You employed one or more individuals in employment for some part of a day in 20 or more weeks in any calendar year. The weeks need not be consecutive and part-time employees must be included in the employee count or;
 - * You have no liability by law, but you voluntarily elected to become a covered employer (with the department's approval).

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

PICKING A PAYROLL PROCESSING SOLUTION

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

We generally recommend using QuickBooks for



FINANCIAL FORTE

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

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

NEW HIRE PAPERWORK

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



CSAW Associates
Christine & Andrew Metcalf



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Still not sure you want to try to setup payroll on your own? We here at CSAW Associates have a wealth of experience helping both new and veteran owners add payroll to their business.

If you're interested in learning more about setting up payroll or have any other bookkeeping or benefit services questions don't hesitate to reach out to us at 608-779-2143 or by email at couleebokkeeping@gmail.com. We love meeting new business owners and working with them to grow their business!



REVISED ATCP 76 Safety, Maintenance, and Operation of Public Pools and Water Attractions

*Respectfully Submitted by Mary Ellen Bruesch, Wisconsin
Department of Agriculture, Trade and Consumer Protection*



The revised Pool Code will take effect on September 24, 2023. DATCP will be rolling out the new code by giving pool operators some time to get used to the new requirements—so for items that are new, unless a violation represents an imminent threat to health and safety, pool operators will have some time to adjust their practices for the new code.

For example, we will no longer be enforcing combined chlorine limits by testing the water and comparing it to our standards during the inspection. Instead we will require pool operators to have a combined chlorine management plan in place. If we inspect on September 25, 2023, and the pool operator does not have a combined chlorine plan, we will provide education but not list this lack of a combined chlorine management plan as a violation. Items such as self-closing and latching doors, however, will be critical, as will emergency phones. ***If a cyanuric acid level of >300 ppm is found, the pool must be closed until that level can be reduced.***

Also, the code revision will not affect fees for the 2023-24 license year (July 1, 2023-June 30, 2024).

The entire code can be found at: [Wisconsin Legislature: CR 22-021 Rule Text](#).

There will be future Q and A session(s) virtually! If you have any questions, please feel free to contact Mary Ellen Bruesch at Maryellen.bruesch@wisconsin.gov.





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WACO OUT & ABOUT

WACO NEWS | JUNE 2023 | Page 18



CONGRATS TO YUKON TRAILS / ELS!
What an amazing grand opening ceremony for your NEW container units! We were excited to

have WACO representatives and Gilbert Brown (GBF) be part of the event. Your unique lodging options are sure to be a big hit this season!

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2022 SUPPLIER OF THE YEAR AWARD



Facebook/Instagram Insights

Total FB current likes: 10,052 (+359 from April)

Total IG current followers: 549 (+8 from April)

Top Facebook Posts in Past 90 Days / May 2023

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post



Facebook post
Happy #FanFriday Campers! Give a shoutout to your favorite Wisconsin campground(s) in the comments!
Apr 28, 2023, 1:27 PM

This post reached 819% more Accounts Center accounts (6,534 Accounts Center accounts) than your median post (711 Accounts Center accounts) on Facebook.

Highest reactions on a post



Facebook post
It's just the price you pay for a perfect night around the campfire! Find your next campfire location today at...
May 3, 2023, 12:43 PM

This post received 1,425% more reactions (61 reactions) than your median post (4 reactions) on Facebook.

Highest comments on a post



Facebook post
Happy #FanFriday Campers! Give a shoutout to your favorite Wisconsin campground(s) in the comments!
Apr 28, 2023, 1:27 PM

This post received 3,400% more comments (35 comments) than your median post (1 comment) on Facebook.



Engagement for FB & IG May 2023

Engagement

Post reactions, comments and shares

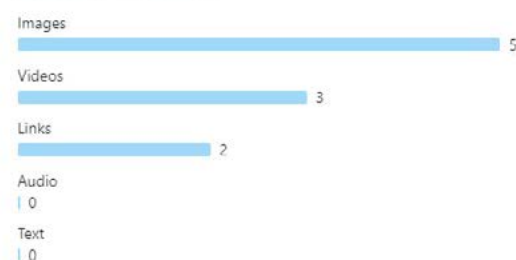
447 ↓ 38.6%

Total from last 90 days vs 90 days prior



Median post reactions, comments and shares per media type

For posts created in the last 90 days



Engagement

Post likes, comments and shares

86 ↑ 41%

Total from last 90 days vs 90 days prior



Median post likes, comments and shares per media type

For posts created in the last 90 days





15000
Lakes



300
Campgrounds



92
Days of Summer



1
Wisconsin

SOCIAL RELATIONSHIP

Top Instagram Posts in Last 90 Days / May

Top-performing organic posts

Here are posts that have performed well over the last 90 days. Understanding what's working can help you decide what to create and share next, so you can keep up the great work.

Highest reach on a post



Instagram post
Did you know we have the 2023 Wisconsin Campground Directory available online? Download, view online or...
Mar 6, 2023, 7:01 AM

This post reached 163% more Accounts Center accounts (108 Accounts Center accounts) than your median post (41 Accounts Center accounts) on Instagram.

Highest likes on a post



Instagram post
Did you know we have the 2023 Wisconsin Campground Directory available online? Download, view online or...
Mar 6, 2023, 7:01 AM

This post received 7 likes.

Highest comments on a post



Instagram post
Happy St. Patrick's Day Campers!
Mar 17, 2023, 7:02 AM

This post received 2 comments compared to your median post (0 comments) on Instagram.



May 2023 Social Media Referrals to Website



Social Network	Sessions	% Sessions
1. Facebook	498	99.60%
2. Instagram	2	0.40%

Jan - May 2023

Social Network	Sessions	% Sessions
1. Facebook	2,426	99.75%
2. Instagram	5	0.21%
3. Twitter	1	0.04%





May 2023 Monthly Audience Overview

Continent ▾

Region ▾

Channel ▾

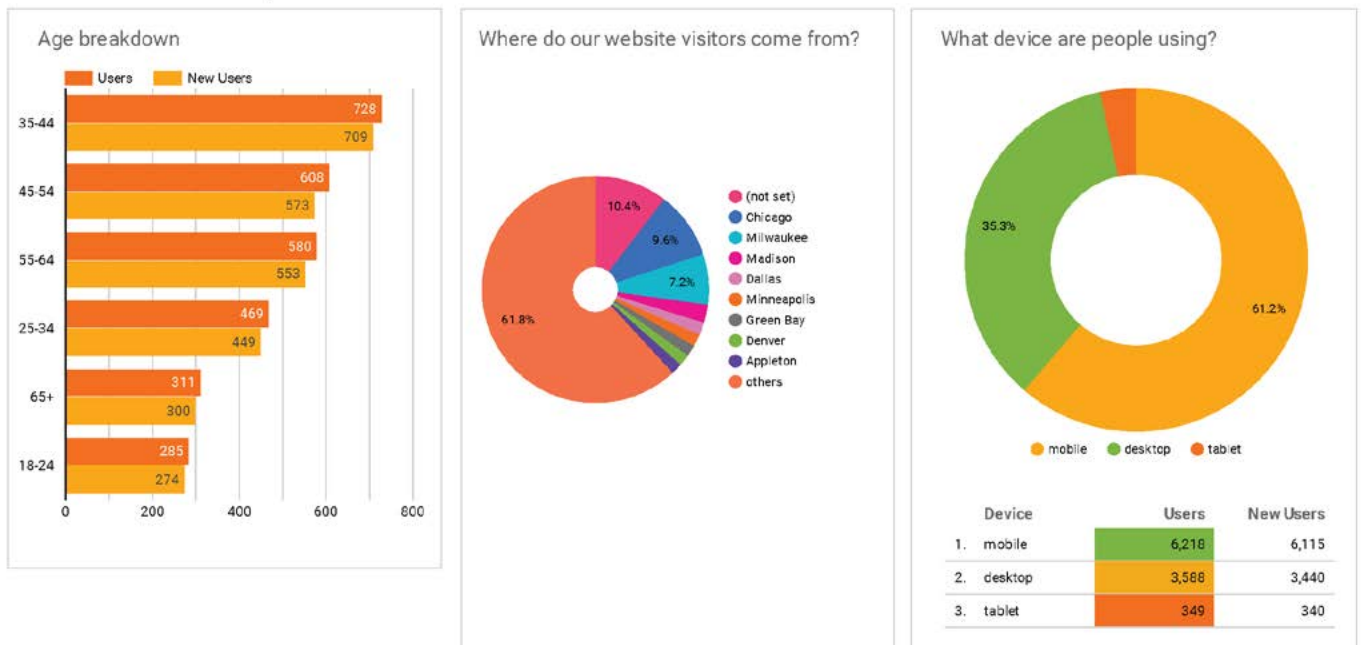
Device ▾

May 1, 2023 - May 31, 2023 ▾

Your audience at a glance



Let's learn a bit more about your users!



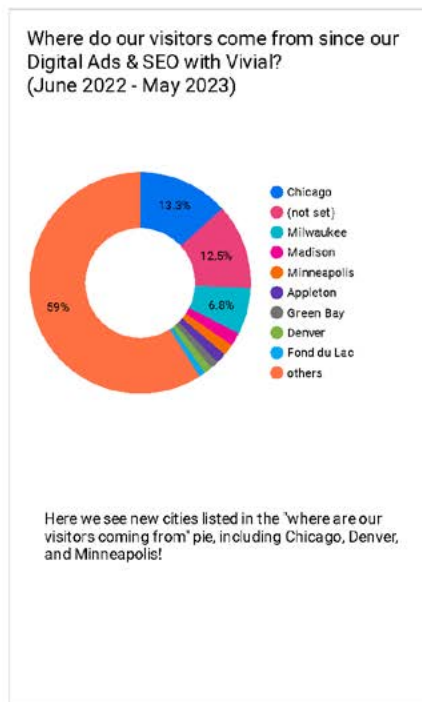
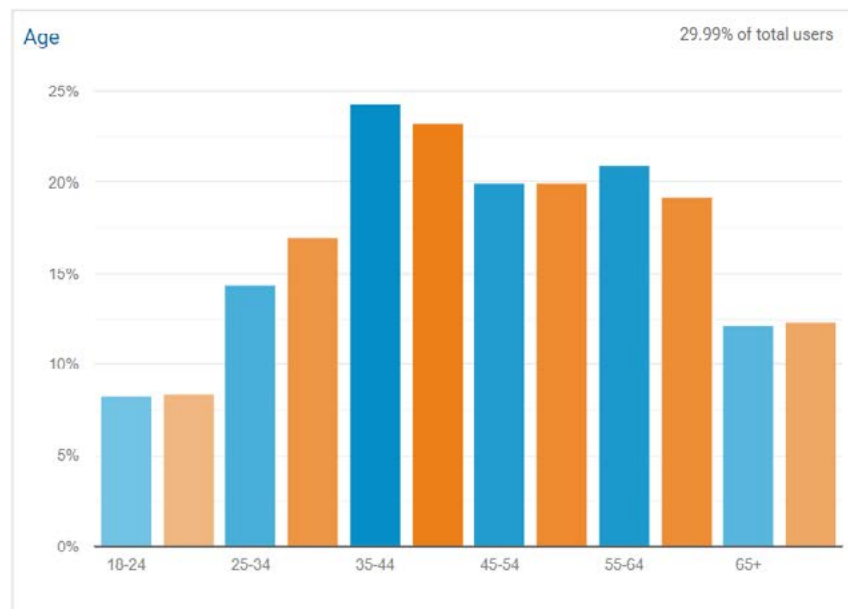
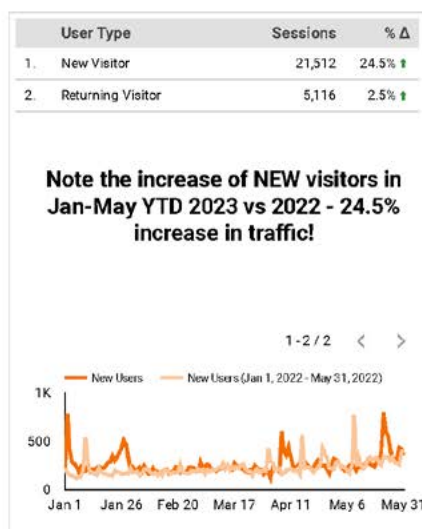
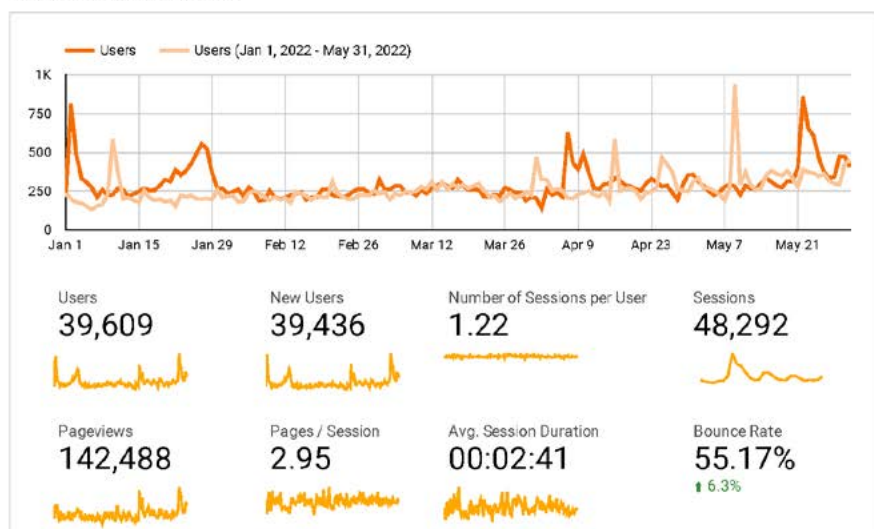


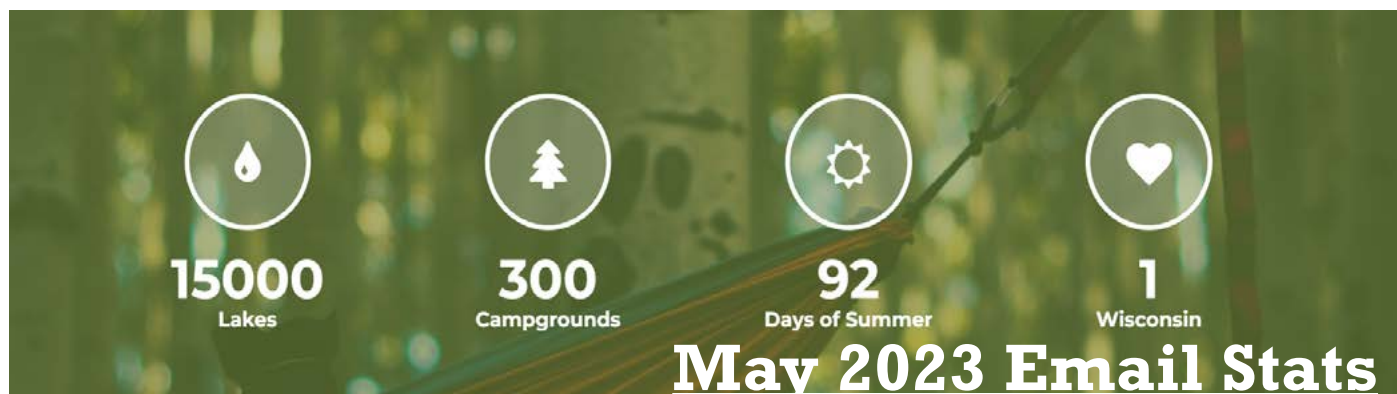
JAN-MAY 2023 WEBSITE STATS

YTD (Jan-May) 2023 Audience Overview

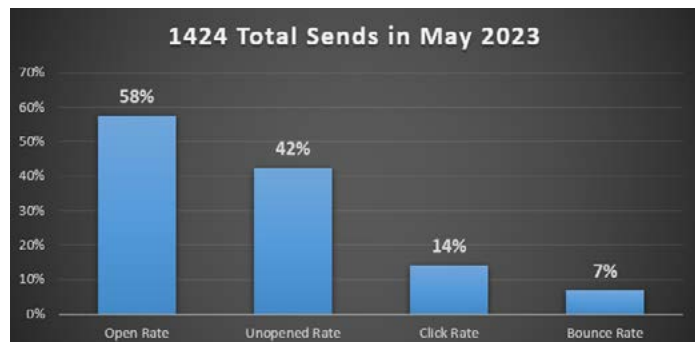
Continent Region Channel Device Jan 1, 2023 - May 31, 2023

Your audience at a glance

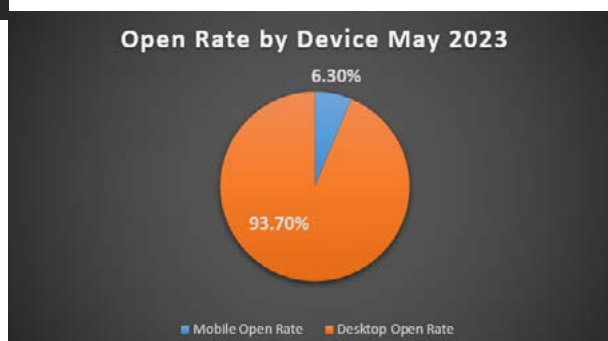




May 2023 Email Stats



May 2023 Open by Device



Top Emails by Open Rate for May 2023

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
May 2023 Newsletter	450	273	65.60%	11.70%	88.30%	94	22.60%
Lake Road Campground - Flood Clean Up Assistance	232	139	63.50%	4.30%	95.70%	0	0.00%
DATE CORRECTION - PLEASE READ - Members Need Your Help TODAY!	255	143	60.90%	4.40%	95.60%	7	3.00%
Pool Code Update - Trainings Available & Members Need Our Help!	233	134	60.90%	4.40%	95.60%	3	1.40%
Members Need Your Help TODAY!	254	130	55.30%	6.70%	93.30%	12	5.10%



Eric Haun, CIC
Vice President - Leisure & Hospitality

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The Fundraising is **STRONG** with this group!

THANK YOU **WACO** MEMBERS

WOW, the summer is proving excellent for fundraising as we see the totals from members hosting GBF events! Already at almost \$50K! Carla is your gal if you have an upcoming event or any questions. The schedule is packed, but weekly events where you set aside a portion of the proceeds for a donation, selling specific GBF items onsite, or games with your guests are all ways to raise funds without the appearances.



We are always so thankful to share the excellent work coming from GBF, and here's a fantastic example! Champions, along with Gilbert Brown and The Gilbert Brown Foundation, were honored to be a part of this surprise for Caden.

We can't thank our generous Champions customers enough for always participating in our fundraising efforts! Things like this are why we do what we do. Congratulations Caden! [Check out the news article HERE!](#)

Remember to check this listing for accuracy, and email tina@severso-nandassociates.com if something doesn't look right.

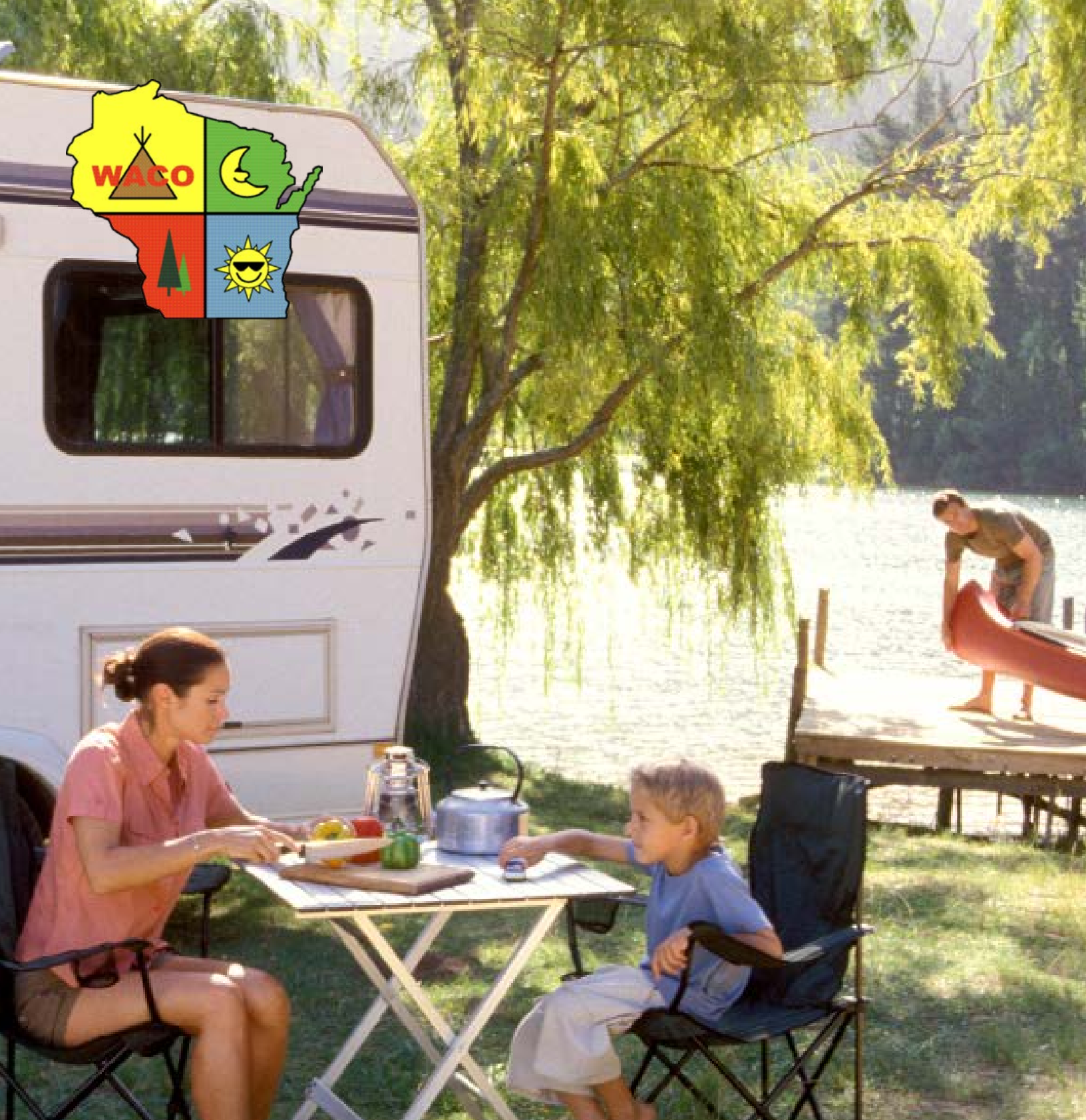
CAMPGROUND	Total Funds Raised
Duck Creek	\$21,000
Wilderness Campground	\$8,325
Buckhorn Campground & Resort	\$3,395
Harbor Village	\$3,000
Grand Valley Campground	\$2,940
Smokey Hollow	\$2,128
Buffalo Lake	\$2,048
Jellystone Park Warrens	\$1,840
Lake Arrowhead	\$1,404
Yukon Trails / ELS	\$1,038
Oakdale KOA	\$450
Spur of the Moment	\$400
Neshonoc Lake / ELS	\$358
Evergreen Campsites	\$255
Blue Bird Family Campground	\$175
Whiskey Creek Family RV Park	\$126
GRAND TOTAL	\$48,882



Board of Directors

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

 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 2023-2024
 Ashley Weiss-Wegner, 1st Vice President Wilderness Campground awegner@wildernesscampground.com 608-297-2002 2018-2024 2nd Term	 Patricia Lombardo, 2nd Vice President Jenkins Org/Jellystone Park - Warrens Tricia@Jenkinsorg.com 773-294-3364 2022-2025 2 nd Term
 Rob Brinkmeier, 3rd Vice President Merry Macs Campground camp@merrymacscampground.com 815-541-4934 2020-2025 2nd Term	 Julie Michaels, Director Scenic Ridge Campground jmmsrc@gmail.com 608-883-2920 2022-2025 1st Term
 Deneen Pedersen, Secretary Stoney Creek RV Resort deneen@stoneycreekrvresort.com 715-597-2102 2021-2024 1st Term	 Mike Dricken, Director Lake Lenwood Beach & Campground mmdricken@gmail.com 262-334-1335 2023-2025 1st Term
 Christina Kornetzke, Director ELS/Lake of the Woods Christina_Kornetzke@equitylifestyle.com 602-339-0698 2023-2025 1st Term	 Sarah Krause, Director River's Edge Campground camp@riversedgewisconsin.com 715-344-8058 2021-2024 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



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