

HELLO AUGUST



WACO NEWS

AUGUST 2023

AUGUST 2023 We're almost there, folks! Heading into the end of summer and as we brace ourselves for the last major holiday of our seasons, let's take a moment to say, "DANG, we survived!" This month's issue includes reminders and event updates for the Directory Deadlines, Fall Workshops, Convention, and the new WCA opportunity! WACO finally got a space at their convention and is hosting a hospitality event to educate the Counties on what our member campgrounds are and what they aren't. See you all soon!

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

Dear Members,

Yikes, what a summer! Your WACO office has been moving and shaking these past couple of months! It's been great talking with members and focusing on areas critical to our industry. There are several issues our office will be focusing on in the months leading into Fall/Winter.

Developing a better relationship with DSPS is going to be a top priority. Many times, when members have an issue with the State, and it's a question I can't get a great answer to - it falls within the scope of DSPS. This division of the State, The Department of Safety and Professional Services (DSPS) covers many areas, but the top 4 that affect our industry most often are:



Camping Units

The Division of Industry Services (DIS) provides consultation and education concerning camping unit construction standards and inspection procedures. This code applies to camping units set in a fixed location in a permitted campground. These camping units will contain a sleeping place for seasonal overnight camping. This code also includes the

inside...



SIGN UP FOR FALL WORKSHOPS! P. 7 & 17



WACO DIRECTORY DEADLINE
SEPTEMBER 1st

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electrical, HVAC, plumbing, and camping unit transfer tanks for these camping units.

Private Onsite Wastewater Treatment Systems (POWTS)

The Division of Industry Services (DIS) Private Onsite Wastewater Treatment Systems (POWTS) Program protects public health and the waters of the State by regulating onsite wastewater treatment and recycling systems and by promoting the use of the best available technology to provide onsite sewage treatment system solutions for property owners.



Soil Erosion

The Division of Industry Services (DIS) provides education and consultation concerning soil erosion control for construction sites involving one- and two-family dwellings. Complaints are investigated

relative to violations and failure to control measures. Credentials are administered to erosion control inspectors. This one is usually on tourist rooming houses and some cabins in some counties.

Last but not least, our current issue...

Amusement Rides

The Division of Industry Services (DIS) establishes and enforces standards to protect the design, construction, and operation of amusement rides and attractions. DIS reviews plans for new installations of non-portable amusement rides and provides consultations and inspections to ensure safe operations. Staff inspects ski lifts and tows. Apparently, this one has been on the books forever but never really enforced.

Our end game is to develop the kind of relationship we have with DATCP. This one took several years to build and nurture. That relationship proved its importance during covid and was critical to campgrounds in Wisconsin opening as quickly as we did! Now these relationships need a bit of star aligning! We have been lucky to have developed a board with

a history and whose names are recognized, a long-term management company, and members of DATCP who stay at their positions! This relationship must be valued and recognized as unique - let's remember the work we put in here and where we are now!

The same thing needs to happen with the powers that be at DSPS. DSPS has a much higher turnover rate with employees than DATCP, and leadership has changed often - so this relationship will require a lot of work. The first step is getting these folks to fall workshops and, hopefully, the WACO convention. We need to work harder on our education about what a campground is. Not only with our State officials but indeed our communities, which brings me to the next big order of business.

Wisconsin Counties Association – this is our connection to all county boards. I ran to be on my county board because I care about county government (I could hardly type that!). You all know better; the sole purpose of running was to figure out a great strategy to educate county boards about campgrounds. When we identified threats to our industry at our strategic planning session - zoning was at the top. Expanding and growing our businesses is critical to many and, to some, the difference between a business and a hobby!

As you know, working with the Wisconsin Counties Association has been difficult because we couldn't get a booth at their convention or be involved. Thanks to our Gilbert Brown connection, we are at the table this year! We are hosting a hospitality session on Sunday, Sept 17th, from 5-7 pm to educate board members on what a campground is and is not. The Wisconsin Counties Association (WCA) is giving

**CHECK OUT THE
WCA
HOSPITALITY
EVENT ON P. 5**

us space at the Kalahari, and we are hosting food and some beverages. Thanks so much to those of you who donated money for this event. Planning for the event is a great reminder about what things can cost! The food includes pizza and walking tacos to the tune of about \$5000! We could work in some donation magic by using our Packer connections.

We are able to serve Leap Vodka – we have to provide a licensed bartender, and we can serve loaded and unloaded lemonade – this is a big deal as a drink is a hefty \$10 per serving! The plan is to use Gilbert Brown, Leroy Butler, and Dorsey Levens to help draw attendance. We will have a brief program with campground industry facts and then a trivia session where attendees can earn signed jerseys for giving the correct answers. I hope to break down some of these crazy county rules and regulations that are snowballing across the State! Unfortunately, one township or county adopts an ordinance, and other counties copy it.

If this is successful, we will likely need to do the same concept with the Wisconsin Towns Association (we have had some luck here). I can certainly use some help. If our members are serving lemonade, talking to board members one-on-one, and making a big deal out of them, we can make this work! If you can help, please get in touch with us at the WACO office! This project will take a village to make it work! There are some real concerns out there.

Carla was traveling up north to visit campgrounds and came across some non-members/prospects who, unfortunately, represent precisely what some of these board members are discussing. She sent me pictures of unattended campgrounds loaded with old mobile homes and 30+-year-old trailers. I think it's important that our county board members see that WACO members are getting educated and running good businesses. This hospitality event is one opportunity to train them. I believe every county sends some representatives from what I can see. We also have a chance to have a booth at this convention so we can see and talk to as many

people as possible. This Sunday night spot is great because it's the first session, and nothing else is happening then - just our event!

We must recognize and appreciate our connection to the Packers marketing arm. The Gilbert Brown Foundation has helped us in so many ways. This latest connection is the biggest one. It's important to recognize that charitable organizations all over Wisconsin realize the potent relationship between the Packers and the community. Companies and charities spend an incredible amount of marketing money to blend philanthropy with sports enthusiasm, and whether you like it or not, the Packers are a religion in Wisconsin. I think sometimes we take for granted what a fantastic opportunity we have. Woodalls agrees and is writing a lengthy article on our ability to partner in Wisconsin. This Woodall article came about from the articles that was a side-bar to a Jeff Crider press release - "The Gilbert Brown Foundation stands as a shining example of how a dedicated individual can harness their influence and passion to effect lasting change. Through its commitment to education, community engagement, and character development, the foundation has become a beacon of hope for Wisconsin's youth. Gilbert Brown's legacy extends far beyond his remarkable football career, inspiring those who aspire to uplift their communities and leave a legacy of impact. As the foundation continues to shape futures, one tackle at a time, one campground appearance at a time, its influence will undoubtedly endure for generations to come."



See Jeff's
article by
clicking
here!



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can't thank you guys who do fundraising enough. We all know it's hard to make things happen when we are busy! It makes it much easier to ask for favors when I have to! Whether you do a big fundraiser, several small ones, or purchase a Reggie White autographed bike ticket for \$100 - it ALL adds up!

One of our strategies is to develop a great way to talk to the press about the crazy amount of community support and philanthropy our campgrounds do! Jeff will do a story about our campgrounds at the end of the season, and I know that will help a ton! Using Jeff to help get out to the media has made a difference this year! Thanks so very much to all of you who gave interviews and gave him materials to use. Gather your pictures; he will do that again at the convention this year!

We will continue to work on important issues for you and are excited about making Wisconsin the place to camp!

Lori

Lori Severson,
Executive Director, WACO

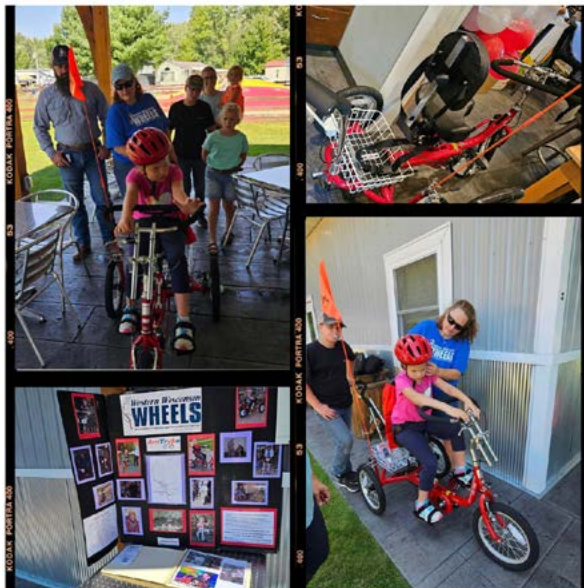
Members MAKING AN IMPACT

SHOUT OUT TO O'NEIL
CREEK CAMPGROUND
FOR MAKING AN IMPACT!
POSTED FROM THEIR
FACEBOOK PAGE:



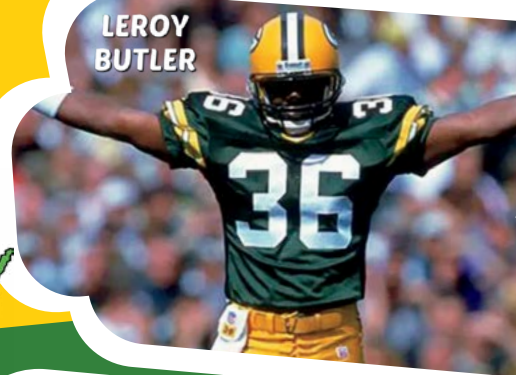
"Saturday, August 19th, we had the honor of sharing in the gifting of a new and bigger trike on behalf of a joint project between the Gilbert Brown Foundation and the Western Wisconsin Wheels to an adorable 8 year old girl, right here at O'Neil Creek Campground. Her name is Trinity. Trinity has a rare genetic mutation that less than 200 people on the world are known to have. Affecting her muscles, development delay and she is non verbal. Cassidy, a volunteer from the Western Wisconsin Wheels presented it to her and assisted with the fitting of Trinity's new trike. The afternoon continued with many of our campers participating and cheering her on, as Trinity took her new trike for a test drive around the campground."

Thank you to all our OCC visitors, supporters and volunteers who showed up for Trinity's new trike day."

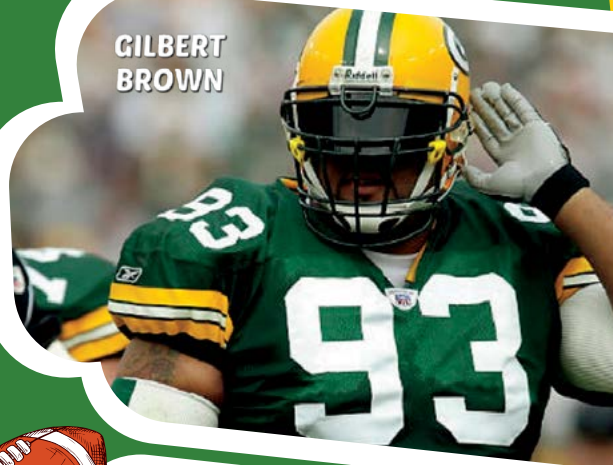


THE WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS (WACO) PRESENTS AN OVERVIEW OF THE CAMPING INDUSTRY!

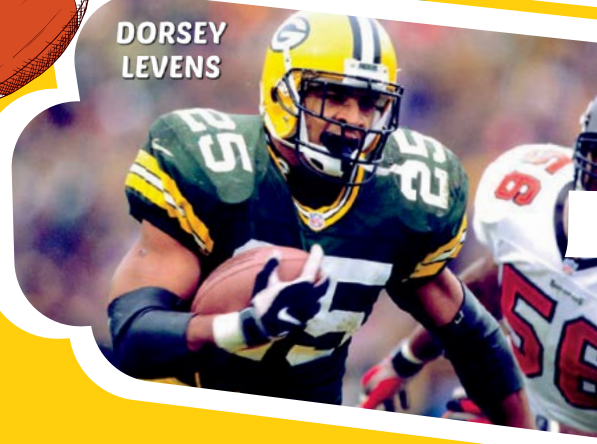
Held at the Wisconsin Counties Association
Annual Conference | Kalahari Resort &
Convention Center, Wisconsin Dells
Located in the Hospitality Suite



LEROY
BUTLER



GILBERT
BROWN



DORSEY
LEVENS

CAMP WITH THE PACK!



Join us to secure your ticket to have
your picture taken with these Green
Bay Superbowl Champions!

See what you learned by
playing Team Trivia with
Autographed jerseys for prizes!



Join us and enjoy...



- ✓ FREE Lemonade - Loaded or unloaded
with LeRoy Butler's own Leap Vodka!
- ✓ Light appetizers!
- ✓ Cash bar!



SEPTEMBER
17, 2023

5-7pm

The Guava
Room

From the Office of the President

Scott Kollock, WACO Board President



Dear Members,

It's certainly been a busy summer! It's been encouraging to see things we still get done together while everyone has been so busy. The industry truly needs some unity, and it's essential to pull all campgrounds together to be sure our membership is as powerful as possible! In a state as diverse as Wisconsin, organizations can leverage their collective strength to advocate for causes that matter to their members and communities. We can engage with policymakers, mobilize public support, and amplify our impact by coming together. This collaborative approach creates a louder and more compelling voice and fosters a sense of camaraderie among members. We see this camaraderie at the convention and the fall workshops. Unfortunately, we are preaching to the choir, right?



Campgrounds around the state must understand the importance of being a WACO member. The best way to get that message across is from member

to member. Talking to other campgrounds and recommending your state and national associations makes a much more significant impact on other owners than a WACO staff member who might be perceived as selling something. The two-punch approach is the perfect way to get it done.

The Wisconsin Tavern League underscores the significance of uniting individuals with common interests, values, and goals. The power of numbers can particularly affect change in critical areas such as policy reform, economic development, and community engagement. In the landscape of Wisconsin organizations, the concept of power in numbers is a compelling force that can

potentially drive transformative change. The Wisconsin Tavern League is a shining example of how collective action can amplify advocacy efforts, facilitate knowledge sharing, and impact industries and communities. They boast over 5000 members and can get things done legislatively because of their power in numbers and the business model of getting members elected to key positions. We can take a page out of their playbook and recognize the same. They boast community support, charitable giving, and making relationships with the legislators a big part of their mission.

The Tavern League offers updates on legislation issues they are tackling on their website often. Check it out here:



<https://www.tlw.org/issues-wins/>

In late July, Lori Severson and I met with Secretary Hereth of DSPS to see what we could do to navigate the registration process and understand what is behind the Amusement Ride issue. We got the date due moved to November 1st and will have representatives from DSPS to teach us what is and is not an amusement ride and how to manage the registration process.

These are the types of issues that truly make a difference to an organization! Individual campgrounds that would need to do all the research on these various issues would be stretched thin, and it would be challenging to run your own business. Making our industry stronger, giving all of us a voice, and making things happen that are important to our industry - ***This is what WACO is all about.***

I sure hope you will take the time to reach out

to one neighboring campground or just give the contact information to the WACO office. Membership and numbers make such a difference when trying to get things done. Please plan to attend the fall workshops! You won't want to miss our fantastic lineup of speakers. Better yet – invite a non-member!

**you
can
HELP**

As organizations continue to navigate the challenges and opportunities of the modern world, harnessing the power of numbers will remain a strategic imperative. By uniting individuals under a common purpose, WACO can shape the course of our industry, champion meaningful causes, and contribute to the growth and well-being of state tourism as a whole. Do just one thing today to contribute to this organization, attend the fall workshops, ask a member to join, take out an ad in the directory, and sponsor the WCA event. Everyone can help on some level. Your help doesn't have to be money; you can volunteer or help us get members.

Together we can and do make a difference!

See you at the Fall workshops!

Scott Kollock,
WACO Board President
Owner at Vista Royale Campground



Directory Ad Deadline 9/1/23

We know a lot of folks are full and have waiting lists for everything, but don't forget that even when you're full, advertising is still important to keep your campground in people's minds for when you do have openings! Plus, you help support our Association in keeping the directory printing each year and supplying it free of charge to campers. DIRECTORY ADS ARE DUE SEPTEMBER 1, 2023!

Contact us today if we can help with putting your ad together!

If you aren't interested in directory ads, there are plenty of other advertising options that help support the Association including:

- Website Side and/or Banner Ads
- Wisconsin Campers Facebook Posts
- Coupon Ads
- Printing Program - art due by 12/1/23
- Piggy Back Program
- RV Distribution Program - due to our office by 12/23/23
- Certificate Donations
- Scholarship Program Donations



2023 WACO Fall Workshops GUEST SPEAKERS

Check the Sept/Oct Itineraries for Specifics!

- Jason Culotta, President at Midwest Food Products Association, experienced in Legislation & Lobbying
- Dan Bahr, Wisconsin Counties Association (WCA), Government Affairs Associate
- Zac Dolan, Revenue Agent 5 of the Wisconsin Department of Revenue Alcohol & Tobacco Enforcement Unit
- Secretary Hereth of the DSPS scheduled to appear
- Andrew Amacher, Occupational Safety Inspector for the Division of Industry Services at DSPS
- Steve Schmelzer, Director at the Bureau of Parks and Recreation Management for the Wisconsin Department of Natural Resources
- Phil Whitehead, Market President at Blackhawk Bank
- Eric Haun, Vice President of Leisure & Hospitality at Coverra Insurance
- DATCP Representatives including: Jim Kaplanek, Mary Ellen Bruesch, Reed McRoberts & Ted Tuchalski
- John Jaszewski, Owner/Real Estate Agent, Campgrounds4Sale.com
- Mark Hazelbaker & Anders Helquist, Attorneys for WACO/WACO Members
- Lori Severson, Executive Director of WACO

**WE ARE ONLY WEEKS AWAY FROM THE
SEPTEMBER WORKSHOP
SIGN UP FOR THE FALL WORKSHOPS TODAY!**
<https://form.jotform.com/231875143941055>

**ADVERTISING OPTIONS AND
DEADLINES AVAILABLE HERE!**

DOES WI TAX LABOR?

Respectfully Submitted by our Sponsor, Holly Hoffman

Depends.
Of course it is not a
straight forward answer,
this is sales tax after all!

If you recall our sales tax trainings at the WACO conferences, all tangible personal property is taxable unless an exemption applies but the opposite is true for services in Wisconsin. Services are non-taxable unless specified as being subject to tax. The taxable sales price for services would include labor, materials, installation (if applicable) and any fees necessary to complete the sale.



Specified (Taxable) Services Include:

- Admission and access privileges to amusement, athletic, entertainment, or recreational places or events.
- Access or use of amusement devices
- Boat docking and storage
- Cable television services
- Contracts for future performance of services
- Internet access (not taxable beginning July 1, 2020)
- Landscaping and lawn maintenance services
- Laundry and dry cleaning services
- Parking services for motor vehicles and aircraft
- Photography/videography services
- Producing, fabricating and printing
- Repair and service of tangible personal property, items, property, or goods
- Rooms or lodging for less than 30 days
- Telecommunications message services
- Telecommunications services, including prepaid calling services, and ancillary services
- Towing and hauling of motor vehicles by a tow truck

So the point in explaining what services are taxable is to say that if labor is related to any of the above specified services or providing repairs/cleaning/maintenance/painting/etc. to tangible personal property then that labor is subject to sales tax.



Even if the service is not one of the specified services listed on the previous page, but is necessary to complete the sale of a taxable product then it becomes part of the taxable sales price and is subject to sales tax. Example is computer network development consulting is nontaxable but if it results in the sale of taxable hardware and software, it becomes part of the taxable sales price.

Another example for a heating and cooling company. A diagnostic service charge for no heat call can result in either taxable or not taxable charge depending upon whether the source of the issue is furnace (taxable repair) or electrical (nontaxable).

Sometimes you can have a labor charge with no parts or materials. Maybe you provided the fixture and just hired a contractor to install the fixture. The labor may or may not be taxable depending upon what is being installed/repaired. A water heater is a real property install and so the contractor's labor is nontaxable. However, if you purchased parts and hired a contractor to provide labor to repair a water heater, that labor would be taxable. Yes, taxable even if they did not provide the parts.

If your own employees install the fixture or erect a building, there is no labor purchased as far as a sales and use tax transaction is concerned. There is only a concern of tax on labor if you are hiring someone from outside of your business to provide the labor.

Your purchase of the parts/materials/fixture will be taxable because it is a purchase of tangible personal property. You are the consumer of those materials. When the contractor is the one purchasing and installing the materials, then they are the consumer. So the contractor pays the tax on the materials. If you purchase your materials instead of buying through the contractor, you don't save sales tax. What you save is the contractor's markup on the materials.

There are many different scenarios, and it is good to verify that your vendors are charging you properly. That is why having Sales Tax Audit Protection Plan is smart! Don't overpay and don't have audit risk because vendors are not properly charging you sales tax.

For questions or to purchase Sales Tax Audit Protection Plan with unlimited advising, contact Holly Hoffman at holly@salestaxlady.com.



Contact
Holly@SalesTaxLady.com

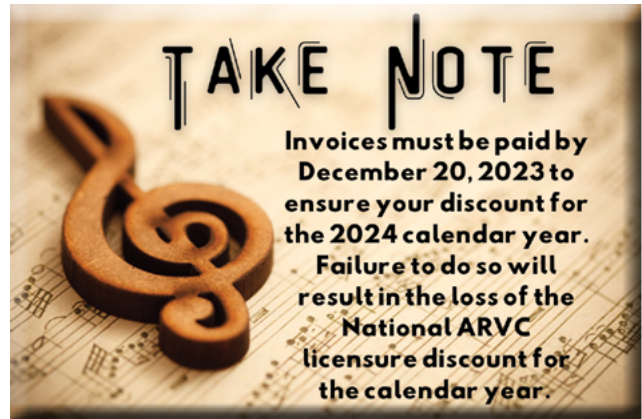


Sales Tax
 Advisory Network



ARVC's MUSIC licensing program is NOW available for renewal!

ARVC's music license program offers deeply discounted rates on licenses from the four PROs that collect licensing fees, and, in turn, pay royalties to the songwriter, publisher or performer of that music. These licenses protect your park from liability and costly fines. Music licenses are available for purchase for active members in the National ARVC store.



Not a member, but want the license? National ARVC staff are happy to assist at membership@arvc.org or 303-681-0401.

Learn More About the Music Program Here

Kunes Auto & RV Group Prioritizes Customer Data Protection with Mosaic Compliance Training Ahead of FTC Rule Changes

[Kunes Auto & RV Group](#), operating over 40 auto and RV dealerships across the Midwest, has initiated its first week of compliance training with Mosaic.

More than 1,000 management executives, sales professionals, and customer service representatives will participate in the training ahead of the new [FTC Safeguards Rule amendments](#), which take effect June 9.

The amendments strengthen the requirements for non-banking financial institutions, including dealerships, to protect sensitive customer data and maintain a comprehensive security program in the same manner that a bank would, according to the company's press release. "We partnered with Mosaic to make sure our dealerships and sales staff are thoroughly prepared to imple-

“As a customer-first dealership, we've been enhancing our practices and systems for some time now to meet these new requirements and ensure consumers are protected with us,” said Chief Operating Officer of Kunes Auto & RV Scott Kunes.



CONTINUED ON PAGE 15

Area 3 - ARVC Update



Your AREA 3 ARVC Rep.



Jim Button, OHE
Evergreen Campsites & Resort

We want you at OHCE
Scholarships to Attend for Free!



OHCE2023 Registration is OPEN
And Early Bird Pricing Is Available

<https://arvc.org/ohce>

Get Jazzed for November 6th!

[CLICK HERE](#)

[CLICK HERE](#)

Campfire Session Sign-Up

[CLICK HERE](#)

[CLICK HERE](#)

OH Handbook available online use
this to train employees as this is your
outdoor hospitality 101

[BOOK YOUR ROOM](#)

Music License Invoice Payment Due December 20, 2023
December 20, 2023

Music is a great way to elevate the atmosphere at your park or
even drive revenue, but if you play music at your park you
must have a license to avoid copyright law infringement.



KEY NOTE
SPEAKER

The irresistible power of storytelling can
create change, expand influence and inspire
growth in business and life. And when it
comes to business, those who tell the best
stories win. Whether in sales, marketing or
leadership, Kindra will show us how to
maximize our stories to reach our goals.

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



**MAKE SURE TO CHECK
YOUR EMAIL TO VOTE! IF
YOU DIDN'T RECEIVE
YOUR EMAIL FEEL FREE
TO EMAIL ME!**

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.



August Campfire Session:
Unpacking Advocacy with Jeff
Sims

August 24, 2023

From the bathhouse to the state
house, National ARVC is
advocating for you. But what
does that mean? How does
advocacy affect you? And who's
the one on capitol hill? Join
National ARVC's Senior Director
of State Relations and Program
Advocacy, Jeff Sims, CPO, OHC,
for our August Campfire Session,
Unpacking Advocacy. He'll
answer your burning questions
on public affairs and provide an
update on what he's seeing at a
state, national, and local level.
August 24, 2023 at 12:00PM EST

[REGISTER HERE](#)

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.



We're about halfway through our 2023 camping season and many owners are beginning to think about year end and upcoming tax filings. One of the best things you can do to make your year end activities go smoothly is to ensure that your books are ready to go. With that in mind, here are some of the biggest bookkeeping mistakes small businesses make (and How to Avoid Them).

1. IGNORING YOUR BOOKKEEPING/ PROCRASTINATION

You've just got to do it. If you don't keep your books straight, every possible outcome is disastrous. You could have tax problems that strangle your business. You could be fined, assessed a penalty, or have the IRS place a lien on your business. Additionally, when you keep putting your bookkeeping tasks off to the side for later, you're eventually faced with a mountain of receipts to work through.

That's a recipe for disaster — deadline pressure only makes a costly error more likely.

The solutions: Find a way to make bookkeeping a habit. Mark it on your calendar and keep the appointment. Whether you hire a bookkeeper whose sole responsibility is to properly record your income and expenses or use software to quickly capture and organize receipts and financial documents, you are saving time that could be used better.

2. ERRORS OF SIZE OR IMPORTANCE

Many campground owners often focus on the big stuff — the most important things to keep the business moving forward. Whether this is an expansion, adding a pond, or replacing aged pedestals there are any number of large projects going on at any time. While we may focus on these large expenses, it's important to keep in mind that if you're being audited, you will need to produce receipts for all expenses, no matter the size.

The solution: Maintain everything. To keep it all organized and save space, take advantage of solutions that let you capture and organize digital versions of your financial documents simply and effectively.



3. NOT PREPARING FOR THE WORST

If you keep your books physically, those files and receipts are subject to damage from fire, floods, coffee stains or being misplaced. If your books are kept in a spreadsheet, your hard drive could crash, your laptop could be stolen or lost, or you could accidentally delete vital data. Anything that you have one copy of could disappear forever.

The solution: Back everything up. If your business is small and simple, printing or copying vital records and keeping them off-site is clunky but workable. If your books are in computer files or spreadsheets, always make a backup copy to an external hard drive, thumb drive, or cloud-based platform. Capturing financial documents and storing them in the cloud or in remote digital storage means you will have the data you need and the supporting documents behind that data — this will also make it easier to recover should a disaster happen.

4. IMPROPERLY CLASSIFYING PEOPLE WHO WORK FOR YOU

As a campground owner, you may have to hire people as temporary help — either for a brief and finite period, or part-time on a continu-

FINANCIAL FORTE

ing basis. It's important to accurately record your relationship with them, for both your tax status and theirs. For employees, you must withhold federal income taxes and remit them to the IRS. Contractors are responsible for their own taxes, but what you pay them must be recorded and reported to them as well as the IRS.

The solution: The IRS provides an extensive set of resources on differentiating between different types of employees (like this one: <https://www.irs.gov/businesses/small-businesses-self-employed/independent-contractor-self-employed-or-employee>). Your bookkeeper or payroll provider can likely help if you aren't sure where some one may fall, and we here at CSAW Associates are always available to help WACO members.

5. NOT REVIEWING YOUR BOOKS AND ACCOUNTS

Entering your invoices, receipts and checks into your books is a job only half done. Whatever you enter into



your accounts should be checked. The fancy word for this is reconciling. It's important because it will help find errors, both large and small. If you accidentally added a zero to an invoice when entering it, you might think you've got more money coming in than you do. An error in inputting a receipt might cause you to take a bigger deduction on your taxes than you are entitled to and leave you open to fines and penalties. Missing an error in your checking account could lead you to lose track of the actual funds you have available.

The solution: Regularly review and reconcile or find a third party to do it for you.

Conclusion of FINANCIAL FORTE on next page!

FINANCIAL FORTE

6. MIXING BUSINESS AND PERSONAL

Misidentifying a personal expense as a business expense and then deducting it could lead to IRS fines, penalties and worse. Alternatively, misidentifying a business expense as a personal expense means you don't take all the deductions to which you're entitled, and therefore you'll pay more tax than you should.

The solution: Maintain separate banking accounts and credit cards for personal and business use.

7. NOT PROPERLY SETTING UP YOUR CHART OF ACCOUNTS

Your Chart of Accounts is the backbone of your accounting system. It forms the structure of how your expenses and income will be organized and reported. While there are some general accounts you will see in almost any set of books from any industry, WACO owners generally have specific accounts set up in their COA to track items specific to their business. Ensuring your chart of accounts is set up correctly is critical to tax filings and ensuring you are getting the data you need from your financial reporting. You can't improve what you don't measure. Every decision you make about your business will be better made by having accurate information available.



THE SOLUTION: Set up the income and expense categories for your books with analysis in mind. Ask yourself: Does your chart of account include items for anything specific you want to track? Do you have the accounts you need for tax filings and the general flow of your financial transactions? Do you have unused or duplicate accounts? The goal when setting up your COA is to make sure you have all the accounts you need in place and then focus on what other accounts you might want.

Owning a campground presents you with a lot of opportunities, including opportunities to make mistakes. Success is often dependent on avoiding the obvious ones and minimizing other errors whenever possible. Take this list to heart and you'll be well on your way to operating your business profitably and growing it purposefully.

If you find yourself needing an extra hand, need help working on your integration or rule making, or any other bookkeeping software or best practice questions, CSAW

Associates is here to help. We here at CSAW Associates have a wealth of experience helping new owners get their books set for success as well as helping veteran owners get their books back on track. If you're interested in learning more about how you can set your books up for success or have any other bookkeeping, payroll, or integration questions don't hesitate to reach out to us at 608-779-2143 or by email at couleebokkeeping@gmail.com.



CSAW Associates
Christine & Andrew Metcalf



CSAW ASSOCIATES, LLC
COULEE REGION BOOKKEEPING & TAX



ment the assessments, policies and procedure templates, training and mandatory services needed to adhere with the updated rules.”

All Kunes dealerships fully comply with the obligations under the newly amended rule and are committed to providing impeccable service. While there may not be a tangible ROI, it will help strengthen customer service satisfaction and reputation.

“In today’s market, reputation and brand loyalty can make or break a business. To stay competitive and continue providing award-winning service, we’re dedicated to improving every aspect we can at Kunes,” said Kunes.

Kunes Auto sold 17,875 used vehicles in 2022, nearly double the 9,233 new vehicles sold last year, resulting in a used-to-new car sales ratio of 1.94, surpassing the average dealership goal of a 1:1 ratio.

The dealership group offers second-chance financing for its customers who may not qualify for traditional loans. “We believe that when we help people afford reliable cars to get to work, we’re simultaneously boosting the economy of our local communities,” said Kunes.

For more information about Kunes Auto & RV Group and to find your nearest dealership, visit their website.

Founded in 1996 in Delavan, Wisconsin, Kunes Auto Group has since grown to over 40 locations spanning across the Midwest. Previously Kunes Country, Kunes Auto & RV Group lives up to its motto — Faith, Family, and Giving Back — by employing over 1,800 people and donating 10% of its yearly net profits to

local charities.

Kunes’ dedication to its employees, customers, and communities is shown through its countless “Automotive News’ Best Dealerships to Work For” awards, which are given to 100 dealers nationwide every year. Kunes receives as many as ten such awards each year with over 30 total awards dealership-wide.

As RV dealers navigate the ever-evolving landscape of customer data protection and regulatory compliance, it is essential to stay informed and proactive in implementing best practices.

Investing in comprehensive compliance training programs, like the one undertaken by Kunes Auto & RV Group, not only ensures adherence to industry regulations but also builds trust and loyalty among customers.

In an increasingly competitive market, prioritizing data security and transparency demonstrates a commitment to customer satisfaction and fosters long-term relationships.

RV dealers should consider evaluating their current compliance measures and exploring educational resources, partnerships, or training programs to stay ahead of the curve and maintain a strong reputation in the industry.

Originally published on Modern Campground:
<https://moderncampground.com/usa/wisconsin/kunes-auto-rv-group-prioritizes-customer-data-protection-with-mosaic-compliance-training-ahead-of-ftc-rule-changes/>



WACO 2024 CONVENTION REGISTRATION NOW OPEN!



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fun-filled WACO Convention & Trade Show!

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so you can check it off your list!

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2023 September Fall Workshop Registration

September 12–13, 2023

Bear Lake Campground & Resort

Your Hosts: Bob & Sarah Kahlscheuer

N4715 State Road 22 – 110, Manawa, WI 54949
kampkbearlake@gmail.com | (920) 596–3308

Camping Option:

Camp at Bear Lake Campground & Resort

Sites with Full Hook-Up and standard W/E available ranging from \$45–\$60/night & Cabins for \$160/night (limited cabins, call for those quickly!) Call (920) 596–3308 and tell them you're with WACO Fall Workshop/Tour to reserve.

Hotel Options:

Cobblestone Inn & Suites:

WACO rate is \$99.00+ tax/night, Booking code is W.A.C.O. & Discount ends Sept 3rd
302 West Main Street Fremont, WI 54940 | (920) 551–5055



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2023 September

Fall Tours/Workshop Itinerary

Tuesday – September 12, 2023



Host Campground: Bear Lake Campground & Resort

N4715 State Road 22 – 110, Manawa, WI 54949

kampkbearlake@gmail.com | (920) 596-3308

8:30–9:00 am: Registration with Coffee & Donuts

9:00–10:00 am: Q&A with State Officials from DATCP: Jim Kaplanek, Reed McRoberts, Ted Tuchalski & Mary Ellen Bruesch

- Campground Code / Lodging Requirements Review, Senate Bill 319 related to Campgrounds on Farms, New Pool Code Updates & Ways to Work on Zoning Issues NOW, before its an emergency

10:00–11:00 am: Tour at Bear Lake Campground & Resort

11:15–12:15 pm: Tour at Wolf River Campground

E8041 Cty Rd X, New London, WI 54961 | (920) 982-2458 | (920) 585-1608

12:30–2:00 pm: Lunch at Huckleberry Acres Campground

E9005 Huckleberry Lane, New London, WI 54961 | (920) 982-4628

Hand-tossed, homemade Pizza from Jolly Roger's Pizzeria and Dessert – **\$12/person with drinks sponsored by Stefan Technologies & Grand Valley Campground**

- **Vote for Your Region 3 ARVC Representative**
- **Meet Jason Culotta** who will speak to understanding how to work with your legislators on both sides of the isle to assist in vital projects.
- **Secretary Hereth of the DSPS scheduled to appear and introduce Andrew Amacher, Occupational Safety Inspector for the Division of Industry Services at DSPS** will update our group on the newly enforced codes surrounding Attractions and what it will cost your campground if you aren't properly registered!

2:00–3:00 pm: Tour at Huckleberry Acres

3:30–4:30 pm: Tour at Blue Top Campground & Resort

1460 Wolf River Dr, Fremont, WI 54940 | (920) 446-3343

5:00–6:00 pm: Meet at Bridge Bar & Restaurant

101 West Main Fremont, WI 54940

- Legal Updates on Trusts and Zoning Issues in the Counties: Mark Hazelbaker & Anders Helquist
- Adding Revenue to Your Bottom Line: Lori Severson, Phil Whitehead of Blackhawk Bank & John Jaszewski of Campgrounds4Sale
- Social hour/dinner to follow.

6:00–7:00 pm: Dinner at Bridge Bar & Restaurant – \$\$\$ order off the menu



2023 September Fall Tours/Workshop Itinerary



Wednesday – September 13, 2023

8:30–9:30 am: **Donuts/Refreshments Provided by Fremont RV Campground
Tour at Fremont RV Campground**
E 6506 WI-110, Fremont, WI 54940 | (920) 446-3420

10:00–11:00 am: **Tour at Rustic Woods Campground**
E2585 Southwood Drive, Waupaca, WI 54981 | (715) 942-2863

11:30–1:00 pm: **Lunch & Learning at Rose's Enchanted Forest Campground**
W5695 County Rd A, Wild Rose, WI 54984 | (920) 622-3500
Lunch catered from Main Street Station includes soup, slider sandwiches, pasta salad, fruit & dessert, Sponsored by Coverra Insurance with drinks sponsored by Stefan Technologies & Grand Valley Campground

- **Insurance Trends in the Industry, Eric Haun:** What do you need to know about your policy, what are common issues in the campground industry and coverage you should carry at your park!
- **Steve Schmelzer, Director – Bureau of Parks and Recreation**
Management at the Wisconsin Department of Natural Resources will give us an update on the State Parks and what private business owners should know!

1:00–2:00 pm: **Tour at Rose's Enchanted Forest**

2:00 pm: Goodbye everyone! See you in October!
Thank you for joining us and of course...
THANK YOU TO ALL OF OUR SEPTEMBER HOSTS!



Thank you!

If you took any great pictures during this event, we would love for you to send them to tina@seversonandassociates.com for use in the WACO newsletter!

Thank you to
Coverra
Insurance Services
our lunch sponsor!

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



2023 October Fall Workshop Registration

October 10–11, 2023

Merry Mac's Campground

Your Hosts: Rob & Nichole Brinkmeier
E12995 Halweg Rd, Merrimac, WI 53561
camp@merrymacscampground.com
(608) 493–2367

Camping Option:

Camp at Merry Mac's Campground – \$50 Rental Units and Free Sites if you'd like to bring your RV! EMAIL to reserve at: camp@merrymacscampground.com

Hotel Option:

Best Western Resort Hotel & Convention Center – \$87.99 + tax/night, Booking Code: W.A.C.O. & Discount ends SEPT 9th!
2701 County Road CX Portage, Wisconsin 53901



**2023 WACO
Fall Workshops
Registration**

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<https://form.jotform.com/231875143941055>



2023 October



Fall Tours/Workshop Itinerary

Tuesday – October 10, 2023

Host Campground: Merry Mac's Campground

E12995 Halweg Rd, Merrimac, WI 53561

camp@merrymacscampground.com | (608) 493-2367

8:30–9:00 am: Registration with Coffee & Donuts from your hosts!

9:00–10:00 am: State Updates from DATCP: Jim Kaplaneck, Reed McRoberts, Ted Tuchalski & Mary Ellen Bruesch

- Review the campground code and make sure you know of the changes: Campgrounds on Farms? What does Bill 319 mean for our industry?; Ask about New Pool Code Updates for your next season; Ways to Work on Zoning Issues NOW!

10:00–11:00 am: Tour at Merry Mac's Campground

**11:00 – 12:30 pm: Lunch at Merry Mac's – Sandwich Platters from Milios, Sponsored by: Blackhawk Bank; Beverages provided by Stefan Technologies & Grand Valley Campground
Dessert provided by Merry Mac's Campground**

- Meet your ARVC Area 3 Rep, Jim Button, and Vote!
- Phil Whitehead/Kim Lantta from Blackhawk Bank will discuss current AI scams and check frauds to be aware of, interest rate trends, and how proper financing can help you improve your bottom line.
- Dan Bahr, Government Affairs Associate with WCA: Zoning/Codes/Ordinances and how they can vary between Towns, Townships and Counties AND how they directly impact your business's ability to grow.
- Steve Schmelzer, Director – Bureau of Parks and Recreation Management at the Wisconsin Department of Natural Resources: updates on State Parks, their plan for 2024 & beyond, and what we should know as private business owners.

1:00–2:00pm: Tour at Fox Hill RV Resort & Campground

E11371 N Reedsburg Rd, Baraboo, WI 53913 | Phone: (608) 356-5890

2:30–3:30 pm: Tour at Skillet Creek

E11329 State Rd 136, Baraboo, WI 53913
(608) 356-4877

4:00–5:00 pm: Tour at Wisconsin Dells KOA Holiday

S235A Stand Rock Rd, Wisconsin Dells, WI 53965 | (608) 254-4177

5:15–7:30 pm: Tour at River Bay Premier Camping Resort with Buffet Dinner Sponsored by Blackhawk Bank and Cracker Barrel to follow

W1147 River Bay Rd, Lyndon Station, WI 53944 | (608) 254-7193

Thank you to
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our lunch sponsor! Bank

Cracker Barrel Note

These will be in a structured format with a specific time spent on each topic. Ask any question you'd like and learn how other campgrounds handle issues! To be sure we have time to get your questions answered, send them in ahead of time to Danielle Todd at danielletodd425@gmail.com!



2023 October Fall Tours/Workshop Itinerary Wednesday – October 11, 2023



- 9:00–10:00 am:** **Donuts/Coffe/Water Sponsored by Sky High Camping Resort**
Tour at Sky High Camping Resort
N5740 Sky High Drive, Portage, WI 53901 | Phone: (608) 742–2572
- 10:45–12:15 pm:** **Tour at Holiday Shores**
3900 River Rd, Wisconsin Dells, WI 53965 | Phone: (608) 254–2717
- 12:15–1:45 pm:** **Lunch at Holiday Shores – Sponsored by Blackhawk Bank**
Drinks sponsored by Stefan Technologies & Grand Valley Campground
- **Jason Culotta**, who will speak to the importance of knowing what's happening in Legislation and how that will impact your business
 - **Zac Dolan, Revenue Agent 5 of the Wisconsin Department of Revenue Alcohol & Tobacco Enforcement Unit:** What You NEED to Know About Changing Liquor Laws!
 - **Secretary Hereth of the DSPS** scheduled to appear and introduce **Andrew Amacher, Occupational Safety Inspector for the Division of Industry Services at DSPS** will update our group on the newly enforced codes surrounding Attractions, and services available from the DSPS for campground owners.
- 1:45 pm:** Goodbye everyone! See you at convention in March!
Thank you for joining us and of course...
THANK YOU TO ALL OF OUR OCTOBER HOSTS!



Thank you!

If you took any great pictures during this event, we would love for you to send them to tina@seversonandassociates.com for use in the WACO newsletter!



John Jaszewski | Owner/Broker - MN & WI
Campgrounds4Sale.com
724 E. Broadway | Winona, MN 55987
507-450-5626

john@campgrounds4sale.com | www.campgrounds4sale.com



2023 Fall Workshop Registration Form

Please be sure to pre-register for this event!

Mail To: PO Box 228 | Ettrick, WI 54627

Email To: tina@seversonandassociates.com, CC:
michelle.seversonandassociates@gmail.com

You are welcome to bring family and employees to this event. The fee is the same no matter if you have 1 or 20 members from your campground!

WACO MEMBER FEE:

\$40 FOR ONE WORKSHOP

\$75 FOR BOTH SEPTEMBER AND
OCTOBER WORKSHOPS

NON-MEMBER FEE:

\$55 FOR ONE WORKSHOP

\$105 FOR BOTH SEPTEMBER AND
OCTOBER WORKSHOPS

****MEALS & LODGING COSTS ARE NOT INCLUDED****

Registration Information:

Campground Name: _____

Contact Name: _____

Contact Phone: _____

Email: _____

Number of People Attending In Your Group: _____

Workshop Choices:

- ☐ September Workshop Only
☐ October Workshop Only
☐ Both September & October Workshops

Total Amount Due: \$ _____

Payment Method:

☐ Please Invoice Me

☐ Check Enclosed

Check #: _____

Card Type:

☐ MasterCard

☐ VISA

☐ Discover

☐ AmEx

Credit Card Number: _____

Expiration Date: _____ CVV: _____

Billing Zip Code: _____



**2023 WACO
Fall Workshops
Registration**

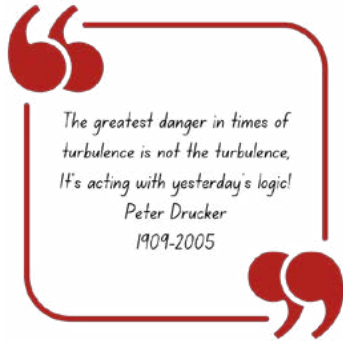


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Meeting America's Labor Shortage: Three Winning Strategies

Respectfully Submitted by our Sponsor, Blackhawk Bank from Author Sheila Magee is the Founder and President of Antrim Consulting, LLC.



with their jobs, six in 10 said their work is stressful.”[1]

THE GREAT RESHUFFLE

To combat the spread of COVID, organizations created millions of remote positions, despite a support system. Consequently, employees with varying levels of experience were required to manage tasks and become decision makers – for better or worse! Understaffed organizations and overworked employees remain exhausted despite increased supervisor training and the redesign of job tasks and responsibilities. PTO policies have expanded, and many organizations have begun to explore a four-day work week. Still, many organizations continue to struggle. The labor shortage remains.

BUILDING A COMPETITIVE WORKPLACE AND WORKFORCE

For decades American business has faced many challenges. Leaders have always responded with solutions despite significant barriers and con-

Turbulence in America? Yes, we all agree. But what are the causes? After decades of low birth rates, a severe labor shortage hit the American workplace. While facing a shortage of workplace talent the 2020 COVID Pandemic triggered early retirements, deaths, long absences, and resignations. Two challenging events occurred as Boomers began to retire and organizations relied upon generations known as X, Millennials, and Zs to meet workplace demands. The Pandemic disrupted America's workplace and workforce in ways unseen since World War II. Result: a societal and economic tsunami.

THE GREAT RESIGNATION

As the Pandemic surged, Congress funded a stimulus package. Its impact on society, business, and the global economy remains. While the stimulus created a financial cushion, it also allowed millions to consider new careers. Exit interview data has revealed that younger employees wanted less stress, fewer responsibilities, reduced travel, and a better work-life balance.

A recent Post-Ipsos Poll of 1,148 workers, aged 18-64 found that “demands for flexible work, better pay, opportunities for mentorship, job advancement, and a lack of interaction with managers caused the Great Resignation.” The Post-Ipsos Poll found that, “While eight of 10 workers are satisfied



straints. It can be done again! However, business leaders know they can't do it alone. They recognize that "knowledge workers" [2] are essential for success. As before, only a willingness to change is required! Rapid implementation of the following three strategies will meet and beat your competition.



STRATEGY # 1: OBJECTIVES AND GOALS BUILD PROFITABILITY AND PURPOSE FOR EMPLOYEES

Strategic Plans are your organization's roadmap for growth and stability. Not only will it create long-term financial success, but it will define your company brand. Recent reports show that employees want to work with a sense of purpose and fulfillment, and they find that sense of purpose largely through their employment. So, by focusing on your objectives, purpose, and growth, you are also attracting people to your mission.

To meet and beat your competition, your Strategic Plan will set Goals and:

- Build leadership collaboration and decision making
- Reveal organizational strengths and weaknesses
- Identify and evaluate marketplace competition
- Develop opportunities for new products
- Develop budgets that increase profitability
- Build operational efficiencies

STRATEGY # 2: BUILD AN ENGAGED WORKFORCE

Today's workplace requires knowledge leaders and knowledge employees!



Human Resource professionals are challenged as never before. In a tight labor market, they must hire and develop curious and resilient minds committed to workplace excellence. While a formidable task, the payoff is great: workforce excellence is contagious!

If your company doesn't already prioritize mentorship, start by implementing an innovative and robust talent acquisition strategy, intentional onboarding programs and DEI procedures. Build workforce knowledge with individualized training/career plans and set measurable performance goals which include a cadence of mentoring and coaching milestones. Encouraging a culture of innovation and creativity means allowing mistakes to happen.

Understanding the needs of each individual, and affirming those needs, will lead to a workforce that feels heard and ready to work towards a common departmental Succession Plan and Goals.



STRATEGY # 3: LEADERS LEAD!

Establish a change ready culture of leaders throughout your organization with traits that question, reframe issues, communicate solutions, courage, and character to do what is right and encour-

Meeting America's Labor Shortage: Three Winning Strategies

Respectfully Submitted by our Sponsor, Blackhawk Bank from Author Sheila Magee is the Founder and President of Antrim Consulting, LLC.

age others to do the same. True leadership traits:

- Curious, perceptive, flexible, and innovative
- Build collaborative and cohesive teams
- Identify cost-effective change opportunities
- Implement rapid solutions
- Self-confident, resilient, and focused during times of turbulence
- Develop similar qualities in many others!

While every organization needs both leaders and followers, it's possible to create a culture of leaders -- at every level. By instilling values of creativity with accountability, your employees will be willing to make strategic decisions that are well-thought out and participate in a collaborative environment.

Author: Sheila Magee is the Founder and President of Antrim Consulting, LLC. Sheila has served multinational financial institutions, Fortune 1000, and medium sized corporations, non-profits, family-owned businesses, and startups for over 20 years. Sheila provides clients with strategies to reinvent themselves and thrive in highly competitive markets, especially in challenging times. Sheila is known for her commitment to servant leadership and the significant benefits it brings to employees and corporations alike.

Sheila graduated from Loyola University, Chicago where she earned a B.A. (History), a M.S., OD & HR (Organization Development and Human Resources), and a J.D. (Law).

She can be reached at 773-293-1600 or via email at sheila@antrimconsulting.org You're invited to visit Antrim's website: www.antrimconsulting.org for more information.

[1] Washington Post, Post Ipsos Poll, (2023, May 23), American Workers Mostly Happy With Their Jobs, www.ipsos.com

[2] Drucker, Peter, The landmarks of tomorrow, Harper & Row, 1957

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Respectfully Submitted by WACO partner Hawkins Ash, Author: Charlie Wendlandt, CPA

If you own an unincorporated small business, you probably don't like the size of your self-employment (SE) tax bills. No wonder!

For 2023, the SE tax is imposed at the painfully high rate of 15.3% on the first \$160,200 of net SE income. This includes 12.4% for Social Security tax and 2.9% for Medicare tax. The \$160,200 Social Security tax ceiling is up from the \$147,000 ceiling for 2022, and it's only going to get worse in future years, thanks to inflation. Above the Social Security tax ceiling, the Medicare tax component of the SE tax continues at a 2.9% rate before increasing to 3.8% at higher levels of net SE income thanks to the 0.9% additional Medicare tax, on all income.

THE S CORP ADVANTAGE: REDUCE YOUR TAX BURDEN FOR SMALL BUSINESS OWNERS

For wages paid in 2023 to an S corporation employee, including an employee who also happens to be a shareholder, the FICA tax wage withholding rate is 7.65% on the first \$160,200 of wages: 6.2% for Social Security tax and 1.45% for Medicare tax. Above \$160,200, the FICA tax wage withholding rate drops to 1.45% because the Social Security tax component is no longer imposed. But the 1.45% Medicare tax wage withholding hits compensation no matter how much you earn, and the rate increases to 2.35% at higher compensation levels thanks to the 0.9% additional Medicare tax.

An S corporation employer makes matching payments except for the 0.9% Additional Medicare tax,

which only falls on the employee. Therefore, the combined employee and employer FICA tax rate for the Social Security tax is 12.4%, and the combined rate for the Medicare tax is 2.9%, increasing to 3.8% at higher compensation levels — same as the corresponding SE tax rates.

Note: In this article, we'll refer to the Social Security and Medicare taxes collectively as federal employment taxes whether paid as SE tax for self-employed folks or FICA tax for employees.

STRATEGIC STEPS TO BECOMING AN S CORPORATION AND LOWERING YOUR TAX LIABILITY

While wages paid to an S corporation shareholder-employee get hit with federal employment taxes, any remaining S corp taxable income that's passed through to the employee-shareholder is exempt from federal employment taxes. The same is true for cash distributions paid out to a shareholder-employee. Since passed-through S corporation taxable income increases the tax basis of a shareholder-employee stock, distributions of corporate cash flow are usually free from federal income tax.

In appropriate circumstances, an S corp can follow the tax-saving strategy of paying modest, but justifiable, salaries to shareholder-employees. At the same time, it can pay out most or all of the remaining corporate cash flow in the form of federal-employment-tax-free shareholder distributions. In contrast, an owner's share of net taxable income from a sole proprietorship, partnership and LLC (treated as a partnership for tax purposes) is generally subject to the full ravages of the SE tax.

WATCH FOR POTENTIAL NEGATIVE SIDE EFFECTS OF S CORPORATION STATUS

Running your business as an S corporation and paying modest salaries to the shareholder-employee(s) may mean reduced capacity to make deductible contributions to tax-favored retirement accounts. For example, if an S corporation maintains a SEP, the maximum annual deductible contribution for a shareholder-employee is limited to 25% of salary. So the lower the salary, the lower the maximum contribution. However, if the S corp sets up a 401(k) plan, paying modest salaries generally won't preclude generous contributions.

OTHER LEGAL AND TAX IMPLICATIONS TO CONSIDER WHEN CONVERTING TO AN S CORPORATION

Converting an unincorporated business into an S corporation has other legal and tax implications. It's a big decision. We can explain all the issues.

CHARLIE WENDLANDT, CPA

D 715.384.1986

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Facebook/Instagram Insights

Total FB current likes: 10,189

(+78 from June)

Total IG current followers: 566

(+9 from June)

Top Facebook Posts in Past 90 Days - July 2023 →



Top Instagram Posts in Last 90 Days / June

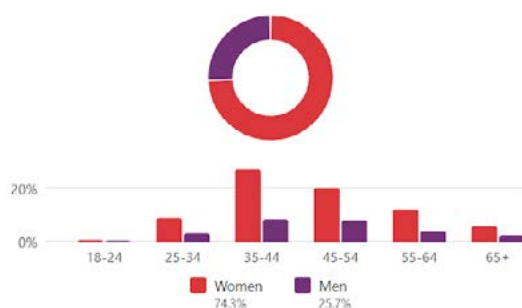


Age Breakdown for FB & IG July 2023

Facebook followers ⓘ

10,189

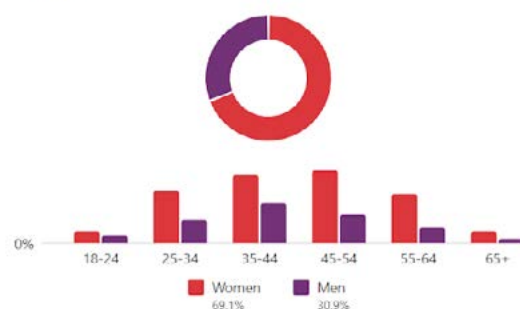
Age & gender ⓘ



Instagram followers ⓘ

566

Age & gender ⓘ





15000
Lakes



300
Campgrounds



92
Days of Summer



1
Wisconsin

JULY 2023 WEBSITE STATS



Analytics

Camping Carolinas

All Web Site Data

[Go to report](#)

Acquisition Overview



All Users
100.00% Users

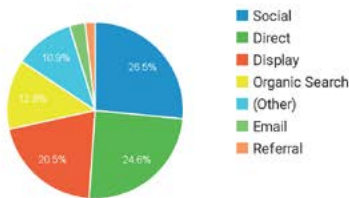
Primary Dimension:

Conversion:

Top Channels

All Goals

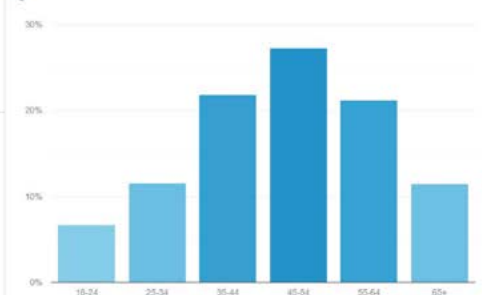
Top Channels



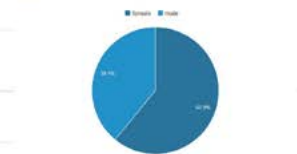
Users



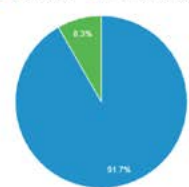
Age



Gender



New Visitor



	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	4,093	4,000	4,668	33.50%	2.52	00:01:04
1 Social	1,097			48.66%		
2 Direct	1,017			44.92%		
3 Display	847			2.44%		
4 Organic Search	529			42.67%		
5 (Other)	452			0.40%		
6 Email	119			65.73%		
7 Referral	76			42.05%		

To see all 7 Channels click [here](#).



15000

Lakes



300

Campgrounds



92

Days of Summer



1

Wisconsin

JAN-JULY 2023 WEBSITE STATS

Audience Overview

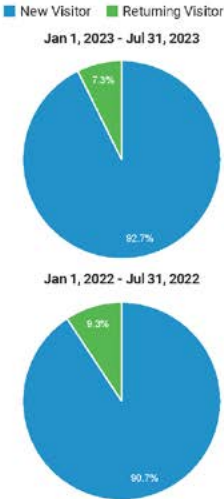
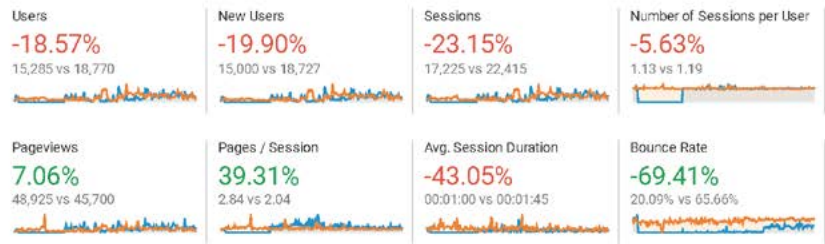
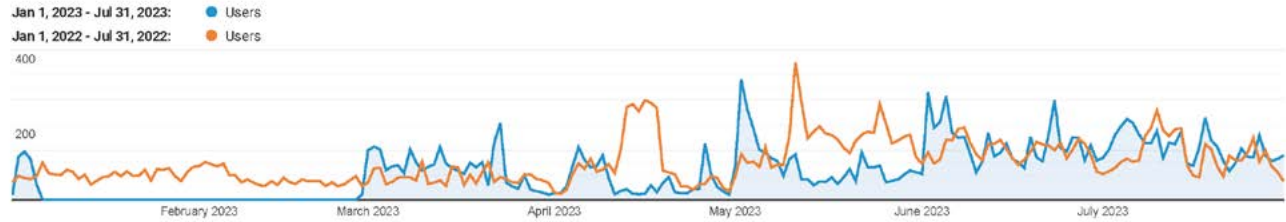
All Users

+0.00% Users

Jan 1, 2023 - Jul 31, 2023

Compare to: Jan 1, 2022 - Jul 31, 2022

Overview

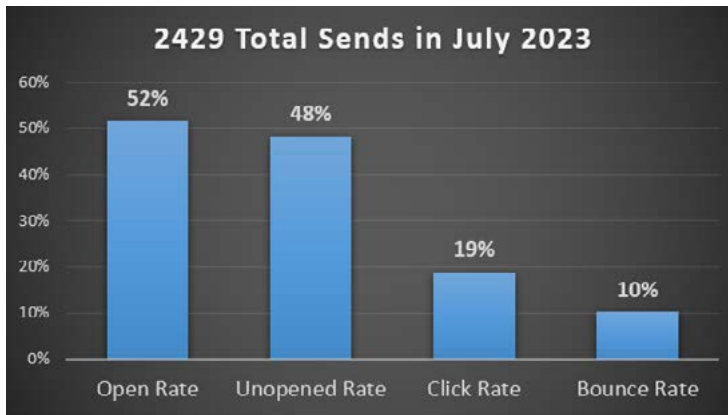


Language		Users	% Users
1. en-us			
Jan 1, 2023 - Jul 31, 2023		15,070	98.26%
Jan 1, 2022 - Jul 31, 2022		18,108	96.76%
% Change		-16.78%	1.55%
2. en-gb			
Jan 1, 2023 - Jul 31, 2023		35	0.23%
Jan 1, 2022 - Jul 31, 2022		64	0.34%
% Change		-45.31%	-33.27%
3. de-de			
Jan 1, 2023 - Jul 31, 2023		32	0.21%
Jan 1, 2022 - Jul 31, 2022		8	0.04%
% Change		300.00%	388.07%
4. en-ca			
Jan 1, 2023 - Jul 31, 2023		31	0.20%
Jan 1, 2022 - Jul 31, 2022		23	0.12%

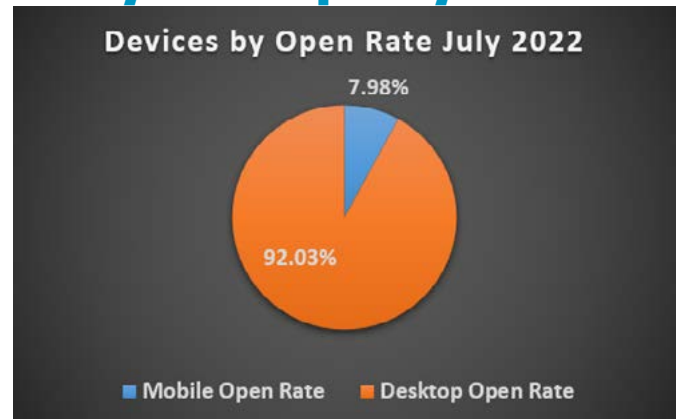
July 2023 Email Stats

- 15000** Lakes
- 300** Campgrounds
- 92** Days of Summer
- 1** Wisconsin

July 2023 Email Stats



July 2023 Open by Device



Top Emails by Open Rate for June 2023

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
2023 Membership Renewal	232	153	70.50%	8.60%	91.40%	27	12.40%
2023 Membership Renewal - Link Update	231	146	67.60%	6.40%	93.60%	33	15.30%
ICYMI: Seasonal Agreement Forms	229	142	66.70%	11.90%	88.10%	62	29.10%
Amusement Ride Registration with DSPS - UPDATE	229	133	62.40%	4.70%	95.30%	9	4.20%
July 2023 WACO Newsletter	447	276	61.74%	11.00%	89.00%	76	18.40%



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WACO MEMBERS KEEP SHOWING THEIR SUPPORT!

THANK YOU
WACO
MEMBERS!

As Carla would say, "WOWZA!"

The WACO members continue to show their support during the busy summer months of their seasons! Totals are over \$98,000 for the year and continue to climb. The events scheduled at your campgrounds impact the 156 charities in WI.

THANK YOU for all you do
WACO!



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

CAMPGROUND	Total Funds Raised
Duck Creek	\$21,880
River Bend RV Resort	\$15,214
Champions Riverside Resort	\$12,450
Rustic Ridge	\$10,370
Wilderness Campground	\$8,325
Chapparral Campground	\$5,565
Yukon Trails / ELS	\$3,518
Buckhorn Campground & Resort	\$3,395
Harbor Village	\$3,000
Grand Valley Campground	\$2,940
Hickory Hills Campground	\$2,375
Smokey Hollow	\$2,128
Buffalo Lake	\$2,048
Jellystone Park Warrens	\$1,840
Lake Arrowhead	\$1,404
Spur of the Moment	\$1,100
Oakdale KOA	\$450
Neshonoc Lake / ELS	\$358
Evergreen Campsites	\$255
Blue Bird Family Campground	\$175
Whiskey Creek Family RV Park	\$126
GRAND TOTAL	\$98,916



Board of Directors

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

 <p>Scott Kollock, President Vista Royale Campground skollock@uniontel.net 715-335-6860 2021-2024 1st Term</p>	 <p>Bud Styer, Past President Jellystone Park™ Fort Atkinson mrbud@budstyerassociates.com 608-592-2128 2023-2024</p>
 <p>Ashley Weiss-Wegner, 1st Vice President Wilderness Campground awegner@wildernesscampground.com 608-297-2002 2018-2024 2nd Term</p>	 <p>Patricia Lombardo, 2nd Vice President Jenkins Org/Jellystone Park - Warrens Tricia@Jenkinsorg.com 773-294-3364 2022-2025 2nd Term</p>
 <p>Rob Brinkmeier, 3rd Vice President Merry Macs Campground camp@merrymacscampground.com 815-541-4934 2020-2025 2nd Term</p>	 <p>Julie Michaels, Director Scenic Ridge Campground jmmsrc@gmail.com 608-883-2920 2022-2025 1st Term</p>
 <p>Deneen Pedersen, Secretary Stoney Creek RV Resort deneen@stoneycreekrvresort.com 715-597-2102 2021-2024 1st Term</p>	 <p>Mike Dricken, Director Lake Lenwood Beach & Campground mmdricken@gmail.com 262-334-1335 2023-2025 1st Term</p>
 <p>Christina Kornetzke, Director ELS/Lake of the Woods Christina_Kornetzke@equitylifestyle.com 602-339-0698 2023-2025 1st Term</p>	 <p>Sarah Krause, Director River's Edge Campground camp@riversedgewisconsin.com 715-344-8058 2021-2024 1st Term</p>
 <p>Kristi Mlodzik, Director Duck Creek Campground camp@duckcreekcampground.com 608-429-2425 2021-2024 1st Term</p>	 <p>Tiffany Pargman Director Indian Trails Campground camp@indiantrailscampground.com 608-429-3244 2022-2025 1st Term</p>
 <p>Mark Stefan, Director Grand Valley Campground info@grandvalleycampground.com 920-394-3643 2018-2024 2nd Term</p>	 <p>Jim Button, 2022 ARVC Representative Evergreen Campsites and Resort evergreencampsites@gmail.com 920-622-3498</p>
 <p>Adam Malsack, Chair Elect – Legislative Lake Arrowhead Campground adam@lakearrowheadcampground.com 920-295-3000 Appointed Term 2016-2023</p>	 <p>Lori Severson, Executive Director Severson & Associates lori@seversonandassociates.com 608-792-5915</p>

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