




Schedule - Thursday (3/14)



Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
Social Media Basics <i>Stevens Point Area CVB Staff</i>	CPO – Pool School <i>Neuman Pools</i> Remaining coursework and testing.	A Beginners Guide to ChatGPT and How to Use it in Your Business! <i>Sarah Krause</i>	Handling Tips and Tip Credits <i>Anders Helquist, CSAW Associates, Nikki Jandro and Chris Mehring</i>	Clearing The Path: A Goal Setting Workshop – for life and business! <i>Allyson Hurley</i>
Understanding Legionella and its Impact on Public Health <i>Ted Tuchalski, DATCP and Bruce Meiners, DHS</i>	*Testing will begin late morning.*	Private Onsite Wastewater Systems and You! <i>Katie Petzel, DSPS Representative</i>	Finding Great Help! <i>Lori Severson and Kiley Smith</i>	Note: This is a hands-on workshop scheduled from 8:00 to 10:45am with a 15-minute break scheduled at 9:30am.
Pool Code Conversations <i>Mary Ellen Bruesch, DATCP</i>		Legislation Today <i>Jason Culotta, President MWFPA</i>	CLOSED FOR LUNCH SET-UP	
<div><div><div><h2>Leadership Panel Discussion Luncheon (Banquet Room)</h2><ul style="list-style-type: none">Presentation of Colors and Salute to WACO Members Who Have ServedNational Anthem – Veterans please stand to be recognized! <i>Sung by Sarah Krause</i>DATCP Awards and Recognition – Lori Severson & Tina Severson to present to our honored guestsGuest Speakers: Jerry Derr (WI Towns Association Board President), Jason Culotta (President, MWFPA), & Evan Umpir (Director of Tax, Transportation & Legal Affairs at WMC) will cover: Current Legislation and Economic Climate - What does it all mean for private business owners in WI?</div><div><div></div><div>Special Guest: Secretary Randy Romanski</div></div></div></div>				
DATCP Updates and Food Safety Issues <i>James Kaplanek, DATCP</i>	Activities, Crafts and Games, oh my! <i>Carla Brown and Kiley Smith</i>	Electrical Code FAQs <i>Craig Mulder, DSPS Representative</i>	PR & How to Manage an Incident at Your Park <i>Ben Quiggle, Woodalls</i>	Maintenance Panel <i>Joe Ledger (Mod.), Mark Stefan, Ben Stefan, and Matt Pargman</i>
DATCP Panel <i>DATCP</i>	Getting to Know the DSPS Amusement Ride Program <i>Tim Condon & Andrew Amacher</i>	The ABCs of SEO <i>Stevens Point Area CVB Staff</i>	Mastering the Art of Interview Questions <i>LeaAnn Gieck</i>	For the Love of All Things Seasonal <i>Mark Hazelbaker</i>



Seminar Detail Information



SEMINARS - THURSDAY MARCH 14

Morning Seminar Descriptions

Social Media Basics	8:00 – 9:30a	Stevens Point Area CVB Staff	Harvest Room
In this hands-on workshop, dive into the fundamental aspects of social media to understand overall functionality and to create your own Content Calendar. You will gain insights into how to create compelling content, build an authentic online presence, and engage with diverse audiences. Through a hands-on activity, you will leave equipped with a plan to leverage social media effectively for the upcoming season. Whether you're a beginner looking to establish a digital footprint or seeking to enhance your social media presence, this workshop provides a base for navigating the dynamic landscape of social media.			
CPO – Pool School	8:00a – Noon	Neuman Pools	Woodland Room
Remaining coursework and testing. The final testing will begin late morning.			
A Beginners Guide to ChatGPT and How to Use it in Your Business	8:00 - 9:30a	Sarah Krause	Stonefield Room
Learn the many ways that ChatGPT, an AI-powered chatbot, can improve your business operations and customer service. Hear the numerous uses of ChatGPT, including marketing applications, social media content creation, automating routine office tasks, enhancing customer service with personalized recommendations and 24/7 assistance, and so much more! Join us to discover the life-changing benefits of utilizing the incredible ChatGPT for your business!			
Handling Tips and Tip Credits	8:00 - 9:30a	Anders Helquist, CSAW Associates, Nikki Jandro and Chris Mehning	Banquet Room
Do your employees earn tips? Plenty of employees in Wisconsin do, including those who wait tables, serve and mix drinks, clean lodging, etc. In fact, some employees earn more in tips from satisfied customers than in straight wages paid by their employers. Hear from our panel of experts and fellow park owners on things like...to share or not to share? What are the pros and cons? What is your responsibility as an employer and what are other tipped businesses doing?			
Clearing The Path: A Goal Setting Workshop – for life and business!	8:00 - 9:30a	Allyson Hurley	Trillium Room
Designed to be tailored to your personal or professional growth, this workshop will guide you through common steps of goal setting and equip you with the clarity and insight necessary to make thoughtful and adaptable improvements. Included in this workshop will be an opportunity to create and establish your own goals and roadmap through written reflections and group exercises.			
Understanding Legionella and its Impact on Public Health	9:45 – 10:45a	Ted Tuchalski, DATCP and Bruce Meiners, DHS	Harvest Room
An overview of the bacteria Legionella - covering where it is found in the natural and built environment, how it impacts public health, and possible ways to reduce its growth.			



Seminar Detail Information



SEMINARS - THURSDAY MARCH 14

Morning Seminar Descriptions

Private Onsite Wastewater Systems and You!

9:45 – 10:45a

Katie Petzel, DSPS Representative

Stonefield Room

DSPS staff will review the requirements regarding Private Onsite Wastewater Systems (POWTS) as they relate to campgrounds. This session will include an overview of the SPS 383 Code, with emphasis on those code sections that relate to Campgrounds, as well as some practical tips relating to POWTS.

Finding Great Help!

9:45 – 10:45a

Lori Severson & Kiley Smith

Banquet Room

Learn where to get quality employees that work for your park! Understand what is needed from both ends. Hear from actual work campers, J1 students, workforce development candidates and more, as well as folks from the parks who have employed them. Determine ideas on how to keep them excited once they are on your team!

Pool Code Conversations

11:00a – Noon

Mary Ellen Bruesch, DATCP

Harvest Room

Review ATCP76 revisions, documents to help you better report and track your pool chemical treatments, safety processes for interlocking, and more! The Q&A in this session is the best – if you have any questions on your current pool set up, show up here!

Legislation Today

11:00a – Noon

Jason Culotta

Stonefield Room

Get a glimpse of rules and conversations happening in legislation today and how those directly and indirectly impact your business in the campground industry as a private business owner. The more you know, the more you can help yourself and your fellow members!

Camping Units: Inspection Codes and Requirements

11:00a – Noon

Jack Wotruba, DSPS

Trillium Room

The DSPS Staff will review and break down Wis Admin. Code SPS 327 which applies to Camping Units, to the Campground Owners. DSPS staff will cover the definition of a Camping Unit and how the code is applied as well as the permitting requirements, and inspections surrounding Camping Units within campgrounds.

DATCP Updates and Food Safety Issues

2:00 – 3:00p

James Kaplanek, DATCP

Harvest Room

If you have a snack shack, bar & grill or restaurant onsite, this is a great session to ensure you have safe practices in place! Jim is FULL of general DATCP knowledge as well and can help with a lot of Q&A!

Activities, Crafts and Games, oh my!

2:00 – 3:00p

Carla Brown and Kiley Smith

Woodland Room

Join this session to chat all things activities, crafts and games that can work at any size park! Hear from our panel on some of the best ideas they've done at their own parks and share your own too! Walk away with new ideas to try!



Seminar Detail Information



SEMINARS - THURSDAY MARCH 14

Afternoon Seminar Descriptions

Electrical Code FAQs

2:00 – 3:00p

Craig Mulder, DSPS
Representative

Stonefield Room

The DSPS Staff will review and break down Wis Admin. Code SPS 316, which applies to the Commercial Electrical code, to the Campground Owners. DSPS staff will cover how the code is applied as well as the permitting requirements, and inspections surrounding Electrical within campgrounds.

PR & How to Manage an Incident at Your Park

2:00 – 3:00p

Ben Quiggle

Banquet Room

This session will offer a practical look at the importance of public relations and how park owners and operators can prepare should an incident occur at their park. Ben Quiggle, editor of Woodalls Campground Magazine, will help park owners and operators navigate the types of issues they might face at their parks and help session participants learn how to create a PR Crisis plan. This session will be interactive as Ben will engage with participants on a variety of scenarios and tackle pressing questions on how park owners and operators should respond in different situations.

Maintenance Panel

2:00 – 3:00p

Joe Ledger (Mod.) Mark Stefan,
Ben Stefan, and Matt Pargman

Trillium Room

Maintenance workers assemble; we're talking all things maintenance! Our panelists will share some of their best tips and tricks, best checklists, favorite equipment, and more. But this will also be an open forum for you to share your best ideas too!

DATCP Panel

3:15 – 4:15p

DATCP

Harvest Room

If you missed an earlier DATCP session on pool codes, Legionella, food safety or have any general questions on your campground license – THIS IS THE SESSION FOR YOU!

Getting to Know the DSPS Amusement Ride Program

3:15 – 4:15p

Tim Condon, Safety Inspector
& Andrew Amacher, Section
Chief, Field Services DSPS

Woodland
Room

DSPS staff will review with Campground Owners what is considered an amusement ride and how to register that amusement ride with the Department to obtain a Permit to Operate – which is REQUIRED in 2024. DSPS staff will also go over what Campground Owners should expect during the inspection process, the rates involved and there will be time for Q&A! ***Staff will be on-site at convention to assist you in registering your amusements!***

The ABCs of SEO

3:15 – 4:15p

Stevens Point Area CVB Staff

Stonefield Room

Unlock the power of SEO in this introductory workshop designed for those curious about what SEO is and the first steps to take in building an SEO strategy. Learn the fundamentals of Search Engine Optimization (SEO) and its role in increasing online visibility and ultimately boosting business growth. This beginner's workshop equips you with strategies to improve your SEO ranking to stay ahead in today's competitive digital landscape.

SEMINARS - THURSDAY MARCH 14

Afternoon Seminar Descriptions

Mastering the Art of Interview Questions	3:15 – 4:15p	LeaAnn Gieck	Banquet Room
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Are you ready to elevate your interviewing skills? In this presentation, we'll delve into the art of crafting effective interview questions – ones that get to the heart of what we truly want to know from candidates. The key is to ask the right questions in the right way, ensuring valuable insights without stepping into potential legal pitfalls. In this session, we'll review a general interview template, how/when to tailor questions based on the relevant role, learn techniques to ask questions ethically/inclusively and understand the significance of behavioral questions to encourage genuine responses and predict future performance. We'll also analyze real-world examples by role playing to understand the do's and don'ts of several questions that may come up during the interview process. Lastly, we'll open up the floor to review any audience interview question examples and review the best way to handle.

For the Love of All Things Seasonal	3:15 – 4:15p	Mark Hazelbaker	Trillium Room
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A session reviewing all things legally related to including Seasonal Guests on your property – agreements to use, renewal letters, removal letters with step-by-step process to remove, important phrases to include and those to NOT include. A guide to making things very clear for your Seasonal guests and you as an owner!





Save the Date

2024 FALL WORKSHOPS

SEPT
10-11

OCT
8-9

SIGN UP AT
CONVENTION



Thursday (3/14) Evening Events



4:15p	Cash Bar Opens – Beer Tasting & Root Beer Tasting by Point Brewery
4:45p	<p>STEAK FRY & SHRIMP!</p> <p>BROUGHT TO YOU & SERVED BY YOUR WACO BOARD OF DIRECTORS!</p> <p>Sponsors: Vista Royale Campground, Evergreen Campsites, Merry Mac Campground and Tunnel Trail Campground!</p> <p><i>This meal is included in your registration and will feature: steak, shrimp, beer brats, hamburgers, hotdogs, baked beans, salads, chips, pickles and dessert!</i></p> <p>Sponsored in part by Resort Forward – thank you for your sponsorship!</p>
5:30 – 6:15p	<p>OHI (formerly ARVC) Updates: Make 2024 Your Best Year Ever</p> <p><i>With Paul Bambei</i></p> <p><i>Hear how the value of OHI can bring new profits to your park. Paul Bambei will walk you through benefits that are simple to understand and apply, many of which you’ve never seen before. Bring your mobile phone to capture several QR codes that will be displayed on screen that will lead you to the resources that are the treasure of 2024.</i></p>
6:15 – 6:30p	<p>Legislative Efforts Update - <i>With Tina Severson</i></p> <p><i>Regulations are on the rise, and so are the changes to Legislation! What can we do as the State and Federal government bodies, along with Towns, Cities, and Counties, continue to regulate our businesses and increase fees associated with our campgrounds?</i></p>
6:30 – 8:30p	<p>PAC Auction with the Weiss Family</p> <p>WACO PAC Fundraiser – Must Be paid By Personal Check Or Cash – Must be paid prior to end of convention - NO BUSINESS CHECKS ALLOWED.</p> <p>PAC Auction Paddle Sales: Buy your paddles for \$30 each or 6 for \$150!</p> <p>PRIZES INCLUDE:</p> <ul style="list-style-type: none">• Jordan Love Autographed Jersey• \$500 Kwik Trip Gift Cards• \$100 Amazon Gift Card• Booze Basket• \$500 VISA Gift Card• Brett Favre Autographed Framed Photo• Large Helmet Autographed by Romeo Doubs• Gift Card tree• Mystery box <p>The WACO PAC is a non-partisan fund supported by voluntary personal contributions by WACO members. For more information, pick up a PAC brochure.</p>