

HELLO NOVEMBER!

WACO NEWS NOVEMBER 2023



inside...



CHECK THE DIRECTORY PROOF NOW! P. 5

November 2023

November, the month of thanks, has flown into the holiday season! Take a few minutes to review your line listing and ads in the WACO Directory proof - click on the image to the right or check out the information on page 5 BEFORE 12-3-23. If you are a new member and don't understand the proofing process or have any follow-up questions, please give us a call and stay warm, everyone!

Letter from the Executive Director

Lori Severson, Executive Director of WACO



Dear Members:

Lori has been traveling like a madwoman, picking up tidbits for our Association to use in the upcoming 2024 Season. Between Executive Meetings with CAMP, ARVC/OHI's OHCE, KOA Convention, and now at COE, partaking in CAMP meetings and TORA gatherings...I can't make up all these abbreviations, people! This schedule is nothing new. Lori travels, takes phone calls, attends Zoom meetings, reads industry news, gathers information, and shares all that wealth with her clients, friends, staff, and, of course, her family. The lady doesn't rest!

In November, celebrating Thanksgiving, I'm sure you all thought about those things you're grateful for. Gratitude for many things comes to mind - for families, our businesses, this fantastic industry, and so much more. For this November newsletter, I wanted to let the world know how thankful I am for this woman. In case you don't know, Lori is my Mom. And hopefully, I don't get grounded (or, at my age, fired) for including this letter.



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The holidays, travel, time apart, death, sickness, weddings - the milestones and day-to-day of a lifetime - all bring up moments of nostalgia, shifting your focus on what's truly important. These are the moments, outside the norm, when I realize how lucky we are to have Mom. She's the educator in business, the older sister watching over her family, the leader for her staff, and the Grandma to my two kiddos. The direction she provides when the proverbial sh*& hits the fan is priceless.

Perspective is her go-to - "How important will this be in five years?" or "Is this something you can control?" are questions I've heard her ask repeatedly. Prioritization is her golden rule - "What will keep the rest of the ship floating?" - in other words, what do I need to prepare for my staff to keep going so I can get the big picture in focus? But no matter how extensive the list is or how "deep we are in alligators," Mom always answers my calls. She always asks if I'm ok. She continuously checks on Calvin and what he needs for hockey and never fusses when Ashtyn wants to give her complete makeovers - including outfits, jewelry, and makeup people!

How blessed we are to have a woman like this guiding our Association? One who brings back knowledge, shares and integrates it, all while she CARES. A person doesn't travel the way she does, give back the way she does, or put in the hours she does if they don't care. She truly loves what she does and loves the people in her life.

When thinking about this article, I sent a handful of

texts to random WACO members, and my inbox immediately filled up with responses. I included a handful that I think are important to share, but I am happy to keep sharing them as they roll in long after this newsletter finds its way to your email. If you have a spare minute today, shoot her a note. I know she'll be thankful for you... just as we're all thankful for her!

I hope you all had a warm Thanksgiving - cheers!

Tina
Tina Severson
WACO Office

I am grateful for Lori Severson.
She supports me and
encourages me always. I would
not be the woman I am today
without her support.
~Sarah Krause

I am grateful for my sister,
who always has my back!
~Lisa Black

I am grateful for the positive
energy and attitude Lori
always brings. It's really hard
to pick just ONE thing I'm
thankful for!
~Mark Stefan

I would've given up, gotten divorced,
and probably gone crazy without the
support of Lori - ha she saved me!

~Anonymous Member

I am grateful for the many business, family and
life lessons over the years from Aunt Lori. And
also for always watching my back, even when I
didn't know you were, or when you had to
outsource the watching when I didn't know it!
The best Godmother I could have ever asked for!

~Danielle Todd

Her knowledge of the camping industry, her
devotion to helping us all be successful, her upbeat
attitude - but mostly the way she made me feel
welcomed into WACO from the first moment she met
us! The fact that she makes everything look so fun
that her entire family wants to be involved - all
things I think of when I think of Lori.

~Kim Rose

Lori helped us when we
first opened and has been
there with every question,
every step of the way!

~Anonymous Members

Gratitude

From the Office of the President

Scott Kollock, WACO Board President



Dear Members,

I want to thank you for believing and supporting our WACO organization. Every single member contributes in some way, shape, or form. Whether you take out an ad in the directory, help with legislative issues, mentor a new member, host or attend fall workshops, sponsor our activities, or contribute your knowledge, you make a difference. Having just participated at the newly branded "OHI" and getting the opportunity to speak with CAMP representatives, I'm grateful for what we have in Wisconsin as a State Association. It's great to see our organization's strength because of our members! Speaking of great members, I was honored to be in the room when two of our great members were recognized: Bert Davis for his work as Chairman of the Board and Jim Button for getting the Chairman's award. To get acknowledged by our National Association is a great honor, and we should be thrilled that Wisconsin has such great representation! Thanks, Jim and Bert!

If you still need to check out some of the new OHI (ARVC) membership benefits, now is the time! They have new Kubota and Polaris programs that look good to me. It's always an excellent opportunity to share and learn further information, and you always get something you can use from every show you attend!



As a reminder, Adam Malsack, from Lake Arrowhead, was gracious enough to continue to be appointed to the WACO Board of Directors as our Chair-Elect of Legislation. He's assisted on the kind of legislative letters and communication we need help with on issues like those reported in our last newsletter ([October issue, pages 6 & 9](#)), the alcohol-related AB304 and the AB328 campgrounds on farm proposed bill we've been continuing to watch. Jason Culotta & Mark Hazelbaker have both commented on how lucky we are to have his assistance with issues like these. Adam, from all of us at WACO, "Thank you!"

Please keep your eyes open for follow-up, as I understand Mark and Lori are looking to organize an informational business gathering for a day or so in Orlando. So, if you are thinking about going south this winter, we will have a great business reason! Stay tuned for more on that!

Scott

Scott Kollock,
WACO Board President,
Owner at Vista Royale Campground

A business card for Severson & Associates. The logo features the name "Severson" in a large, elegant script font, with "& ASSOCIATES" in a smaller, sans-serif font below it. The background is a light blue with a subtle floral pattern. Below the logo, the text reads: "A woman-owned business, offering a wide range of marketing, promotional, and training options to meet your needs, big or small!". At the bottom, the contact information is listed: "PO Box 228 | N22676 HWY 53 | Ettrick, WI 54627" and "(608) 525-2323 | tina@seversonandassociates.com".

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DIRECTORY PROOF AVAILABLE!

As you all know, our Directory process is a fast and furious one, so click the link, review your listing, check your ad and send in any changes by 12-3-23!



REVIEW AND SEND ALL CHANGES TO

tina@seversonandassociates.com

- If your 2024 Membership Dues are NOT paid by **12-3-23** your listing will be **REMOVED!**
 - **MEMBERS NOT YET PAID ARE LISTED HERE**
- If you do NOT reply with changes by **12-3-23**, our office will assume your listing and ad are **APPROVED AS IS!**
- **ALL CHANGES MUST BE SENT TO**
tina@seversonandassociates.com to avoid delays, confusion, etc!



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STATE LEADERSHIP AWARD WINNER
Deb Carter, Maryland Association of Campgrounds

STATE DIRECTORY AWARD WINNER
Maryland Campground Association (Small)
Massachusetts Association of Campground
Owners (Medium)
Maine Campground Owners Association
(Large)

CAMPGROUND PARTNER AWARD WINNER
Sharmon Morris, Pioneer Trails RV Park
(Anacortes, Washington)

UNITY THROUGH GENEROSITY AWARD WINNER
Cyndy Zbierski

ABOVE AND BEYOND AWARD WINNER
Eric Stumberg

CHAIRMAN'S AWARDS WINNER
Brian Saunders
Jim Button
Ali Rasmussen

*Congrats to
our own Jim
Button!*

"OHI is proud to have such an exceptional group of parks and businesses to recognize through the Awards of Excellence Program this year at OHCE2023. Winners were announced at a special Awards of Excellence Luncheon at noon CST, Wednesday, November 8, in Kansas City, MO.



After an amazing week at OHI I can't wait to share with our members all of the exciting things! Stay Tuned! More Information to COME!

Some of your amazing NEW MEMBER DISCOUNTS!

- ASK ME about Kubota Discount!**
- ASK ME about your Polaris Discount!**
- ASK ME about your Quiet Kat Discount!**

Savings Calculator



**NATIONAL ARVC REBRANDS TO ADVANCE THE OUTDOOR HOSPITALITY INDUSTRY
Organization Rebrands
Unveiling New Name—OHI**

[LEARN MORE! CLICK HERE](#)

We would like to extend a BIG THANK YOU to Bert Davis, Dells Camping Resort for representing us at OHI as our Chairman

**Check Out the awards presented at 2023 OHI
For More Details [CLICK HERE](#)**

OHI Young Professionals Volunteer Event with Heart to Heart International assembled 450 disaster relief kits

Register **HOSPITALITY** **More Info**
February 25th, 2024

Important Changes to Wisconsin Real Property Classification

Respectfully Submitted by the WACO Office with Jason Culotta

After our fall workshop and follow-up article provided insight from Holly Hoffman on the AB 245 Property Taxation revisions, our office continued to receive questions regarding AB 245. The WACO Office contacted Jason Culotta on his opinion of the changes with the property tax assessments.

His response...

The [Legislative Fiscal Bureau's summary of AB 245](#), the shared revenue bill that repealed the personal property tax (see page 8). There were two further amendments to the bill after this summary was written but those did not impact property assessment or taxation outside Milwaukee County:

I do not see in here how campground owners would have a duty to report the value of personal property to the local government, unless it's the value of "homes" (camping units?) on property owned by the campground owner in the bolded section below.

Property Made Exempt from Property Taxation. AB 245 would sunset taxes levied on personal property beginning with property tax assessments as of January 1, 2024, and would exempt all business and manufacturing personal property from taxation, beginning with taxes assessed as of January 1, 2024. The bill specifies that the following property would be defined as personal property, and thus would be exempt from taxation: (a) all goods, wares, merchandise, chattels, and effects, of any nature or description, having any real or marketable value, and not defined as real property; (b) saw logs, timber, and lumber, either upon land or afloat; (c) steamboats, ships, and other vessels, whether at home or abroad, and ferry boats, including the franchise for running the same; (d) ice cut and stored for use, sale, or shipment; (e) irrigation implements used by a farmer, including pumps, power units to drive the pumps, transmission units, sprinkler devices, and sectional piping; and (f) off-premises advertising signs that do not advertise the business or activity that occurs at the site where the sign is located. The bill would remove toll bridges, private railroads and bridges, and entire property of utility companies, which are located entirely within one taxation district, from the definition of personal property.

Property Remaining Subject to Property Taxation. **AB 245 also specifies that the following property, currently assessed as personal property, would be converted to real property, and remain subject to the property tax:** (a) manufactured and mobile homes, if the home is on land owned by the homeowner or set upon a foundation and connected to utilities; (b) buildings, improvements, and



fixtures on leased lands; (c) buildings, improvements, and fixtures on exempt lands; (d) buildings, improvements, and fixtures on forest croplands; and (e) buildings, improvements, and fixtures on managed forest lands. The bill would allow the assessor to create a separate tax parcel for the buildings, improvements, and fixtures, if they are owned by a person other than the landowner, or if the buildings, improvements, and fixtures, but not the underlying land, are leased to a person other than the landowner. Improvements on land owned by the federal government would be required to be assessed as real property, and would therefore remain taxable under the bill.



.....

As the views continue to differ for everyone we ask, and every campground has a different relationship with their local assessor, the WACO office has determined we need to meet with WMC and potentially the DOR.

At the WMC, we'd be connecting with their Tax Attorney. At the DOR, we'd be determining how assessors are being educated on this new legislation and ensuring they are enforcing the assessments the same.

Some members already plan to pass along any increases they see to the seasonal who is forcing any issues due to how their site is set up - as one alternative.

Please watch your emails and FB for more updates and if you have any recent estimates that seem off base due to these new changes, please call or email the WACO office!

WACO 2024 CONVENTION REGISTRATION NOW OPEN!



We are excited to welcome you back to
Stevens Point, WI on March 13-17, 2024, for another
fun-filled WACO Convention & Trade Show!

**NEW in 2024: We now have a convenient online
registration link – Easily register and pay online
so you can check it off your list!**

**CAMPGROUND
OWNERS**

CLICK HERE TO REGISTER &
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←..... **EXHIBITORS**
TRADE SHOW INFORMATION



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CRS HIRES SEVERAL NEW SPECIALISTS AND COORDINATORS

As many of our members work with CRS, here is a staffing update recently announced in Woodalls!

Commercial Recreation Specialists (CRS), a provider of municipal-grade splashpads, playgrounds and other recreation solutions, announces the expansion of its Wisconsin team. With two new recreation specialists, Lydia Filippelli and Seth Westberg.



In addition, CRS expanded its support team with two new sales coordinators: Margaret Ryan and Cameron Hayko. Margaret and Cameron help improve the client experience through the design, solution and proposal processes as well as bridge client communication for every step of each unique project.

"CRS has always been committed to having recreation experts with a servanthood mentality on the team in order to help our clients achieve their goals," noted Ryan Hartberg, vice president of business development. "I think we've



hit a home run with the additions of Seth and Lydia to the state of Wisconsin. We have the benefit of Brian Stracke's almost six years of experience in the state, now complemented by the strategically located new specialists. Adding Scenic Shelters, disc golf courses, athletic equipment and concrete game tables to our offerings have also made it possible to create more density in the region. We've witnessed remarkable growth, and with the recent expansion of our team, we've bolstered our presence to better serve our Wisconsin clients."

To learn more about CRS and its wide range of services, contact its corporate office at 608-848-8781 or visit its website at www.crs4rec.com.

To read the full article:
<https://woodallscm.com/crs-announces-hiring-of-new-specialists-coordinators/>



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507-450-5626

john@campgrounds4sale.com | www.campgrounds4sale.com



Here are 4 WAYS to PROTECT YOUR Campground from Check Fraud & Check Washing

Respectfully Submitted by Kim Lantta, Treasury Management Relationship Manager III, First Mid Bank & Trust

Check fraud remains one of the highest concerns for businesses, and continues to be a worry this winter season. Check fraud and check washing (a type of check fraud) have been steadily increasing, putting campground owners' bank accounts and money at risk.

WHAT IS CHECK FRAUD?

Check fraud is one of the oldest and still most common ways that scammers attempt to steal money. Paper checks are easy targets for criminals. Since they're passed hand-to-hand on their way to payment, they can easily be stolen, duplicated, altered or cashed illegally.

One common way a scammer can commit check fraud is through obtaining blank or cancelled checks. If checks are not being securely stored, someone can steal the blank checks and illegally cash funds.

WHAT IS CHECK WASHING?

Another way check fraud happens is when a check is intercepted by a scammer, who then washes it. If your business account information is on the check, it gives the scammer an opportunity to alter the amount and change the recipient. As of late, check washing is increasing in frequency, as many businesses are reporting this type of check fraud happening to them.

How are checks washed? Fraudsters will use chemicals to gently lift the pen marks or ink on the check, and change the balance of the

check.

How are fraudsters getting a hold of checks? Fraudsters are targeting stand-alone mailboxes and business mailboxes. If you are mailing physical checks, fraudsters frequently check mailboxes for any outgoing or incoming checks.

HOW TO PROTECT YOUR CAMPGROUND AGAINST CHECK FRAUD AND CHECK WASHING

So, how can you prevent a fraudster from stealing a business check and using it fraudulently? Here are some ways you can avoid becoming a victim of check fraud and protect your finances.

IF YOU ARE STILL USING PAPER CHECKS, STORE THEM IN A SECURE LOCATION

Leaving your checkbook out in the open is never a good idea. Make sure to keep any blank checks, cancelled checks and bank statements locked up and stored in a secure spot. Consider using a safe or lockbox.

Reduce paper check usage

Are you ready to cut out checks altogether? We offer alternative ways to issue payment. A smart and efficient way to pay vendors and to do payroll is through ACH. ACH offers a secure, efficient and easy way for you to issue payments without



the risk associated with paper checks.

The Treasury Management Team at First Mid offers ACH services for businesses, so you never have to worry about checks being intercepted and washed.

Avoid standalone U.S. Postal Service boxes

Currently, scammers are targeting standalone U.S. Postal Services boxes, as well as your own personal mailboxes. If you do need to mail a check, make sure to drop the check off inside a USPS location, so that it is not sitting for a scammer to find.

Use Positive Pay

Positive Pay is a way for business owners to ensure that the checks being presented for payment are legitimate, before they get paid.

We offer Check Positive Pay which is an extra layer of security for businesses. Check Positive Pay allows you to verify issued checks before they are paid, reducing the overall risk of financial loss.

When it comes to protecting your campground & RV park against fraudsters, it's a team effort. You need a banking partner you can trust to look out for your business, and work to keep your hard-earned money safe. At First Mid, we'll help you navigate through the many seasons of business ownership, and help set your business up for success for years to come.

Learn more about First Mid Treasury Management and how it can benefit your business:

Contact Kim Lantta at (608) 313-1358 to get the tools you need to protect your business from fraud!

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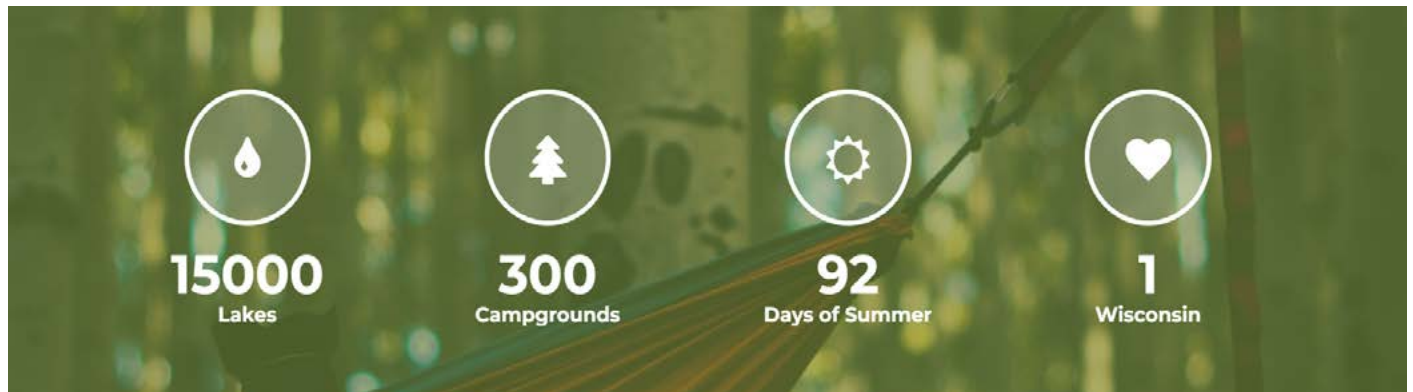


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Top Facebook & IG Posts Performance

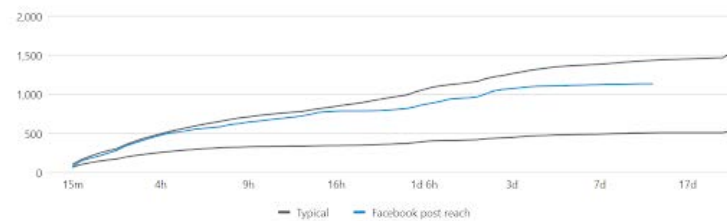
How is my post performing?

Facebook post reach ⓘ

1,147

Typical

Typically 510-1,435



What's affecting my post reach? ⓘ

The more interactions your post receives, the higher in Feed it may appear.

Organic interactions

Facebook post reactions ⓘ

12

Higher than typical

Typically 1-8

Facebook post comments ⓘ

0

Typical

Typically 0-4

Facebook post shares ⓘ

3

Higher than typical

Typically 0-1

How is my post performing?

Instagram post reach ⓘ

44

Typical

Typically 37-46

What's affecting my post reach? ⓘ

The more interactions your post receives, the higher in Feed it may appear.

Organic interactions

Instagram post comments ⓘ

0

Typical

Typically 0

Instagram post shares ⓘ

0

Typical

Typically 0

Instagram post likes ⓘ

3

Typical

Typically 1-3

Instagram post saves ⓘ

0

Typical

Typically 0

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Facebook/Instagram Insights

Total FB current likes: 10,250 (+7 from September)

Total IG current followers: 576 (+1 from September)

Top Facebook Posts in Past 90 Days - Oct 2023



Top Instagram Posts in Last 90 Days / Oct



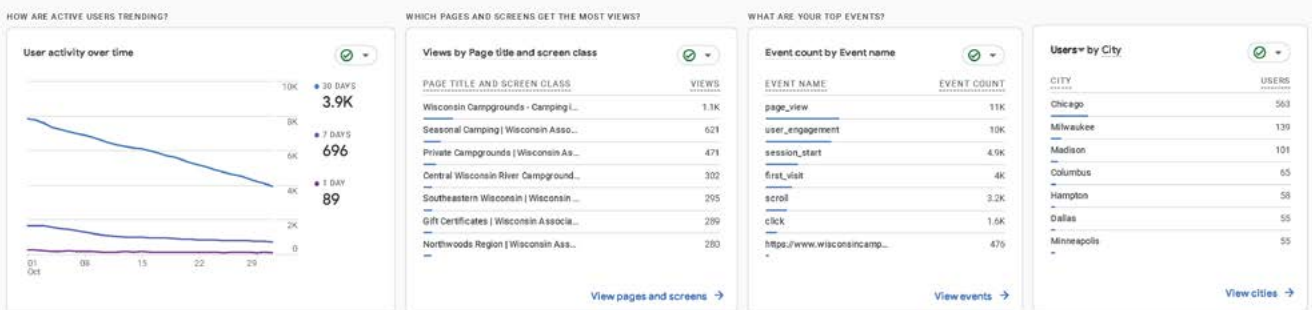
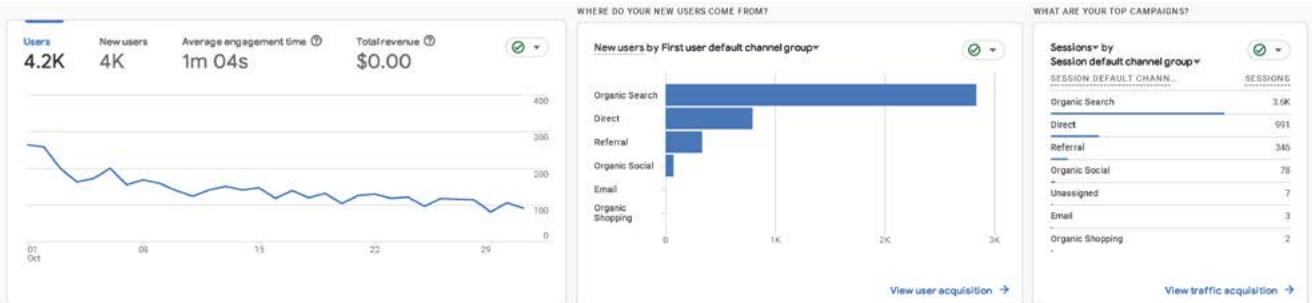
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Lakes

300
Campgrounds

92
Days of Summer

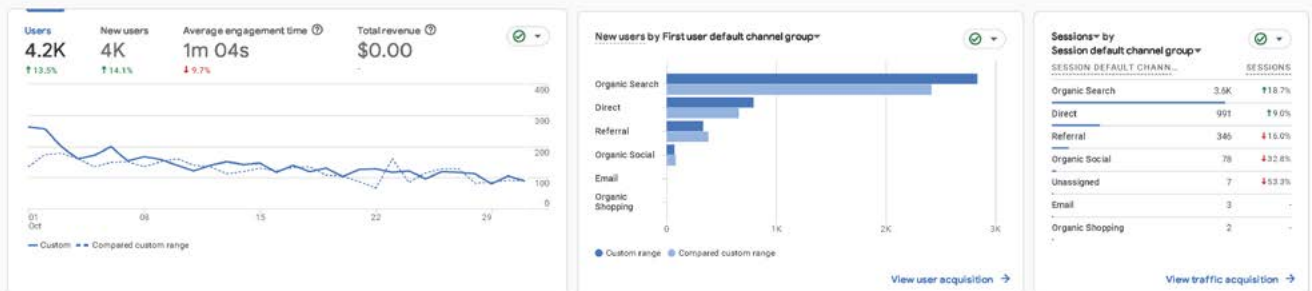
1
Wisconsin

OCT 2023 WEBSITE STATS



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Reports snapshot



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15000
Lakes



300
Campgrounds

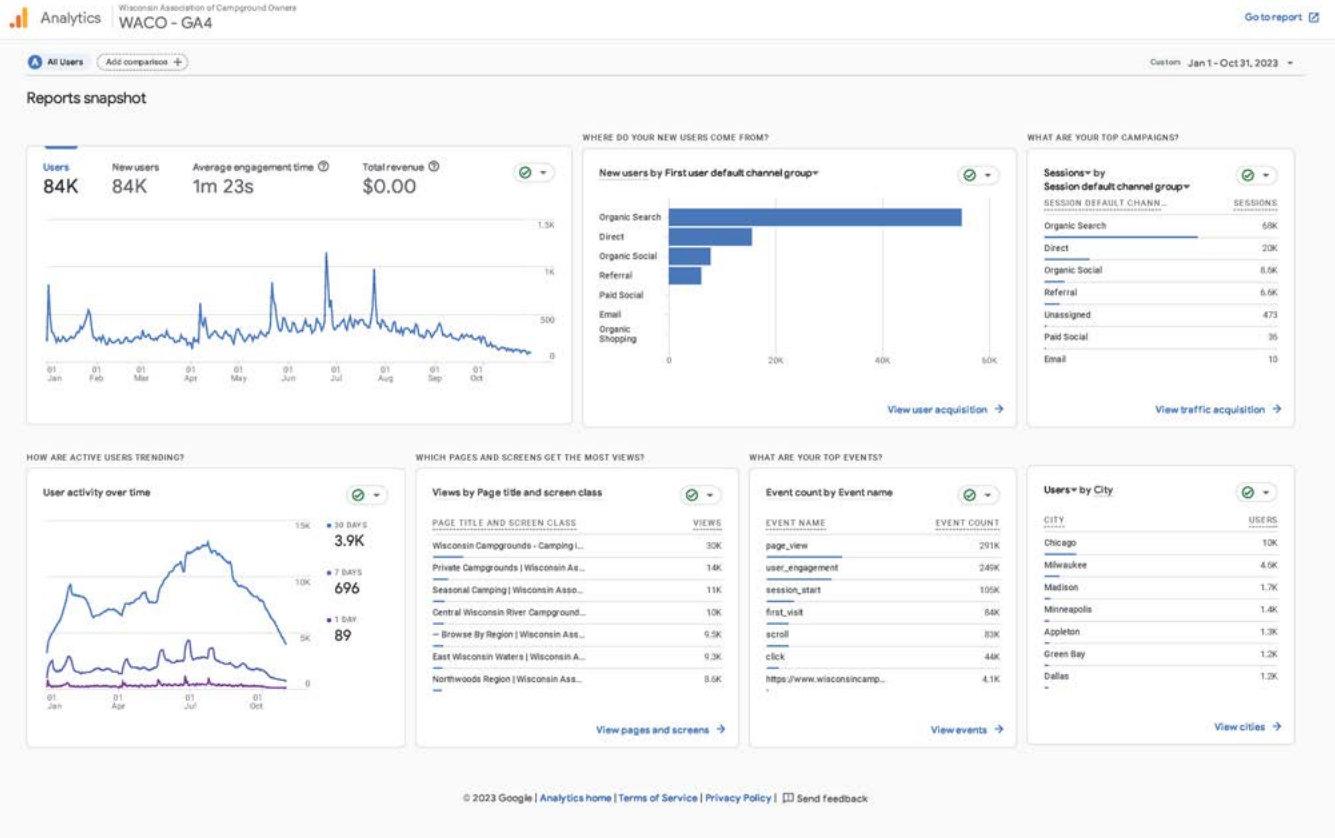


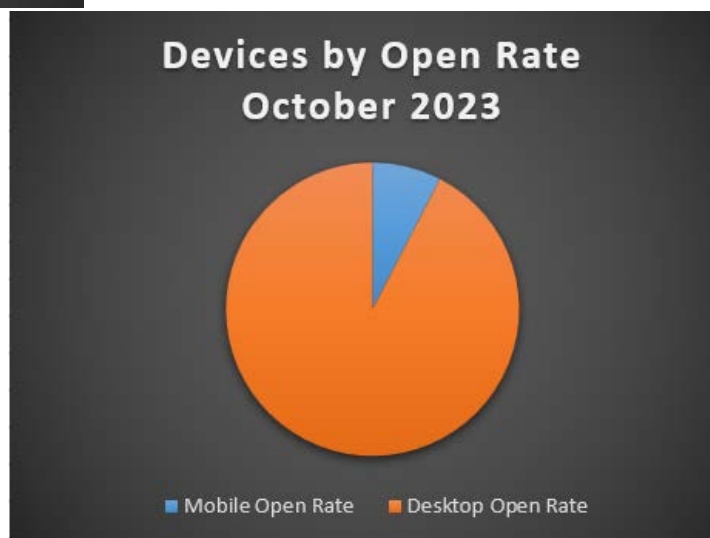
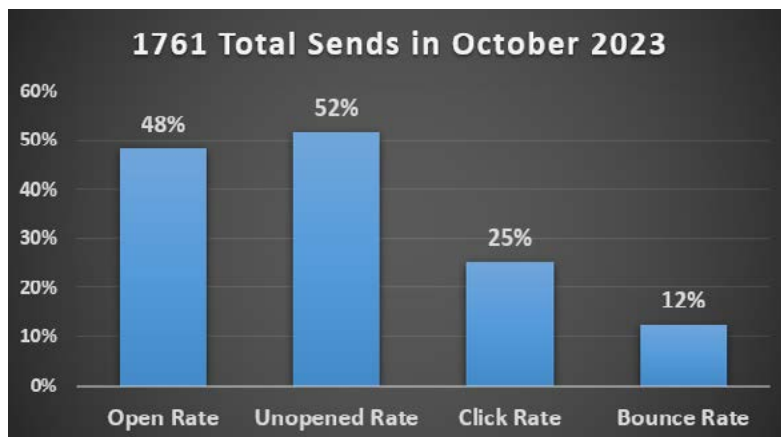
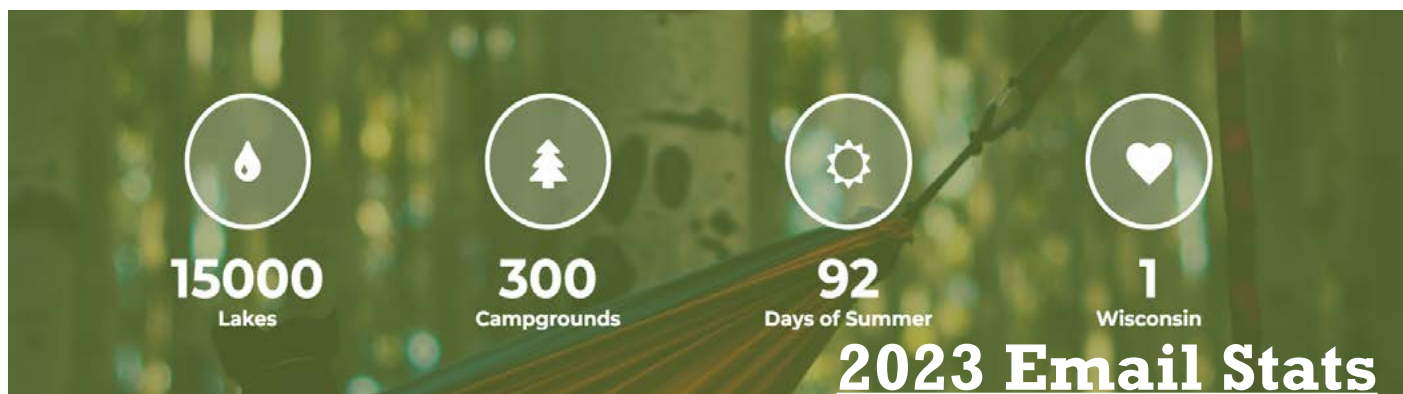
92
Days of Summer



1
Wisconsin

JAN-OCT 2023 WEBSITE STATS





Top Emails by Open Rate for October 2023

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
Confirm Your 2024 WACO Membership	253	172	75.10%	12.20%	87.80%	84	36.70%
WCM Wisconsin Feature - Info Needed	228	132	63.80%	8.70%	91.30%	25	12.10%
October 2023 WACO Newsletter	444	254	63.20%	8.60%	91.40%	93	23.10%
George O'Leary ARVC	229	113	53.80%	3.80%	96.20%	7	3.30%
2024 WACO Prospect Email	607	181	36.60%	4.80%	95.20%	6	1.20%



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WACO MEMBERS SUPPORT GBF



GBF Member Donations 2023 TOTALS FOR YEAR (as of 12/1/23)



Campground	Total Funds Raised
Champions Riverside Resort	\$42,450
Backyard Campground	\$30,750
Duck Creek	\$21,880
River Bend RV Resort	\$15,214
Rustic Ridge Resort	\$10,370
Grand Valley Campground	\$8,410
Wilderness Campground	\$8,325
Chapparal Campground	\$5,565
Rivers Edge	\$5,561
Vista Royale Campground	\$5,000
TJ's Timberline	\$4,230
Yukon Trails / ELS	\$3,518
Scenic Ridge	\$3,500
Kinney Lake Campground	\$3,439
Buckhorn Campground & Resort	\$3,395
Harbor Village	\$3,000
Chetek River Campground	\$2,975
Pride of America	\$2,745
Hickory Hills Campground	\$2,375
O'Neil Creek Campground	\$2,155
Smokey Hollow	\$2,128
Hitts Wildwood Resort	\$2,065
Buffalo Lake	\$2,048
Jellystone Park Warrens	\$1,840
Maple View Campsites	\$1,731
Stoney Creek	\$1,550
Lake Arrowhead	\$1,404
Spur of the Moment	\$1,100
Snug Harbor	\$800
Rock Lake Resort & Campground	\$585
Oakdale KOA	\$450
Neshonoc Lake / ELS	\$358
Evergreen Campsites	\$255
Lake Lenwood Beach and Campground	\$250
Blue Bird Family Campground	\$175
Whiskey Creek Family RV Park	\$126
Grand Total	\$201,722

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



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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