

YOUR INSURANCE POLICY!



The Wisconsin Association of Campground Owners

Member Packet
Your Return on Investment

WACO
PO Box 228
Ettrick WI. 54627
Phone: 608-525-2327
Lori Severson Cell: 608-792-5915

A NOTE FROM THE WACO EXECUTIVE DIRECTOR

Your Association – Your Benefits!

Everyone has different reasons to belong!
We hope you find yours here!

Every business needs to evaluate why they spend money where they do. Your WACO membership should be considered as value added to your business. Just take a look at how you use your membership. Businesses grouping together can get more done in so many ways!

Always look at your WACO family as your parks personal board of directors. Many times, the problems you are going through are exactly the same problems others have faced and already found the solution to. The WACO family should always be your go-to for this reason; we can save you the trouble of finding a solution! Finding solutions quickly can save time and money.

When making your membership decision, consider the value of WACO to your business. Please feel free to set up an appointment to go over your membership perks and be sure you are making use of all the wonderful and useful benefits that your WACO membership offers you! We look forward to welcoming you into the WACO family.

Most importantly when industry changes quickly for you – we are here! We are very much like your insurance policy – pay in so that when you need us we are there. Use your benefits every day, and when you really need help, we are there! When you are fighting a zoning battle, positioning to sell, setting up your family to take over the business, fighting legal issues, or just need advice, look to your WACO family. WACO can not fight all the legislation, take on industry challenges and create a better business without you.

Together we can all be better!
Kindly,

Lori Severson
WACO Executive Director

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

- ▶ The Wisconsin Association of Campground Owners is a nonprofit organization of private campgrounds that work together to ensure the growth and protection of the camping industry.
- ▶ Our goal is to lead our members in creating excellent guest services, to be aware of legislative and other issues that affect our industry, and promote the camping experience.
- ▶ We pride ourselves in offering a state of the art convention that boasts the largest trade show in the nation.
- ▶ Education and innovation is critical to the success of our members in their businesses. We focus on creating opportunities for our members to participate in activities that assist them in growing and expanding their individual businesses.



Education

Advertising

Education

Networking

Industry Knowledge

Purchasing Power

REASONS TO BELONG

- Education
- Strategic Planning
- Advertising Arm
- Purchasing Power
- Relationships
- Legislative
- Marketing
- Networking Opportunities
- Convention Vendor Buying Program
- Hospitality and Customer Training
- Industry Knowledge

WACO BOARD MEMBERS

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

Your Board of Directors is here for you!

The WACO Board of Directors meets monthly at different locations to discuss new, old, and upcoming business. Board of Director minutes will always be posted after the meeting into the Members Section of the WACO Website for your viewing.

Interested in being a part of the board? Contact Lori Severson, the Executive Director, for further information on what being a Board Member is all about! Available spots will be announced with the WACO Convention program. Elections will be held at convention.

EDUCATION

Our educational program is truly second to none. We offer specific classes and certifications on everything a campground business owner needs.

We send out important information and updates for our members through our email contact. Education information includes new legal codes for campgrounds, awareness of state/local meetings, changes in social media and more.

We run the largest number of education classes in the nation so we can be informed of all the laws and certifications necessary to run our businesses. We also provide certifications at a much lower rate than you would be able to get anywhere else. For example, we offer a CPO (Certified Pool Operator) certification at a rate that saves our members up to \$200!

We host programs covering everything from “how to type” courses, septic information, ancillary income ideas, American Disabilities Act, free press ideas, workers compensation, insurance issues, banking options, preparing to sell, tax liability issues, sales tax, making use of the free stuff, water and well systems, electrical issues, understanding state fees, and minimum record keeping requirements...just to name a few!



FALL WORKSHOP

Every year in September and October, WACO sponsors a Fall Workshop where we get together at a host campground to share fellowship, trade secrets and have great seminars to enhance our campground businesses.

You receive a guided tour of the host campground as well as surrounding campgrounds and have the ability to ask questions. These workshops provide a wonderful learning opportunity and have saved time and money for numerous campground owners!

Examples of seminars held at the workshops include:

- Customer Service
- Setting Goals
- Policies and Procedures
- Emergency Management
- How to build a new campground
- Legislation
- Seasonal options and issues
- Playground Safety
- Pet Policies



HOST A FALL WORKSHOP

Show off your campground and all that it offers by hosting an upcoming Fall Workshop at your campground! The WACO office is always looking for new areas and campgrounds to explore. Contact the WACO Office for more information.



LEGISLATIVE

We are grateful to have Jeff Sims from ARVC on our side acting as our watchdog to see any legislation issues that will affect us on a national level, that we personally may miss as campground owners. Jeff provides us with an update every time legislation brings up key words that are critical to our business.

We are proud to have many of our State Representatives be a big part of creating solutions, including: James Kaplanek (Chief Food & Safety Recreational Licensing), Randy Romanski (Secretary-designee of the Wisconsin Department of Agriculture, Trade and Consumer Protection), Rep. Jesse James, Rep. Jon Plumer, Rep. Alex Dallman, Sen. André Jacque, Dan Schuller (DNR), ...just to name a few.

Most importantly, when things that are devastating to our business come up, we have a support team that can help us through it, with the resources to make a case. Without members like we have; that are experts and have been through these types of scenarios, decisions get made that are not helpful to our business plans. We are fortunate to have people in our association that make time in their busy schedules to become experts, talk to legislators, develop relationships on the State level, so that all of us can continue to run our businesses. Our membership money pays for these services, and that is the reason we encourage everyone to help share in that expense, recognizing that many members have funded the association for the good of all...both members and non-members.

LEGAL

Mark Hazelbaker provides our members with a free legal hotline that saves members hundreds of dollars! This hotline is used to answer simple legal questions that can otherwise become complicated.

Mark helps us in reviewing seasonal agreements and provides direction in that area. He also helps to keep us informed and current on all new regulations and laws that affect us and our campground business.

Mark Hazelbaker- Attorney

Address: 559 D'Onofrio Drive, Suite 222,
Madison WI 53719,

Direct Email: mhazel@tds.net

Direct Line: 608-622-2300



Alliances

- WMC
- Towns Association
- WI Housing Alliance & WI RVDA
- Tavern League
- Counties Association
- ATV Association
- WAA – Wisconsin Department of Natural Resources
- State Inspector Conferences
- Department of Tourism
- Membership Services
- Snowmobilers Association

Accounting Hotline Q&A

CSAW Associates, LLC
Christine Metcalf
9542 E 16 Frontage Rd.
Onalaska, WI 54650
(608) 779-2143
Couleebookkeeping.com



Preparing to Sell



Properties Plus
John Jaszewski
724 E. Broadway
Winona, MN 55987
(507) 452-5700
John@propertiespluswinona.com



Castle Rock Realty
Lisa Coughlin Wafle/Paul Merk
PO Box 318/104 W State St
Mauston, WI 53948
(608) 547-5600
www.castle-rock-realty.com

Your WACO PAC (Political Action Committee) is making a difference in legislation that affects your campground business!

WACO Board members are instrumental in working with our Legislators and Mark Hazelbaker (WACO Attorney) to keep our members informed on all the latest information that is being reviewed in Madison that can affect the campground industry.

Politics can affect your tax rates, the wages you pay your employees, the amount you pay for insurance, when you can schedule teen employees to work, your licensing fees, and the list goes on!

The WACO PAC is a non-partisan fund supported by voluntary personal contributions by Wisconsin Association of Campground Owners members.

As a contributor to WACO PAC, your donation will be combined with those of your fellow WACO members to create a sizable fund with great impact.

Our PAC's active involvement in campaigns will then help to elect candidates with small business experience or pro-business attitudes on the state and local level as well as help create a positive legislative environment.

With your contribution, you can help make WACO one of the strongest political forces in the state!

WACO PAC

Bob Weiss, Treasurer
N1499 State Hwy. 22
Montello, WI 53949
PH: 608-297-2002
wildrnes@palacenet.net

WACO & ARVC

The National Association of RV Parks & Campgrounds (ARVC), the leader in outdoor hospitality, is the only national association exclusively representing the interests of private RV parks and campgrounds in the U.S.



Choosing to be an ARVC member gets you these benefits:

Exclusive money-saving programs and discounts from over 120 supplier partners.

By leveraging the buying power of our thousands of member parks, we are able to negotiate significant discounts from national suppliers on products and services that are essential to the successful operation of your business. These special pricing programs include everything from paper products, propane and maintenance to liability and health insurance, vehicle and equipment purchases, wireless phone service and music licensing.

Powerful legislative and regulatory advocacy programs and resources.

We monitor state and national policy issues that affect RV parks and campgrounds and take action to protect your interests. We work closely with Jeff Sims at ARVC who is always watching legislation that affects us.

Opportunities for professional development.

Through the Outdoor Hospitality Education Program (OHEP) – a practical, outcome-based curriculum focusing on real-world, hands-on education enrichment and experiences – you can advance your industry expertise.

A “members only” listing on GoCampingAmerica.com.

Our online RV park and campground directory is visited nearly one million times each year by campers planning their next adventure. As an arvc member you'll receive a complimentary listing in this exclusive directory, giving your park visibility to a nationwide audience.

**LISTING ON
GOCAMPINGAMERICA**
\$2,499
estimated savings



Marketing, Management and Operational Resources and Programs.

We provide a members only website, magazine and monthly e-newsletter, all filled with innovative ideas, operational strategies, industry insights, expert perspectives and vendor resources to help

you improve your park's operations and find the products and services you need.

Specific Campground Licensing.

By joining ARVC, your campground has access to the Music License and Movie License critical for many campgrounds.

A nationwide network of fellow park owners, vendors and industry experts.

As an ARVC member, you will have a nationwide network of fellow park owners and operators, vendors and industry experts you can connect with in a variety of ways – by picking up the phone to get your questions answered, by going online and exchanging ideas at the ARVC Exchange and by meeting face-to-face at the annual ARVC Outdoor Hospitality Conference & Expo (OHCE). You can also get involved by joining a committee or taking a leadership role on an issue that's important to you.



YOUR SAVING REPORT

Prepared on 3/5/2021 for LORI SEVERSON

Sites: **176** Pedestals: **176**
State: **Wisconsin** Email: **lori@seversonandassociates.com**

YOUR DUES

based on your state and site count

\$1,217

POTENTIAL SAVINGS

*with ARVC member-only discounts**

\$20,545

YOU CHOSE THE FOLLOWING ARVC-MEMBER EXCLUSIVE DISCOUNTS:

Trade Show Marketing

\$9,300

Get your campground directly in front of campers at 11 of the regions biggest RV shows without ever leaving your park! Attending all 11 shows would cost you \$11,000, but WACO members pay only \$1,700.

Legal Review

\$275

Ever find yourself needing legal advice for your campground? WACO has a legal hotline for its members and an attorney will review your seasonal agreement for free. The regular rate is \$275.

Access to Industry Survey Data

\$250

As a member of ARVC, you receive free access to relevant industry survey data to help you identify and track industry trends and benchmark your individual park against industry norms.

Pool School

\$195

If you have swimming pool at your campground, it's a good idea to have a Certified Pool Operator (CPO) on your staff. As a WACO member, you can easily receive this certification and save \$195!

WACO Convention

\$125

WACO members receive member-only pricing to attend four days of education and networking (including food) at the Wisconsin state conference.

Email Marketing

\$375

Using email marketing to reach your list of campers? With ARVC you can save 20-25% on your monthly email marketing bill with our Member Benefit Provider **Constant Contact**.

Madison RV Show Discount

\$275

Campgrounds from across Wisconsin gather every year to share ideas and purchase goods and services from more than 190 Trade Show vendors. The WACO member price is \$325 to attend.

Music Licensing

\$219

Play music at your RV park or campground? Average ARVC members spend \$537 annually on music licenses, saving almost 25% by signing up for the **ARVC Combined Music License program**.

Movie Licensing

\$150

Play movies at your RV park or campground? ARVC member-campgrounds save 20% purchasing their movie licenses using exclusive discounts from our Member Benefit Providers **SWANK** and **MPLC**.

Identity Protection

\$48

Safeguard your identity with protection from our Member Benefit Provider **Identity Guard**. Receive alerts so you can respond quickly if fraudulent activity is detected.

Other Savings for Your Park

In 2018, ARVC's public affairs and advocacy efforts saved the industry more than \$280 million. ARVC has avoided bills being signed into law that would have cost campgrounds \$400 to upgrade each electric pedestal. Based on the number of electric pedestals at your park, ARVC's advocacy efforts directly saved you:

\$88,000

MARKETING OPPORTUNITIES

WACO Annual Camping Directory

As a member, your campground listing is included in our directory. With over 275,000 copies distributed throughout the year, your campground listing gets in the hands of campers throughout Wisconsin and surrounding states. Directories are also sent to convention and visitor bureaus, waysides, gas stations, sporting stores, grocery stores and more for distribution to the public.

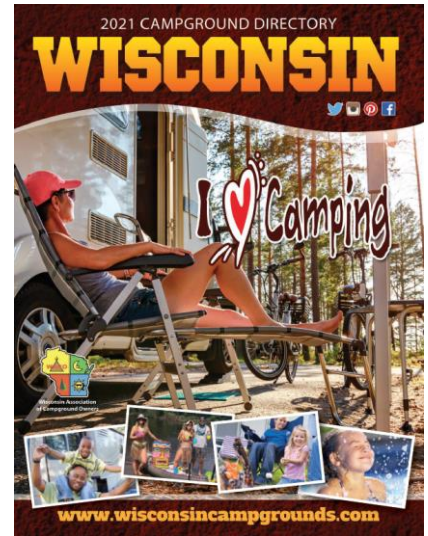
As a member, you also have the option to place ads within the directory at discounted prices! As a member, your campground will receive a listing in the WACO Camping Directory containing all your campground information for campers including

contact info, address, sites and services, amenities, local attractions, and more

The directory contains a breakdown of each campground, a city breakdown, a region breakdown, campground

and trade member advertising, upcoming events for campers, and a large state map in the middle.

WACO begins constructing the listing when membership renewal happens starting in July. Proofs and final looks for corrections are sent out to our members in the fall.



OSSEO

STONE CREEK RV RESORT, 50483 Oak Grove Rd, Osseo, 54758
715-597-2102, www.stonecreekrvresort.com, Season: 4/1 to 11/1,
Email: info@stonecreekrvresort.com, Owner/Manager: Brian & Deneen Pedersen & Joyce Stenkiyft, Driving Directions: from I-94 and Hwy 10 E intersection, go 50' turn R or South on Oak Grove Rd by Dairy Queen - go 3 long blocks - We are on the right, 2019 Rate Range: \$35.00 - \$65.00

WACO Satisfaction Guarantee - Big Rigs, Blacktop roads

Sites and Services: 192 Total Sites, 81 Full Hookups, 31 Water/Elec Hookups, 16 Pull Throughs, 64 Seasonal Sites, 110 Overnight Sites, Dump station, Pay showers, Groceries, Laundry, Cable/tv/hookup, Snack bar, WiFi/Hot Spots, Wood for sale, ATM, Credit cards accepted

Recreation: Swimming pool, Playground, Game room, Wagon rides, Jumping pillow, Skate park, Fishing, ATV trails, Themed weekends, Planned activities, Train rides, Laser tag, Full time activity director, Gaga ball

To Rent: Sleeping cabins, Rentals w/bathroom, Rentals w/kitchenette, Rentals ADA compliant, Golf carts

Nearby: Stockman's, Amish Tours, Cheese Houses.

Restrictions: Quiet Time: 11PM - 7AM, No Rottweilers, Pit Bulls, Dobermans or mix thereof. No pets in cabins

GPS Coordinates: N 44 34.504, W 091 11.792 - See ad page 12

RV Trade Shows

- Save yourself the time, money and effort of getting your name out there via RV shows and let WACO help! We offer programs that distribute your brochures along with the camping directory at over seven of the largest RV and camping shows in the Midwest!
- WACO attends several RV Shows throughout the Midwest as well as partners with other shows to get our directories, member brochures, and more passed out in bags as attendees enter for the show! Like how that sounds? Ask the WACO office about the RV Show distribution.
- Speaking of partnering, WACO has teamed up with the Madison RV Show to save our members costs. For the 2020 year, WACO Members could have a booth at the show in the main entrance hallway for only \$325! Non WACO Members have a booth cost of \$550.00!

MARKETING OPPORTUNITIES

Purchasing Power

There are various opportunities provided to members from our trade members who offer special deals to WACO as a group! One example is the yearly Printing Program for campgrounds of 30,000 flyers for \$680! There really is power in numbers!

WACO Website

In addition to your directory listing, you are also listed on the WACO website. Your listing will show campers a snapshot of what you offer at your park, a few photos, contact information and a link to your own website. This website generates millions of hits a year! There are also opportunities to place banner ads and side ads on the WACO website that link to your personal website for campers to see you first!

As a member, you gain access to the members only section on our website where you have 24/7/365 access to a plethora of information useful to you and your campground business! WACO Board minutes, legal documents, seasonal agreements examples, craft ideas, contact numbers, and more can be found in this section.



Click To Enlarge

Address: 8020 Isherwood Rd., Bancroft, WI 54621
Your Hosts: Scott Koloski
Phone: (715) 335-6800
Website: www.vistaroyalle.com

Located in: Central Wisconsin River
Season 4/15 to 10/15
Rate Range: \$28.00 - \$45.00

☒ WACO Satisfaction Guarantee
☒ Limited Accessibility

View rentals available at Vista Royale Campground by clicking on the image below or by visiting www.wisconsin camping rentals.com

WISCONSIN CAMPING RENTALS

Sites and Services

- 300 Total Sites
- 200 Full Hookups
- 150 Seasonal Sites
- 100 Water/Electric Hookups
- 25 Pull Throughs
- 150 Overnight Sites
- Dump Station
- Free Showers
- Offsite Storage
- LP Gas
- Laundry
- Public Phone
- Snack Bar
- WiFi/Hot Spots
- Wood for Sale
- Credit Cards Accepted

Recreation

- Swimming Beach
- Pond
- Playground
- Pavilion/Rec Hall
- Game Room
- Jumping Pillow
- Fishing
- Bait
- Themed Weekends
- Planned Activities
- Cold River Mining

Items to Rent

- Rentals with Bathroom
- Rentals with Kitchenette
- Rentals ADA Compliant
- Golf Carts
- Deluxe Cabins

Restrictions

- Quiet Time: 11:00 PM

Directions/Nearby

- 18 miles S of Stevens Point, off Hwy 39/51, exit 143, 1/2 mile E on Co. W, 1 mile N on Isherwood Rd
- Golf courses, Green Circle, Wisconsin River

WACO Camping Rental Website

In 2016, WACO introduced a website specifically for camping rentals. All WACO members have the opportunity to advertise and display a in-depth look of their campground rentals for campers to view.

WISCONSIN CAMPING RENTALS

HOME CAMPGROUNDS ORDER A CAMPING DIRECTORY EVENTS PROMOTIONS ABOUT WACO CONTACT US

WACO Member Facebook

WACO has a Member only Facebook allowing campground members to be in contact with each other. Whether the topic be how to deal with an unruly camper, a seasonal issue, which reservation system works best. To join the group, visit <https://www.facebook.com/groups/wacomembers/> and request to be a member.

MARKETING OPPORTUNITIES

• Cheese Bytes Advertising

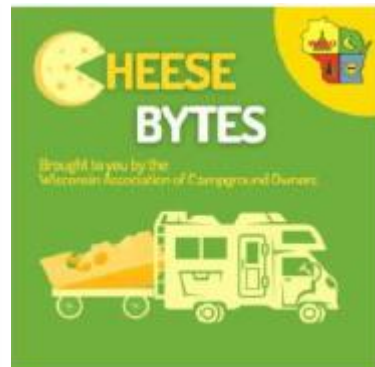
NEW in 2021! Advertising can feel like a real rat race. Let the WACO Office help you! Get better use of your cheddar by featuring your campground in a CHEESE BYTE geared towards your target market!



OWNER FOCUSED

Life gets busy, but we still need new ideas and reminders. We can all find time for small sessions of useful information. Instead of weighing down your brain, take smaller "BYTES." WACO Cheese Bytes offers information one "BYTE" at a time!

- Get the full use of your membership by learning what WACO has to offer
- Watch for these to come out via email, our Facebook Members Only page, and our website!
- Best part? **INCLUDED WITH YOUR MEMBERSHIP**



\$50 per HIGHLIGHT BYTE
\$250 per FEATURE BYTE

COMPLETE CHEESE BYTE
REGISTRATION FORM HERE!



CAMPER FOCUSED – ADVERTISING OPTIONS

Advertising can feel like a real rat race. Get better use of your cheddar by featuring your campground in a CHEESE BYTE geared towards your target market!

FIRST, we introduce the CHEESE BYTE concept to potential campers, with initial posts about general camping tips like, "Parking a problem? Let's talk about pull-through sites" and "New to camping? Let's walk through basic hookups on most RVs."

After that, we'll fill the topic slots with WACO Members, highlighting something they offer at their campground.

- What topics? See the initial topic listing below!
- A minimum of three, maximum of five Members will be included on every topic BYTE.
- BYTES are filled on a first-come, first-serve basis.

WANT MORE? A spot in a featured not enough you say? What about a CHEESE BYTE that highlights JUST your campground? We can do that too!



TOPICS TO HIGHLIGHT YOUR CAMPGROUND

- **Camping = Fishing:** Campgrounds that highlight fishing holes where the best fishing stories start.
- **Need a Waterpark? Don't worry, we've got you covered!** - Campgrounds with waterpark amenities.
- **More of a "Glamper" than a Camper? Parks who understand your style!** - Campgrounds that specialize in Glamping units.
- **I Just Wanna Dance with Somebody!** - Campgrounds with live music in their season.
- **Featured Foods!** - Campgrounds known for their famous food dishes.
- **Nature's Best!** - Campgrounds with rustic and simple sites to connect back with Mother Nature.
- **Keep these kids busy...please!** - Campgrounds that offer family fun for all ages.
- **Crafts for Kids!** - Campgrounds that inspire Pinterest!
- **Crafts for Adults!** - Campgrounds that make Martha Stewart jealous! (Because they offer pottery, painting, wine tastings, succulent classes, etc.)
- **Activities on a Budget!** - Campgrounds that feature included amenities with your stay.

WACO CERTIFICATES



A WACO Gift Certificate is campground cash. As long as you are a member in good standing with WACO you can redeem these certificates.

How do people get WACO Gift Certificates?

- The WACO office “trades” them for promotional use to media all over the State of Wisconsin, Minnesota & Ill. We get the total amount of the certificate to use for advertising. For example if we send a \$100 certificate to a TV station they would run a \$100 TV ad for us. If they use it for a contest or sell it at a reduced price on their auction we get the additional advertising they use to promote their auction or contest. WACO members are paid the full value of the certificate! So instead of paying thousands of dollars directly to the media we get the advertising and our members get the money.
- We use them as grand prizes for events such as RV shows to drive our social media programs.
- They can be used for convention expense, like treating the staff, paying the speakers, and even tipping the servers! Again another way to take the cash we would pay for this service and give it to members!
- Our members get the amount of the certificate as cash back on their WACO account! – just send them in!
- Donations requested by Campground owners

If you receive a WACO Camping Gift Certificate, send it in to the WACO office with any information on how it was used at your campground. As the campground, you have the option for WACO to apply the amount to your account or issue you a check for the same amount.



NEW MEMBERS ITEMS TO NOTE

WACO Satisfaction Guarantee

As a campground member, you have the option to offer and market the WACO Satisfaction Guarantee. This guarantee means:

“The WACO Guarantee is a full refund to any camper requesting a refund on campsite fees and leaving within one hour of check-in. This guarantee applies to campsite fees only and is not valid on holidays or holiday weekends.” This guarantee is listed on your directory and website listing is you choose to select it for your park.



Donate Certificates

This program is used at many of the RV shows where your coupon or certificate is put on a spin-to-win wheel and used as a fundraiser for the Gilbert Brown Foundation. Get your coupons/certificates distributed to campers in fun ways like radio giveaways, spin to win, Gilbert Brown Foundation Fundraisers, inserted in directory requests through the WACO office and on-line requests. Your coupons may be used at waysides, welcome centers, Chambers, Libraries and gas stations where directories are located. This Program is FREE to all WACO members. Printing is the responsibility of the campground owner. Also shipping and getting them to the WACO office no later than December 1.

New Member Exclusive Offers

- As a first-time new member, you are eligible for specific deals through WACO.
- The first deal is 50% off an ad size in the directory, with the exception of prime space. This means your campground could select a Full Page in the Campground Directory for only \$2,197.65 (originally \$3,393.60)!
- The second deal is attending the annual WACO Convention for FREE! If you have never been to convention before, your campground and the registered staff get to attend the full convention, seminars and trade show, for free! When registering, note for the WACO staff that your are a new member to receive the discount.

ANNUAL WACO CONVENTION

**The WACO Annual Convention is hosted in Stevens Point in March.
It is currently the largest trade show in the nation!**

Classes and Certifications

Starting on the Wednesday of convention week, there are multiple classes scheduled for campground owners and their staff to obtain and/or renew certifications that will benefit their campground. Such certifications include the ServSafe Manager course, Certified Pool Operator course and more!

Speakers and Seminars

Our convention is host to more than 50 speakers and seminars throughout convention week. We offer a wide range of topics including technology, social media, landscaping, how to better your business, motivating employees, legislative issues, ADA rules and more!

Trade Show

The WACO trade show presents over 190 vendors from all over the country. Our trade members work with WACO to provide discounts and deals exclusively for our members. Throughout the show, there are hands-on demonstrations, direct communication with suppliers and the ability to take home purchases that week.

Environment

The WACO Convention is one that really cannot be beat. It is a family-friendly environment with events for everyone in the family to do. We provide a Kids Kamp for kids to learn, play and laugh while the adults enjoy the full effect of all the WACO convention has to offer. The combination of classes, speakers, the trade show, and other campground owners makes for a perfect week to get ready for camping season! The information that is gathered while at the WACO convention will last you, your family and your staff a lifetime!

OTHER HIGHLIGHTS OF YOUR MEMBERSHIP

The Gilbert Brown Foundation

Former Green Bay Packer and Super Bowl Champion, Gilbert Brown and His Foundation help our branding efforts and support our philanthropic efforts. His name connects us through social media, advertising and connects us to the Packer nation!



The Gilbert Brown Foundation supports over 156 children's charities throughout Wisconsin. Being a Green Bay Packer, Gilbert loves his Wisconsin fans and has adopted the idea that "the money raised in Wisconsin, stays in Wisconsin!"

Gilbert partners with the Wisconsin Association of Campground Owners and makes appearances at various parks throughout the summer to raise funds for kids with cancer and other illnesses. Campers truly enjoy spending time, and talking, with the former Super Bowl Champion while raising money for a great cause.

ROI for Membership

- You have a seasonal model to update your agreements each year in a word format that you can customize to your campgrounds. Saves time and money!
- Your agreement can be reviewed by our WACO attorney at no charge at all – an easy \$275 value!
- Your campground is listed at no charge in our directory which is distributed to 275,000 people.
- A listing is provided for all our WACO suppliers so you can easily see what products are available.
- We host the largest campground convention in the USA our trade show boasts over 197 suppliers and we hold a minimum of 50 different educational sessions.
- We work for you legislatively – are the watch dog for additional laws and regulations that are not good for our industry.
- We have an accounting and legal hotline where you can ask basic questions.
- We provide website advertising and assistance.
- Our members have a closed Facebook area where you can see how other campground owners handle tough situations.
- The movie license is at a reduced cost.
- ARVC members receive the Music license at a much reduced cost.
- We have a program to help you prepare your succession plan, prepare to sell and set yourself up for a successful retirement.
- Great convention hotel and registration prices allowing you to attend at a low cost.
- Entertainment consolidations like Jared Blake Music.
- Gilbert Brown Foundation appearances normally \$5000 – Free to WACO members.
- Check out the savings on our printing program!
- Most reasonable on line printer would charge Almost \$800 for what our group buy charges just \$295 for!

Budget Standard

Recommended Premium Premium plus

Paper Stock

Glossy Matte

Uncoated

Quantity 5000

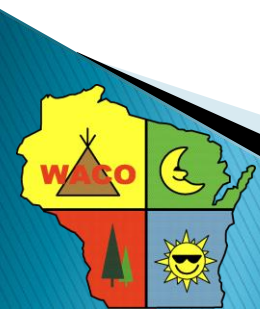
Add accessories ^

Letter Size Flyer Holders 0 Starting at \$12.00

Price ~~\$887.50~~ \$798.74

Original Price (~~\$887.50~~ \$798.74) + Accessories (\$0.00)

Start designing



TIME SAVERS

- Facebook closed members only area – buy, sell & ask questions about services and products. Learn how to fix problems right away from 182 other campground owners who can tell you how they handles issues and solved problems. Helps you make great business decisions, even in the middle of the night!
- Free model agreement on members only area of website
- The Campground Code for Wisconsin is on the website along with a flash drive you can get mailed to you or pick up at Convention. You have the resources to ask the inspector to “Show me where it says that in the code”. In case an inspector is new or doesn’t understand we can communicate and ask questions on your behalf to their supervisors.
- We gave a program to distribute your brochures if you choose not to do shows.

TEAM WORK

- WACO belongs to WMC the largest lobbying arm in all of Wisconsin
- WACO works with the WRVA & RVIA to keep up to date on RV sales & industry statistics.
- WACO recently was the only State in the US that successfully passed a campground immunity law. Could you have done this yourself? Pitch in and help those who help us all.
- The Association is awesome at referring campers to our members when they are full.
- We have valued trade members who help you understand what to buy to add value to your bottom line, how to prepare to sell, and where to barrow money when you need to.

HARD NUMBER SAVINGS

- Pool school savings = \$245.00
- ServSafe program savings = \$125.00
- Our 5k printing program prices save you \$206.00 compared to Vista print – the 30K printing program saves you \$827.00!
- RV distribution program saves you \$9,300.00 verses going to the show yourself
- Madison RV Show = savings of \$275.00
- Attorney Legal Hotline savings = \$275.00 per call
- Your agreement can be reviewed by our WACO attorney at no charge at all – an easy \$350.00 value!





Testimonials



“A small business owner goes through incredible highs and lows constantly. We're all trying to find that balance. Wouldn't you like to know others that have the exact same issues as you? In your business...who has YOUR back? Do you feel alone? Ever get the feeling you're stranded on a deserted island, and the sharks are circling? WACO is full of forward thinking park owners that lean on each other daily. The culture in the association revolves around success and guidance. As a member of WACO, I have access to centuries of collective experience in this wonderful industry. Since I've been a member, there hasn't been a single year that I haven't learned something that has made, or saved, me five times my membership dues. To be involved with so many like-minded individuals is a true blessing and gives me the edge...in business, as well as my personal life. Membership in WACO is an absolute “NO-BRAINER”! And now, with the new coffee cups at convention, everybody's a winner!

-Joe Walter



“We consider this our backbone of our Family. I don't know what we would do with out the help and knowledge from everyone!

- Kristi & Denny

“After purchasing a campground in the Wisconsin Dells area two years ago we met Lori and Carla and were introduced to WACO at the Milwaukee RV expo a year later. That was a real God-send! We have grown so much by getting an understanding of how to move our campground toward excellence and WACO and the relationships built with other campground owners has been a large part of that. WACO is such an amazing resource – we highly recommend it!

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Jeremy and Cindi LaSage
Spring Lake Retreat

“We continue to be members of WACO because of the advertising opportunities which help drive customers to our campground. We also have found the educational seminars and workshops to be invaluable to our ability to continually improve our business, business profits as well as improve our customer satisfaction. The relationships we have developed with other campground owners have helped us continue to learn about this industry and discover knowledge that one cannot find in a seminar or classroom setting. The supplier discounts have helped us be more profitable and have allowed a more efficient purchasing process. We also believe that it is our responsibility as successful business owners to fund and contribute to the legislative process, fund charities, and do our part to affect legislation that all campground owners in the state benefit from. As usual, this burden falls on 20% of the campgrounds in the state who fund this for which all 100% of the campgrounds in the state benefit.

Being a member of ARVC has allowed us to keep costs down by taking advantage of ARVC convention show discounts, national discount programs such as John Deere, Amerigas, Music Licensing, and Movie Licensing. We have attended all three years of the National School of Campground Management and have used this knowledge for long term strategic planning and financial management. We have benefited from direct access to new suppliers, education programs, and relationships with campground consultants with a national perspective.

Serving on the WACO board of directors for six years allowed us to have first-hand knowledge of what is going on in our state and nation on matters affecting our business. It has allowed us to react and plan our growth to keep up with changes that are affecting us now and will affect us in the future. I have served on the board of directors for five organizations and have found being a member of the WACO board to be the most productive and personally valuable. We are also extremely lucky to have the best campground owners convention in the United States located only one hour from our business.

-Dave Schneider

Contact the Wisconsin Association of Campground Owners today!

Have questions? Want to know more about membership with WACO? Contact the WACO office!

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