



HAPPY HOLIDAYS

WACO NEWS

DECEMBER 2023

December 2023

"Happy Holidays." from all of us at the WACO office to all our members! The end of the year is here, and we're days away from flying into 2024. It's time to take those vacations, rest, and reset for 2024...and then plan for the months ahead! Make your lists, buy those supplies, and prepare yourself to be less stressed for the opening of your season!

Letter from the Executive Director

Lori Severson, Executive Director of WACO

Dear Members:

Thank you so very much for all the truly awesome messages! Tina wrote a super nice article on my part, and some people didn't get a chance to respond to the newsletter, so they responded directly to me. Boy, that was like a week of accolades! Every day was like opening up a present! Thank you so much, and it's fantastic to be appreciated! I can tell you it's different in some organizations, which is why many executives leave. It's rarely anything else but not having that feeling of being appreciated! It was so cool to see what each member was happy about because it was different for each person, which gave me joy because it showed we can reach out to each member on what they need. We realize each member's needs vary, and those messages confirmed that! I can't tell you what it meant to me. Thank you so much - it indeed was a great present!

I recently had member talk to me about a political issue. WACO needs to get involved with politics even if we would rather not. A

Thank you

inside...



2024 WACO DIRECTORY ONLINE!

Letter from the E.D.	P. 1
President's Letter	P. 4
Board Openings	P. 5
Profitable Event Calendars	P. 6
20 Themes to Spice up 2024	P. 8
Convention Registration	P. 8
Convention Registration	P. 10
WACO Board Nominees	P. 11
Keepin' It Legal	P. 12
Jim's Golf Cars	P. 15
Social Media & Website	P. 16
GBF Updates	P. 22
Board Listing	P. 24



SUGGESTION FROM A WACO MEMBER:

I understand the challenges we face in navigating the complex landscape of political engagement. Your commitment to ensuring that WACO is actively involved without endorsing specific candidates is commendable.


I appreciate your dedication to learning about candidates and their perspectives on tourism, as it is crucial for our industry. Many elections are local or regional rather than statewide, so we need to think on both a small and large scale. Here are some suggestions to enhance our approach:

great example is getting open during the pandemic. Without the help of legislators, WACO would've never gotten open during COVID. I have found navigating these political waters tricky over the years! One of our members went above and beyond to help me with this. Instead of talking to others or being upset – they came up with some great ideas, in my opinion. To me, this is the most outstanding example of a perfect member. If you don't like something or agree with something, give us ideas on what we can do! Goodness knows not everything will work, but even if we can take pieces of it and improve things, that is amazing. Offer ideas and suggestions instead of criticizing and saying you don't like something. I won't mention the name, but this is one example of why we are solid as an organization. We find solutions by making suggestions, rationalizing what's best for the organization, and working through challenging issues!

I have told another organization that membership is like raising a baby; it needs care, and you must be careful how you handle it! The response below refers to managing different political fundraisers, which could make it appear that WACO sponsors or supports them - and instead, the individual member may wish to do so. I think it's brilliant! I have tried figuring this out forever, so I appreciate the suggestion. Ideally, we have to work on both sides of the aisle to gain that support for tourism, and they all understand the camping industry. It's always tricky to do in my eyes, but here are some great ideas I got from a member. Let me know what you think and if you are interested in helping make some of these ideas happen!

1. **Candidate Forums or Panels:** Organize non-partisan candidate forums or panels where representatives from different parties can discuss their views on tourism. This way, members can directly hear from candidates and engage in Q&A sessions. Could this be done along with WIGCOT or a tourism board?
2. **Issue-Specific Discussions:** Host events focused on specific issues, such as tourism and campground expansion, where candidates can share their stances. This provides a platform for direct communication without the explicit endorsement of any individual.
3. **Legislator Meetings:** As you mentioned, forming a team to meet with legislators is a proactive approach. Coordinated efforts can ensure that our concerns are heard, and it would contribute to building relationships with lawmakers.



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4. **Educational Workshops:** Conduct workshops for candidates to educate them about the importance of tourism. This serves as a valuable learning opportunity and establishes WACO as a knowledgeable resource in the community. It would be hard to get candidates to attend, however.
 5. **Policy Tracking:** Continue tracking legislators' voting records to ensure that our interests align with their actions. This can guide our engagement strategies and help us advocate for policies that benefit our industry.

Understanding the importance of engaging with various political figures, I suggest incorporating a disclaimer at the beginning of messages you send about attending fundraisers or other political gatherings. A sample paragraph could be:

"WACO members represent a diverse cross-section of the Wisconsin populace, bringing together individuals with various opinions and political interests. As we navigate the approaching election season, we value the opportunity to explore candidates' positions and openly express our sentiments about the state's political landscape. Our commitment to impartiality is reflected in our active outreach to candidates from all political parties, facilitating candid discussions at our conferences, or participating in their events. It's crucial to emphasize that our goal is not to endorse any particular party but to contribute to improving leadership at all levels of our state's government. We understand that each campground owner must make individual decisions about their political engagement, and we encourage you to leverage WACO resources to make informed choices."

I believe framing our political engagement in this manner would reinforce our commitment to neutrality while encouraging members to participate actively in the democratic process.

I love that our membership has so many skills to share! Think about it: we have 450 owners with different skill sets and ideas. If we use all that power, we are simply unbeatable! What a great example of how we can put things in place to improve things instead of just not liking it or complaining about it.

We have a great bunch of members who are a strong family. Together, we can do anything. Thank you again for your love and support. I appreciate it more than you know!

Lori
Lori Severson
Executive Director of WACO

From the Office of the President

Scott Kollock, WACO Board President



Dear Members,

With December almost past, it's time to look forward to our marketing initiatives and start thinking about next year. That being said, our WACO Convention is just around the corner. To make this the best possible event, we need your help! Please tell us what education you want to see. Let us know what you like or don't like. We have all the reviews, but we want to keep it fresh! One way to do that is to share any vendors you may like or purchase from so that we can get to the show. Buying from WACO members is what keeps our show super affordable. YOU can make a difference by doing this!

If you have knowledge you want to share in a session, please let the WACO office know. Every year, very valuable people come from all the state offices to explain everything from restaurant requirements to pool codes and campground codes. Familiarizing yourself with the leaders of these organizations and those inspecting your parks is reason enough to come to Convention!

Your WACO Board of Directors is heavily involved in several projects important to our industry.

1. **Personal Property Tax** - if you haven't gotten this information to the office, please do so immediately. We are looking for what individual counties are doing on this, as right now, it seems to vary quite a bit. [IF YOU HAVEN'T TAKEN THE SURVEY YET, PLEASE DO SO NOW!](#)
2. **Amusement License** - we are working with legislators to draft something to help us. At the Fall Workshops, the DSPS representatives said licenses for each amusement don't need to be in place until the first operation - so at the first time of use, you MUST have the registration in place. We will need to work fast to get any changes made here - for now, plan to have your amusements registered/licensed.
3. **Zoning and expansion** issues have been high on our to-do list. The Data from RVIA, KOA, and The Wisconsin Department of Tourism have been helpful in WACO developing a tool kit for presenting to county boards.
4. **Budget for WACO** - if you have ideas, now is the time to submit them to the WACO office or myself.
5. **Bylaw Clean Up** - As all associations do, WACO will need to look at cleaning up some bylaws and hope to get those to you soon.
6. **Legislation** - Please get to know legislators on both sides of the aisle so we can accomplish things when needed. Join, or at a minimum, follow what your county board is doing. Unfortunately, these counties copy and paste from each other, so we need to pay attention. Even if it doesn't affect you, be mindful of how it may affect the industry.
7. **We are getting ready for shows** - so make sure you have your materials TO THE OFFICE (unless you used the print program, then we'll get it to the office for you!) You have indicated what RV Shows you are participating in so that WACO can properly distribute your materials.

As always, please let me, a board member, or the WACO office know of any ideas, suggestions, or questions you have. I will always have an answer for you!

Scott

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





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As 2024 comes into focus, we look ahead to our Annual Meeting, held in March at Convention. At that time, Kristi Mlodzik, Sarah Krause, and Deneen Pedersen will be running for their 2nd terms on our WACO Board of Directors. See their bios later in this newsletter.

We will have two additional openings on the board as we say "Goodbye and THANK YOU" to Ashely Weiss-Wegner and Mark Stefan, moving off the board finishing up their 2nd terms. Both will be incredibly hard to replace!

We'd love to hear more if have any interest in joining the board! Send in your photo, brief biography, background, and what you feel you would bring in terms of positive contributions to our Association to tina@seversonandassociates.com!



What's one thing that can take a normal weekend to an extraordinary one for your customers? Themed events. Now hear us out, a normal day in the great outdoors is already a great way to spend your time. But adding an event to the day can not only elevate the experience for your customers but also drive revenue for your park.

If you're looking to capitalize on the money-making potential of hosting events at your park, having an organized and well-managed calendar of events is the key to success. With the right strategies in place, your events calendar can put money in your pocket and long-lasting memories in your customer's minds

So Where Do You Start?

The best way to begin is by clearly defining your goals and objectives for hosting events. Determine the types of events you want to offer and consider your target audience for each event. Is your customer base a tailgate-type crew? Or are kid-friendly options more your speed? Are the events going to be open to the public? Choose a calendar platform that is user-friendly and allows for easy customization. Include all relevant details such as event date, time, location, and registration information. Don't forget to regularly update and maintain your calendar to ensure accuracy and keep potential and/or confirmed guests informed.

If You Build It, Will They Come?

If you build it they *might* come, but you've got to tell them about it. Establishing a calendar and publishing it in an easy place to find is crucial to ensure people make space for you in their plans.

And then comes the marketing.

As you know, promoting your events is essential for maximizing attendance and ultimately generating revenue. Post the schedule on your website and social media for starters. Then share it with existing customers through an email so they can plan accordingly for their weekends. Post event flyers in community spaces and share engaging digital graphics to spread the word. Collaborate or partner with local businesses to expand your event's reach. By effectively promoting your money-making events, you'll increase your chances of driving attendance and in return, your profits.

Show Me The Money

There are plenty of ways to build revenue from

THE PROFIT-GENERATING POWER OF A WELL-MANAGED EVENTS CALENDAR

From ARVC Online News Archives

events, and the simplest is ticket sales. Open the event to the public and sell tickets, and offer a discount of free tickets to those staying at your park. If you're planning on hosting multiple events, sell a season pass that gets entrance into every event. Event types like arts and craft fairs or brew festivals offer an opportunity to sell booth space to local partners. Another way to generate revenue from events is by partnering with sponsors. Offer branding opportunities, such as logo placement, sponsorship mentions, or promotional materials. Additionally, offering merchandise or food and beverage sales at your events can also boost revenue.

Need a Hand? Software Can Help

There are many software options available that can help streamline your event planning and management process. From event registration platforms to event marketing tools, these resources can help you stay organized, track attendee information, and promote your events more effectively. Some popular event management tools include [Eventbrite](#), [Cvent](#), and [Eventzilla](#). Most of these are free or low cost, but the service they offer in organizing your events is priceless.

A well-managed events calendar holds tremendous profit-generating power. By organizing and planning your events strategically, you can capitalize on the money-making potential of hosting various activities at your park. The benefits of an events calendar extend beyond financial gains, as it ensures everyone involved, from staff to guests, creates a seamless and enjoyable experience for all involved.

[Check out other OHI \(ARVC\) News Here!](#)

Looking for ideas on event themes?

Check out our article later in this

issue on 20 Themed Weekends to

Spice Up Your 2024!



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

20 THEME WEEKEND IDEAS TO SPICE UP YOUR 2024

As we roll into 2024, some of you may have your activity and theme weekends already published on your websites. Others are possibly still planning, and some may wait to do that monthly. Even if you've had these set in stone, it's always good to roll through a listing and see if you can spice up a theme you've had in place - or add to it! Here are 20 ideas for getting your guests engaged at your park!

1. **Adventure Quest:**

Design challenges like rock climbing, zip-lining, and obstacle courses to create an adventurous atmosphere.

2. **Stargazing Paradise:**

Arrange nighttime activities such as astronomy talks, telescope sessions, and constellation-themed events.

3. **Cultural Exchange Camp:**

Celebrate diversity by hosting events that showcase various cultures through food, music, dance, and traditional activities. You could literally highlight a different country or culture every weekend!

4. **Survivor Camp:**

Set up survival skill workshops, team-building activities, and wilderness challenges for a rugged and adventurous experience. Partner with your local Scouts, allowing them to earn badges and your campers to learn more!

5. **Arts and Crafts Haven:**

Provide workshops for painting, pottery, and other crafts - you could pair them with sip/paint or pints/pots as well.

6. **Wellness and Yoga Retreat:**

Focus on relaxation and rejuvenation with yoga sessions, meditation, and wellness workshops.

7. **History and Heritage:**

Incorporate historical reenactments, storytelling, and educational programs to explore the area's local history - every town has a historian dying to assist with this!

8. **Nature Retreat:**

Embrace the natural surroundings, focusing on eco-friendly activities, wildlife observation, and nature hikes. Take it a step further and bring in some groups that support natural habitats in your area to speak about the animals, birds, and plant life.

9. **YourCampgroundPaloza:**

Create a festive atmosphere with live music, food trucks (or create your mini-trucks in a new place on-site with your snacks), and activities based on whatever you want! Think about the festivals you attend that you love and build on those.

10. **Animal Safari:**

Bring wildlife education programs, animal tracking, and bird watching to enhance the camping experience. We

are trying a Dino Encounter at our park this summer - excited to let you all know how it goes!

11. Water Sports Extravaganza:

Offer activities like kayaking, paddleboarding, and fishing for water enthusiasts. If you have access to the correct type of waterfront, you could ask for a ski show to perform or host competitions for jet ski races!

12. Farm-to-Table Experience:

Collaborate with local farmers and growers to provide farm tours, cooking classes, and fresh, locally sourced meals.

13. Science and Discovery Camp:

Create a fun learning environment with science experiments, nature walks, and hands-on activities for curious minds.

14. Photography Expedition:

Cater to photography enthusiasts with workshops, photo walks, and scenic spots for capturing the beauty of the surroundings. Require a waiver, allowing you access to all photos taken - poof, instant marketing opportunities!

15. Bookworm Bash:

Bring in an up-and-coming author, ask your local library to set up an outdoor reading for kiddos, and create a contest for the spookiest ghost stories.

16. Fitness and Outdoor Sports:

Organize fitness classes, sports tournaments, and group workouts to promote an active and healthy camping adventure.

17. Environmental Conservation Camp:

Focus on sustainability with tree-planting events, environmental talks, and workshops on reducing ecological footprints, recycling, and going green.

18. Foodie Paradise:

Showcase local restaurants, chefs, or aspiring culinary students with cooking classes, food tastings, and events for campers who love to eat.

19. Mythical Creatures and Fantasy:

Create a magical atmosphere with themed activities, costumes, and

games inspired by mythical creatures and fantasy worlds. Think unicorn races and turkey legs in the snack shack!

20. Community Service Camp:

Provide opportunities for campers to engage in community service projects, fostering a sense of giving back to the local community. Be sure to get some press involved to showcase the groups in your area!

Remember to tailor the theme to the interests and demographics of your target campers for a more enjoyable experience - and, of course, a better level of engagement. More engagement usually leads to better reviews, repeat business, and

higher profits! You all have fantastic theme weekends, so hopefully, just ONE of these sparks your interest or pushes you to come up with a refresh on your existing activities.



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!**

**MEMBER OR CAMPGROUND
REGISTRATION**

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Running for a 2nd Term

The following Board Members are willing to run for an additional term in March 2024 - if you have an interest in running for one of the other two board openings, be sure to let the office know!

KRISTI MLODZIK

Duck Creek Campground



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

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DENEEN PEDERSEN

Stoney Creek RV Resort

Deneen started her campground career in high school working the front desk at Jellystone in Warrens. She worked her way up to management in 4 short years. Over her 25+ years at Jellystone, she worked as Operations Manager and was monumental in growing the recreation program, developing a large successful retail store, and running day-to-day operations at a 1,000 site campground. In 2014, Deneen along with her husband, Brian, and mother, Joyce, purchased Stoney Creek RV Resort in Osseo, Wi. Deneen owns and operates Stoney Creek RV Resort with her family, Brian, Joyce, daughters-Tia and Amber, son-in-laws- John and Josh, and grandson- King Roy. She is excited to be welcoming her two new granddaughters this spring too! Stoney Creek has 200 sites and is currently undergoing an expansion to include additional RV sites, year-round cabins, swimming pond with inflatables, beach and new snack bar. Deneen has always loved the campground industry and enjoys working side by side with her family. As a member of WACO for over 30+ years, she is excited to share her knowledge and passion with the industry.



.....
SARAH KRAUSE

River's Edge Campground



I have been the manager of Rivers Edge Campground for going on 5 years now and recently hired another manager, allowing me to oversee our 3 properties at C&D Hospitality: River's Edge, Kinney Lake Camground & Oasis Campground. Before taking on the responsibilities of running a campground I had owned a bar in Stetsonville, WI called the Roost bar and Crazy Cow Grill. Prior to that adventure I had spent my whole life in customers service. I am the longest running employee of a bar in Weston, 29 years this year (I do still moonlight there to keep my title) have owned a clothing boutique, managed 2 motels, and sold insurance. I love hospitality and customer service, I thrive on making people smile. I also currently am on the board for our local Bowl for kids sake. I enjoy running fundraisers and large events. I enjoy WACO and all it has to offer and would love to be a part of helping it continue to grow and help others grow.



Keepin' it Legal

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

UPDATE YOUR HIRING PROCEDURE New Employment Verification Form In Use

Managing Your Resident Manager

The Romans had a proverb – “qui custodiet Ipsos custodes?” Translated, it means “Who watches the watchers?” For campground owners, today’s version of this issue is how to manage your campground manager. Many campground owners reside on or near their campground. But there are a variety of arrangements out there. Some parks have an employed manager. Sometimes the manager resides in some kind of housing on the campground. A good manager is a huge asset for a campground. A bad manager can be a disaster. Based on experience, here are a few observations:

1. You should have an employment agreement.
2. There should be a job description.
3. There should be performance metrics
4. There needs to be a lease controlling the manager’s housing.

their employees. Job descriptions protect the employer by defining the expectations of a position. That’s especially important when a question of disability accommodation or discrimination arises.

Why an Employment Agreement?

Usually, employers want to avoid written agreements with employees. There are exceptions, though. The campground manager position may be one. The position requires long hours, intense dedication and high levels of skill. It is important to assure the parties have a shared understanding of the details of employment.

An employment agreement does not mean the campground cannot fire the manager. In fact, many employment agreements explicitly state the employee can be fired, and for any reason or no reason. The agreement’s value is providing certainty to both parties.

The manager position description serves to further define the employer’s expectations. With managerial level descriptions, it’s more important for the description to define the results desired from the position than the duties to be performed. A manager performs any duty that is necessary to achieve the campground’s goals. Sometimes that may mean preparing a financial report, sometimes it might be running a cash register.

Performance Metrics

It’s difficult to assess any employee, but even more so if there are no standards for the evaluation. The traditional comment “keep up the good work” does very little to motivate or guide an employee.

Job Descriptions

Smart employers provide a job description to

The most basic measure of success or failure is

profitability. Sometimes, there are other measures that are important, such as the level of customer reviews. You should decide how to evaluate your manager based on the results that matter most to you.

A Lease for On-Site Housing

If your manager stays in employer-provided housing (especially if it is on the campground) it is important to have a written agreement which defines the conditions of using the housing. If the manager stays at the campground only during the camping season, they can execute a seasonal agreement. If the manager resides on the campground year-round, or more than 8 months out of 12, their presence is more than that of a campground guest. They are a tenant, and should have a lease. But – just as an employment agreement does not mean an employee cannot be fired, a lease does not mean a campground employee staying in housing cannot be removed. Any document providing housing for a campground employee, especially a manager, needs a provision which terminates the agreement upon the termination of employment. No business, especially a campground, wants a fired employee hanging around. A lease or a seasonal agreement can include rules governing the campground employee's behavior, assuring they set a good example and uphold the campground's values.

I would be interested in hearing from campgrounds with managers about how they handle these issues.

New Employment Verification Form

Campground owners must use a new employment verification form (the I-9 form) for each hire. The new form is supposed to assure that everyone hired to work in the United States is eligible to work.

The new I-9 continues to require employees to provide proof of eligibility. However, it forbids

employers from requiring employees to provide proof of their name, address, date of birth and social security number. Additionally, the new form allows new employees to choose the proof of eligibility to work.

A little history. In 1986, Congress adopted a major immigration reform law, Simpson-Mazzoli. The 1986 law gave legal residency to almost all aliens who had established residency in the United States. There was an explicit agreement – Republicans agreed to what was supposed to be a one-time only amnesty, and Democrats agreed to what supposed to be strict verification of employment eligibility. Within a few years of the law's passage, the number of undocumented immigrants continued to increase, as did calls for another amnesty. President Obama unilaterally granted a form of amnesty with his DACA decree.

Employment verification continues to be required. It is obvious that many people are working in the U.S. who do not have employment authorizations. Employers desperate for workers are willing to look the other way and accept employment proof they have reason to doubt.

The new form allows employees to submit a single document which proves their identity and their authorization to work. That class of documents includes a U.S. Passport or Passport Card, a permanent resident card, a foreign passport stamped with an alien registration stamp, or specific employment authorization documents.

Alternatively, employees can submit a document which proves their identity and a second document which proves they are eligible to work. An example would be a valid driver's license from a U.S. state, and a social security card.

The government has the authority to investigate violations of the law. For that reason, it is required to retain the I-9 form. Employers should definitely make copies of the documents submitted and save them in the employee's personnel file.

County Board Elections Are Looming

The last two years have shown that county officials can have a dramatic impact on campgrounds. Restrictive ordinances adopted in Washburn and Burnett counties will negatively affect those counties' tourist economies.

Candidates began circulating nomination papers for county board supervisor districts on December 1.

A surprisingly large number of those positions are uncontested. In some counties, no one runs at all, forcing the County Board to appoint someone to the seat. In many rural counties, a supervisor can be elected by a surprisingly small number of votes.

Given these stakes and the electoral realities, I urge you to get involved. Politics cannot be a spectator sport. The classic statement about politics remains true – you are either at the table, or you are on it. Campgrounds have been on the table the past few years. It's time we get a seat at the table.

Please get involved in your county's elections. At a minimum, talk to your own county supervisor. If there is an opportunity to change the composition of your county board for the better, here's the chance.

Be on notice: if you complain to me about your County, I will ask you what you did to influence the election of your board.



**Mark Hazelbaker, SC
WACO Attorney**

**ALL LEGAL HOTLINE QUESTIONS
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tina@seversonandassociates.com
EMAIL THE OFFICE AND WE WILL
ROUTE ALL REQUESTS!**



JIM'S GOLF CARS CONTINUES TO SHINE

RESPECTFULLY SUBMITTED BY YOUR WACO SPONSOR, JIM'S GOLF CARS

Jim's Golf Cars, Inc., located at 305 Manitowoc St., Reedsville, WI, is a growing authorized dealer for Club Car. The business, established by Jim Brandt in 1995, sells and services new and used golf cars and utility vehicles. The business has leasing agreements to golf courses, significant entertainment events, campgrounds, etc. Over the past 25 years, our company has gone from 50 golf cars in the rental fleet to today's total of 2,500 plus cars, including utility vehicles and passenger transportation cars. Also, the company started with two service trucks and trailers and now has two semis and seven service trucks and trailers.

In 2011, Jim's Golf Cars expanded its Reedsville location by adding 3,200 square feet of space. This enabled them to have a larger parts room and retail area for customers, as well as expanding the service area. In 2012, Jim's Golf Cars was chosen as Club Car's "Top Dealer" in the country based on sales volume and manufacturer surveys to assess customer satisfaction. In May 2017, they expanded once again to a second location at 3094 Mid Valley Drive, De Pere, WI. The new location offers a large shop & showroom with indoor and outdoor vehicle display with visibility from Highway 41. Jim's has earned the "Black & Gold" status for total sales nine years now.



Jim's
GOLF CARS INC.

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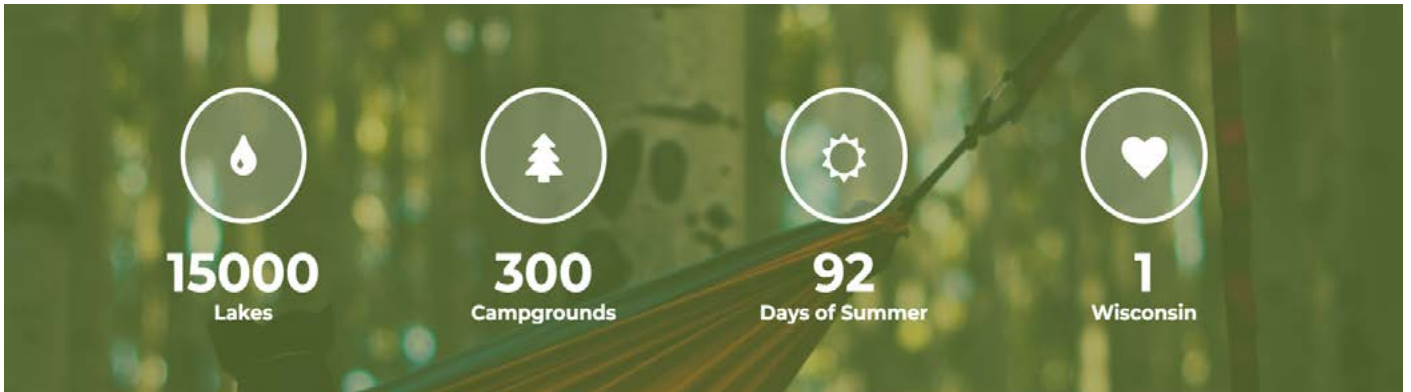
Central Wisconsin's Park Model Authority



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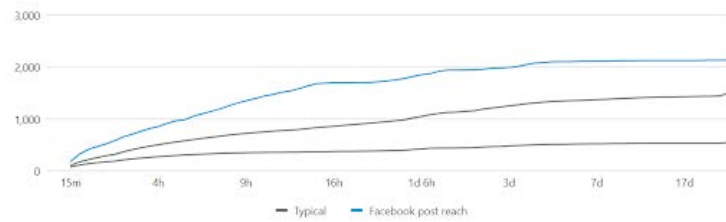


Top Facebook & IG Posts Performance

Facebook post reach

2,127

Higher than typical
Typically 791-1,804



What's affecting my post reach?

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

Organic interactions

Facebook post reactions

5

Typical
Typically 1-7

Facebook post comments

62

Higher than typical
Typically 0-4

Facebook post shares

2

Higher than typical
Typically 0-1

Instagram post reach

114

Higher than typical
Typically 20-46

What's affecting my post reach?

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

Organic interactions

Instagram post comments

2

Higher than typical
Typically 0

Instagram post shares

0

Typical
Typically 0

Instagram post likes

5

Higher than typical
Typically 2-4

Instagram post saves

0

Typical
Typically 0

Who am I reaching with this post?

Age & gender



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Facebook/Instagram Insights

Total FB current likes: 10,249

(-1 from October)

Total IG current followers: 579

(+3 from October)

Top Facebook Posts in Past 90 Days - Nov 2023



Top Instagram Posts in Last 90 Days / Nov





15000
Lakes



300
Campgrounds

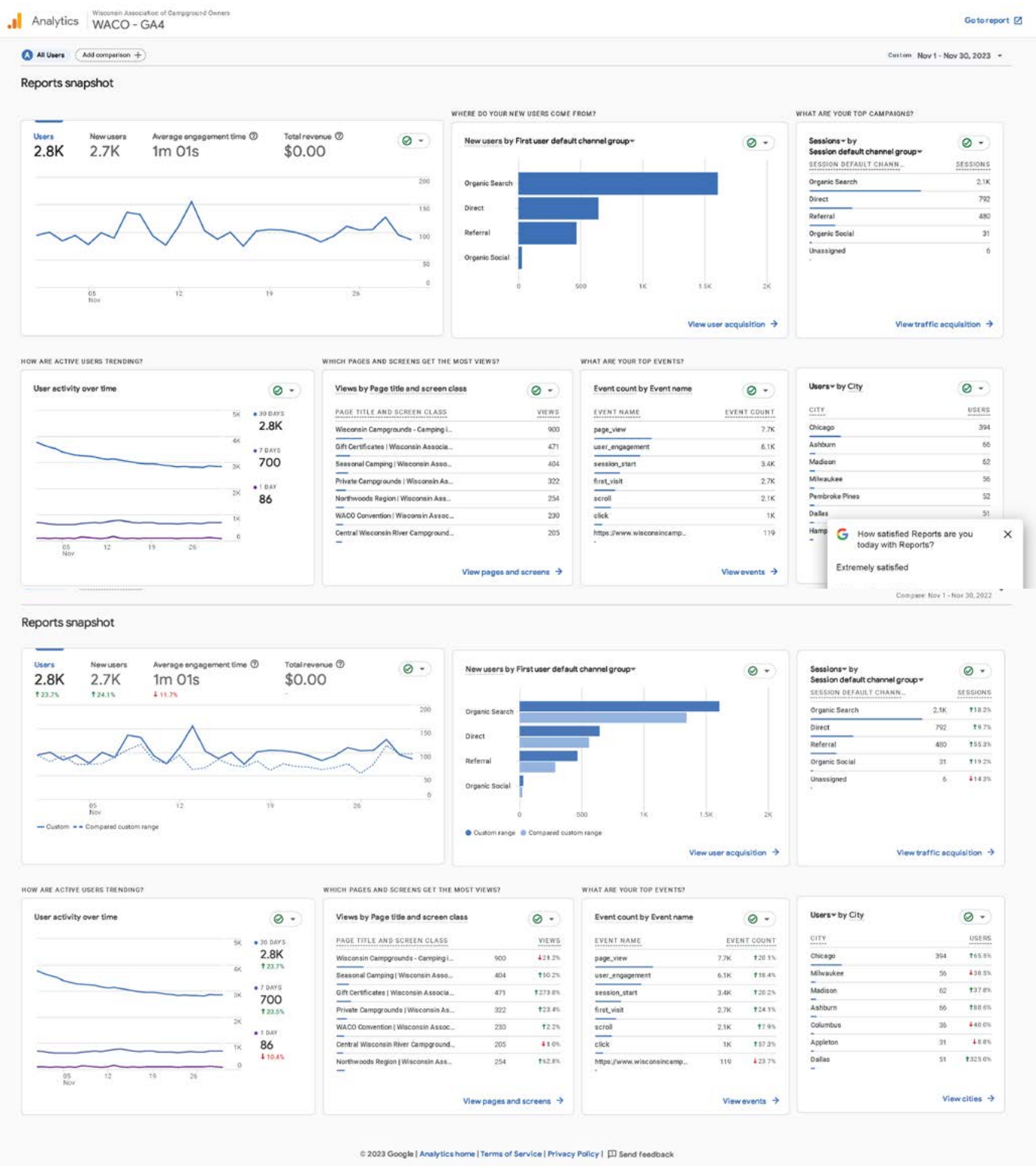


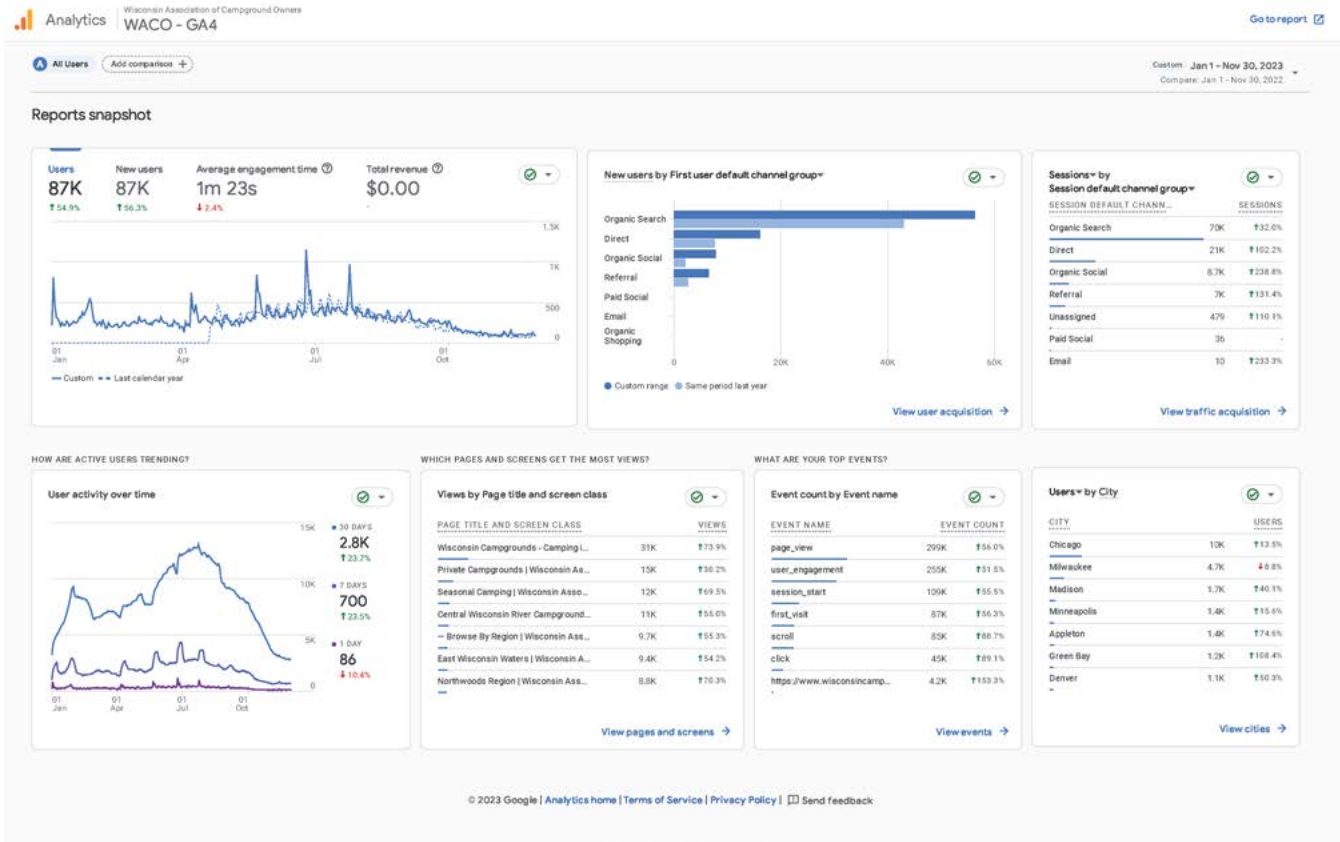
92
Days of Summer



1
Wisconsin

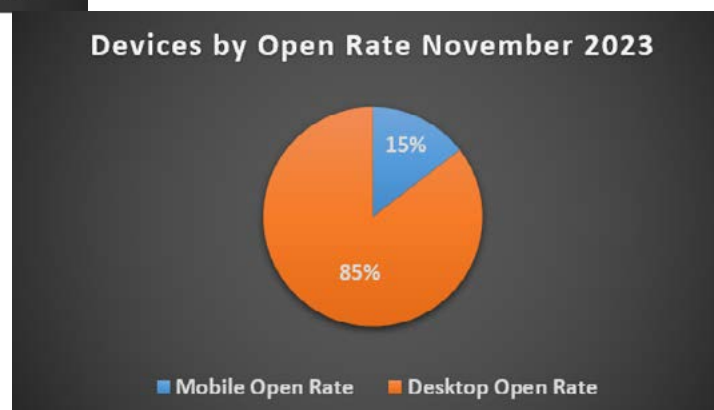
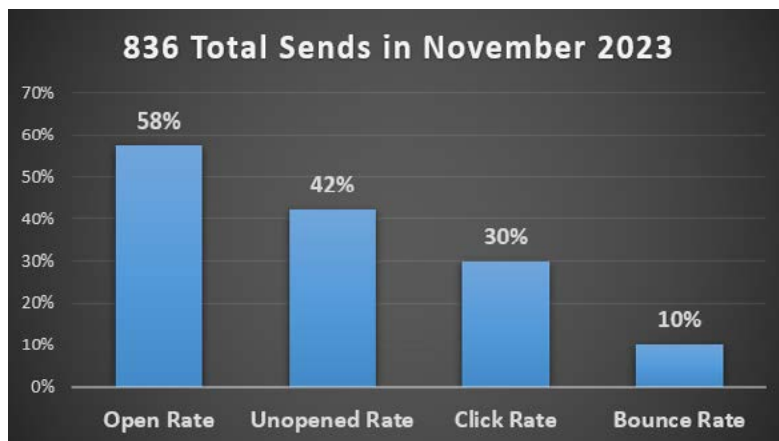
Nov 2023 WEBSITE STATS





2024 WACO DIRECTORY NOW AVAILABLE ONLINE

Physical copies will be available for mailing and pick up after Jan 15th, 2023, but you're welcome to check out the final version online! Click on the QR Code to the left to check it out today!



Top Emails by Open Rate for November 2023

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate	Bounces	Bounce Rate
COE Campgrounds - Sign up for exhibitor meetings	114	83	76.90%	22.00%	78.00%	25	23.10%	6	5.30%
November 2023 WACO Newsletter	496	295	67.70%	14.10%	85.90%	119	27.30%	60	12.10%
WRA Show Discount	226	104	50.50%	7.60%	92.40%	1	0.50%	20	8.80%



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WACO MEMBERS SUPPORT GBF



GBF Member Donations 2023 TOTALS FOR YEAR (as of 12/22/23)



Campground	Total Funds Raised
Great River Harbor	\$52,216
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
Rivers Edge	\$7,061
Kinney Lake Campground	\$6,939
Chapparal Campground	\$5,565
Vista Royale Campground	\$5,000
TJ's Timberline	\$4,230
Yukon Trails / ELS	\$3,518
Scenic Ridge	\$3,500
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
Spur of the Moment	\$2,000
Stand Rock Campground	\$2,000
Jellystone Park Warrens	\$1,840
Badgerland Campground	\$1,800
Maple View Campsites	\$1,731
Stoney Creek	\$1,550
Lake Arrowhead	\$1,404
Snug Harbor	\$800
Rock Lake Resort & Campground	\$585
Oakdale KOA	\$450
Camping in the Clouds	\$365
Neshonoc Lake / ELS	\$358
McSweet RV Resort	\$300
Evergreen Campsites	\$255
Lake Lenwood Beach and Campground	\$250
Blue Bird Family Campground	\$175
Whiskey Creek Family RV Park	\$126
Grand Total	\$264,303



**CHECK THIS LISTING OVER
and make sure your donation
to GBF is ACCURATE! We want
to get everything correct for
Convention!**

**If you see any errors, email
Tina at
tina@seversonandassociates.com
to make sure we have the
proper totals for your park!**



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>



WACO OFFICE

PO Box 228

Ettrick, WI 54627

WACO Phone (608) 525-2327

wisconsincampgrounds.com

Severson & Associates

Phone (608) 525-2323

lori@seversonandassociates.com

tina@seversonandassociates.com

danielle@seversonandassociates.com