



Schedule - Friday (3/15)



	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:00am – 9:30am	Strategies From The Mouse <i>Lori Severson and Carla Brown</i>	WI Sales Tax: The Skinny On Park Models & More <i>Holly Hoffman</i>	Golf Car Rentals <i>Jim Brandt, Jim's Golf Cars</i>	Increase your bottom line: Step up your game on digital marketing; what works, what doesn't <i>Mark Koep, CampgroundViews</i>	WACO Young Professionals Round Table Discussions #1: 8:00 to 8:45am #2: 8:45 to 9:30am <i>Tia Anderson</i>
9:45am – 10:45am	How Up to Date is Your Hiring Process? <i>Mark Hazelbaker</i>	Hot 3 Legal Issues: Zoning, Waivers, and Reviews <i>Anders Helquist</i>	Let's Talk Electrical <i>Heidi Doyle and Paul Corteau, Utility Supply Group</i>	Stop Wasting Money: Step by step on how to measure, control & revise your marketing strategies <i>Mark Koep, CampgroundViews</i>	WACO Young Professionals Annual Meeting <i>Tia Anderson</i>
11:00am – 12:00pm	Leveraging Recent Demographic Changes to make Broadband Wi-Fi a Profit Center <i>Jeff McCaskill, AccessParks</i>	Navigating a Hard Insurance Market <i>Jennifer Ring, SECURA Insurance, In collaboration with our sponsor Coverra Insurance</i>	Maximizing Income and Calling All Profits <i>John Jaszewski, Campgrounds4Sale.com</i>	CLOSED FOR LUNCH SET-UP	Elevate Your Business Using Canva <i>Taylor Ward</i>
12:00pm - 1:00pm	<p align="center">Lunch & Learn Session (Banquet Room)</p> <p align="center">Habits of Successful People</p> <p align="center">Lori Severson</p> <p align="center">Visionary leaders possess specific traits, and that's why they are so successful! Do you have these traits, or are you surrounding yourself with employees who do?</p> <p align="center">Find out how to keep a pulse on your "business baby!"</p>				

1:00pm – Trade Show Kickoff with the Echoes of Camp Randall Band!



The band is BACK!

Join the line as it marches past each booth to kick off the 61ST Annual 2024 WACO Convention Trade Show!



Seminar Detail Information



SEMINARS - FRIDAY MARCH 15

Morning Seminar Descriptions

Strategies From The Mouse

8:00 – 9:30a

Lori Severson and
Carla Brown

Harvest Room

Learn the strategies used by the MOUSE team for years. Understand how your leadership style and ability to change makes all the difference in your business. Determine how to challenge yourself and your employees to be the best possible team!

WI Sales Tax: The Skinny On Park Models & More

8:00 - 9:30a

Holly Hoffman

Woodland Room

Get the sales tax breakdown for park models from former auditor, Holly Hoffman. Learn more about sales and use tax to avoid audit! Ask your questions!

Golf Car Rentals

8:00 - 9:30a

Jim Brandt

Stonefield Room

In this session we will go over, background of Jims golf cars, types of vehicles that we have to offer, pricing, maintenance, meeting the Jim's golf cars team and how golf cars can generate revenue for campgrounds.

Increase Your Bottom Line: Step up your game on digital marketing; what works, what doesn't?

8:00 -
9:30a

Mark
Koep

Banquet Room

Unlock the potential of your park's website to drive early-year bookings! This session focuses on innovative strategies and practical methods to turn your website into a powerful booking magnet. Learn how to engage visitors effectively, streamline their journey from browsing to booking, and implement conversion tactics that resonate with your target audience. Whether you're looking to optimize your website layout, refine your content, or employ persuasive calls-to-action, this session will provide you with the toolkit to elevate your online presence and boost your early season occupancy rates.

WACO Young Professionals Round Table Discussions (Two Topics)

8:00 - 9:30a

Tia Anderson

Trillium Room

Topic #1 (8:00-8:45a): Unleashing the Power of User-Generated Content and Content Creators Join us for a round-table discussion that delves deep into the realms of user-generated content (UGC) and content creators, two pillars reshaping modern advertising.

Topic #2 (8:45-9:30a): Navigating the New Age of Hiring Join us for a round-table discussion focused on navigating the evolving landscape of hiring in the digital age. Bring your tips and tricks to share as we explore how traditional hiring practices may no longer suffice in attracting and retaining Gen Z talent.

How Up to Date is Your Hiring Process?

9:45 – 10:45a

Mark Hazelbaker

Harvest Room

In this session, we'll discuss resident managers and employee agreements, job descriptions, on-site housing leases, and performance metrics. We will also take a peek at the new Employment Verification Form and what you should know!



Seminar Detail Information



SEMINARS - FRIDAY MARCH 15

Morning Seminar Descriptions

Hot 3 Legal Issues: Zoning, Waivers, and Reviews

9:45 – 10:45a

Anders Helquist

Woodland Room

Of the many legal issues campgrounds deal with, three issues come up on a regular basis: zoning and local regulation, legal waivers, and social media “reviews.” Attorney Anders Helquist will cover those topics by providing legal updates and strategic approaches in an interactive discussion.

Let’s Talk Electrical

9:45-10:45a

Heidi Doyle & Paul Corteau

Stonefield Room

Join Utility Supply Group for an open forum discussion. Group talk about basic electrical needs, various equipment, important NEC & NFPA code topics. This will also cover current trends in the industry, including electrical infrastructure stress, preventative maintenance tips, submetering methods, EV charging, USG’s unique electrical layout service and much more.

Stop Wasting Money: Step by step on how to measure, control & revise your marketing strategies.

9:45-10:45a

Mark Koep

Banquet Room

Step up your digital marketing game and outshine the competition! In this session, we'll dive into what really works in the realm of digital marketing for campgrounds and RV parks. From leveraging social media to exploring the latest digital advertising trends, we'll cover the full spectrum of online marketing. You'll learn how to craft campaigns that resonate with your audience, understand the pitfalls to avoid, and discover tools for measuring and controlling your marketing efforts. Whether you're a novice or a seasoned marketer, this session will equip you with insights and strategies to elevate your digital footprint and connect with more outdoor enthusiasts.

WACO Young Professionals Annual Meeting

9:45 – 10:45a

Tia Anderson

Trillium Room

Open to all WACO Young Professional members and prospective members. Join us for our annual meeting as we discuss our group, our impact on the WACO organization, and plans for next year.

Leveraging Recent Demographic Changes to make Broadband Wi-Fi a Profit Center

11:00a – Noon

Jeff McCaskill

Harvest Room

The way your guests are using Wi-Fi today is different than five years ago – it has become the fourth utility. Learn how to leverage new technologies and business models to increase bookings, NOI and valuation.

Navigating a Hard Insurance Market

11:00a – Noon

Jennifer Ring

Woodland Room

In this session we will discuss what a hard insurance market means to you, provide tips & insight on how to better your positioning with insurance companies, and learn firsthand from a carrier underwriting manager what they look at when determining pricing & terms.



Seminar Detail Information



SEMINARS - FRIDAY MARCH 15

Morning Seminar Descriptions

Maximizing Income and Calling All Profits	11:00a - Noon	John Jaszewski	Stonefield Room
<p>In times of higher interest rates and recessions looming, the time is now to capitalize on the opportunity to maximize your income streams and create long lasting ways to ensure that profits get and remain at acceptable and even better than acceptable levels. Now is the time to understand that debt is not the enemy if it's structured correctly! I have been in this industry for more than 20 years, and I've seen all the turbulent and terrific times in this industry. The trick is learning to navigate both times correctly and profitably. This session will be free flowing and spontaneous – just like the markets so bring your questions and let's navigate through them together!</p>			

Elevate Your Business Using Canva	11:00a - Noon	Taylor Ward	Trillium Room
<p>In this course you will learn how to create amazing, beautiful, professional graphic designs inside Canva, one of the world's leading free graphic design applications. Have you tried producing your own graphic designs that just don't look professional? Canva is a great tool to use in creating your own unique designs without the requirements of understanding a complicated program. Canva uses 1,000's of pre-made templates to help you start off strong. You also have access to 1,000's of graphics, videos, and even songs to add to your designs to give it that professional feel. Although this program has a lot to offer, after taking a quick look around we will create some professional and attention grabbing designs that you can use on your websites or social media pages that day! Bring your laptop to work right along with me! If you have access to a few pictures of your resort, activities, or items you offer, have them on your computer so we can add them to your designs!</p>			



Show the world how much FUN
we have here at WACO! Tag us in
your social media posts!

Use Hashtag #WACOcircus



/wicampgrounds



@wicampgrounds





Schedule - Friday (3/15)



1:00 - 6:00pm - Trade Show Open!

Support those who support our organization, and keep your registration costs low by shopping with these vendors!

**NEW!
TWO
WINNERS
DRAWN!**

Earn \$1000 to spend at the Trade Show on Saturday just for shopping Friday!

BUY.... BUY... BUY....WHY...WHY...WHY?

Our suppliers need to take orders back to their offices to make the business work! They are the reason we have a great show with amazing opportunities. Please help our show be the best it can be by asking any supplier you work with to show you their WACO TRADE MEMBER card! Thank our supplier members by purchasing at the show!



4:00pm – Beer Available at Sponsor Booths!

Stop by any of these booths to grab a cold adult beverage!

Gama Sonic | MouseMix | Sales & Income Tax Advisory Network | Wilcor International



6:00pm – Dinner | 6:30pm – Auction Begins

Suppliers, please join us for dinner and tonight's keynote speaker!

There will be other games, raffles, purse raffle, 50/50 and more going on tonight as well!



8pm – Keynote Speaker, Joe Teti

Includes a Q&A and Photo Opportunity!

Get inspired and motivated from a man who's been through it all! Joseph Teti is the co-star of the show Dual Survival on the Discovery Channel, as well as a former Force Recon Marine, Army Special Forces "Green Beret", and a former operative in a highly classified government counter-terrorist unit. Mr. Teti is also a published author.

Following Speaker – Trade Show Shopper Drawing!

Stick around and you could win \$500 to spend at any of these Show Sponsors! Must be in the Banquet room to win!



AccessParks

Coverra Insurance

Jim's Golf Cars

Campgrounds4sale.com

FirstMid Bank

Utility Supply Group

CampgroundViews

Harris Golf Carts