

WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS



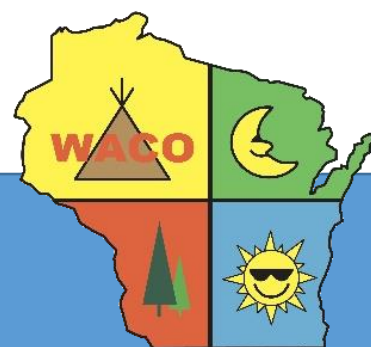
60th ANNUAL

WACO

**CONVENTION
AND TRADE SHOW**

MARCH 15-19, 2023

Still rockin' 60 years later!



WACO

Annual Meeting Report

2022-2023



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**Vista Royale Campground****Email: skollock@uniontel.net | Phone: 715-335-6860****2013-2022 | 1st Term 2021-2024**

Scott is a second generation owner of Vista Royale Campground in Bancroft, Wi. The park was built by his family 45 years ago and has been ran by them since day one. Scott has valuable long term experience with all aspects of the camping business. Scott loves camping and looks forward to promoting it and WACO into the future. Scott is now serving as President of the WACO Board of Directors.

Scott Kollock – President**Jellystone Park™ Fort Atkinson****Email: mrbud@budstyerassociates.com | Phone: 608-592-2128****2012-2022 | Past President**

Bud Styer, **Jellystone Park™ Fort Atkinson**, is a member of both State and National professional associations, not only attends National and State conventions, but has spoken numerous times for the National Association of RV Parks and Campgrounds (ARVC), Wisconsin Association of Campground Owners (WACO), University of Illinois, Lewis University, IL, St. Mary's College, MN, and numerous state wide training courses. Bud is a committee member for the State of Wisconsin DNR, Governor's Small Business Committee, NFIB's Small Business Committee and Wisconsin's Business Voice Small Business Committee. At the local level, he actively participates in the Chamber of Commerce in five different communities in towns/cities near the Madison area.

Bud Styer- Past President**Wilderness Campground****Email: mweiss@wildernesscampground.com | Phone: 608-297-2002****2018-2024 | 2nd Term**

I am a proud third generation, future campground owner, of Wilderness Campground in Montello. We have around 390 sites and are in the Central Wisconsin River Country Region. I have been involved in day to day operations of the campground ever since I can remember. My very first memories involve the campground, and the WACO convention as a child. I graduated from U.W. Whitewater with my B.B.A. in Marketing in 2008. In 2010 I moved to Appleton, Wisconsin with my husband and took a position at Kimberly-Clark in the Consumer Services Department. We moved back to Montello in 2013 and I accepted a position in the Marketing Department for Brakebush Bros. In 2014, I decided I had enough experience outside the family business and went back to work at the campground full-time. I feel that my time away from the campground has helped me to realize that my passion and my skillset alike are really for the campground industry. It is a highly demanding, yet extremely rewarding career in which one must wear multiple hats. I truly am looking forward to helping continue the growth of our family campground.

**Ashley Weiss-Wegner
1st Vice President****Pride of America****Email: pethagen@campppoa.com | Phone: 800-236-6395****2020-2023 | 1st Term**

Our family has owned Pride of America Camping resort since 1974. As a second generation owner I have the unique experience of 46 years of growing up with the RV industry. At age 8 I started my career as a "Trash Picker Upper" and moved on to grounds and maintenance to help finance my way through the University of Wisconsin where I earned a BS in Mechanical Engineering. After 8 years of designing custom machinery, I changed careers and began working for the UW-Madison in Information Technology. In 2001, after we bought out our final partners, I started managing the IT department at the campground as my second full time job. I brought my knowledge of Information Technology to the business just as the industry was moving towards an embrace of technology. I am retiring from the UW in the near future and looking to become much more involved in growing and improving our industry. I feel my variety of skills and experience can be of great benefit to our organization as we all need to adapt to the ever changing world of technology and the move towards digital marketing.

Pete Hagen**2nd Vice President****Warrens Jellystone / Jenkins Org****Email: Tricia@Jenkinsorg.com | Phone: 773-294-3364****2023-2026 | 1st Term**

A lifelong Chicago resident, Tricia embraced the camping lifestyle so much that she became a seasonal at one of the Wisconsin parks, immersing herself in campground culture while providing "boots-on-the-ground" support for her team for six months of the year. Tricia holds degrees in Finance and Marketing from Loyola University Chicago and is a current participant in the National School of RV Park & Campground Management. While I bring a wealth of institutional experience to the table, I'm very aware that this industry was mostly built by mom and pop operators whose specialized knowledge remains invaluable. By working collaboratively - sharing information, resources, industry advocacy and best practices – we can continue to see guest satisfaction and financial rewards soar to the betterment of this industry.

**Patricia Lombardo
3rd Vice President**



Camping in the Clouds

Email: brianhuth22@yahoo.com | **Phone:** 920-422-4315

2020-2023 | 1st Term

Prior Town Board of Goodman Supervisor, Certified Restaurant Manager, Certified Pool and Spa Operator, 10 years Food and Beverage Director. Campground is 73 acres in size, 50 sites and 2 cabins currently, 8000 Sq. ft. Bar, Restaurant and Heated indoor pool. Northeast region of Wisconsin. Married to wife Tracy and 4 daughters, Nicole, Maison, Alexis and Mieka. Previous owner of Lake Hilbert Campground in Marinette County. Member of WACO for a total of 7 years. Looking for the opportunity to help and assist new owners of campgrounds to get started and the continued networking with existing campground owners to expand and learn as much as possible about the industry.

Brian Huth, Treasurer



Stoney Creek RV Resort

Email: deneen@stoneycreekrvresrot.com | **Phone:** 715-597-2102

2021-2024 | 1st Term

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.

Deneen Pedersen – Secretary



Merry Mac's Campground

Email: camp@merrymacscampground.com | **Phone:** 815-541-4934

2020-2023 | 1st Term (Running for 2nd Term at March 2023 Annual Meeting)

Rob owns and operates Merry Mac's Campground with his wife Nichole for the past 4 years. They were avid "weekend" campers for numerous years and were then seasonals at Merry Mac's for 5 years before purchasing the campground. For the prior 10 years, Rob was a propane manager for a local cooperative in northern Illinois and oversaw all aspects of the LP side of the business for their 7 locations. While in that position he was on the Illinois Propane Gas Association board. During his 7 years on the IPGA board, 5 of them he served in all positions on the Executive Board.

Rob Brinkmeier



CCO at C&D Hospitality

Email: camp@riversedgewisconsin.com | **Phone:** 715-344-8058

2021-2024 | 1st Term

I have been the manager of Rivers Edge Campground for going on 4 years now. 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.

Sarah Krause - Director



Duck Creek Campground

Email: duckcreekrcrg@frontier.com | **Phone:** 608-429-2425

2021-2024 | 1st Term

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.

Kristi Mlodzik – Director

**Grand Valley Campground****Email: info@grandvalleycampground.com | Phone: 920-229-2001****2018-2024 | 2nd Term**

Mark owns and operates Grand Valley Campground with his family Joan, Brad, Ben and Jackie. Grand Valley Campground has 221 sites and is located in Kingston WI. Mark grew up in a family business with his parents owning Stefan Auto Body. He worked at Stefan Auto Body until he was 18. He then went into manufacturing for 24 years. In 2005 Mark and Joan purchased Grand Valley Campground. Mark enjoys hunting, fishing, cars, and working at the campground. Mark grew up camping with his family and enjoys camping with his family to this day.

Mark Stefan – Director**Scenic Ridge Campground****2022-2025 | 1st Term**

Julie is the owner of Scenic Ridge Campground in Whitewater, WI. She, along with her family, has owned and operated the campground for 22 plus years. Growing up in a large family and running a business with her siblings, as she would put it, has been quite an adventure but extremely rewarding. Family is very important to her so being able to pass along the rewards of providing other families a safe and enjoyable place to create those memorable family moments is what she believes makes her job and this industry so special. When not tending her responsibilities at the campground, she enjoys spending her time crafting, painting and decorating. In turn, she uses these talents to create a visual atmosphere throughout the campground.

Julie Michaels – Director**Indian Trails Campground****Email: camp@indiantrailscampground.com | Phone:****2022-2025 | 1 Term**

Indian Trails Campground and the camping industry have been my heart and passion. My grandparents Chuck & Betty Meierdirk founded Indian Trails Campground in 1965, and I am a 3rd Generation Owner. Matt's family has camped at Indian Trails for almost 40 years, and yes, I married a camper boy. Matt ended his 25-year engineering career to be a full-time campground owner, and working together is challenging and rewarding at the same time. We have two boys who have been fortunate to grow up at the campground, just as I did. My grandparents joined WACO right from the start, and our campground has benefited so much from being a part of WACO. In 2007 & 2008, I attended the RV Park and Campground Management School at the Oglebay National Training Center in Wheeling, WV. I am passionate about our industry and will give 110% to the WACO board, just as I do my own business. I want every campground to succeed, and I wish you all the best. Make it a great 2023 season!

Tiffany Pargman – Director**Lake Arrowhead Campground****Email: adam@lakearrowheadcampground.com | Phone: 920-295-3000****2016-2022 | Chair Elect – Legislative**

Adam has been in the camping industry all his life, starting with weekend garbage collection at the age of 9 and advancing to full time Manager at 17. In 2009 he became co-owner of the Lake Arrowhead and Lakeside Campgrounds in Montello, marking the third generation of family ownership. Adam has undergraduate degrees from Ripon College in Computer Science and Mathematics, and received a Master of Science in Electrical engineering from the University of Wisconsin in Madison. In his free time Adam enjoys being involved in theatre, photography and most of all, he loves to camp. Adam has become a key player in the science of expressing our legislative ideas to people who matter.

Adam Malsack***Appointed Legislative*****Evergreen Campsites and Resort****Email: evergreencampsites@gmail.com | Phone: 920-622-3498****2021-2022 ARVC Representative Chair Elect**

Jim Button has fulfilled his childhood dream of operating and owning Evergreen Campsites & Resort. Jim has been in the industry for 40+ years and has owned Evergreen Campsites & Resort for 22 years. Jim is very passionate about the industry and is an advocate for his state association (WACO) where he currently serves on the BOD. He attends and teaches at conferences, and participates in fall tours and workshops. Jim is also an advocate for his national association (ARVC) where he has participated in advocacy day on the hill, attends and teaches at national conferences, graduate from the OHEP program, OHE certifications, 2017-2018 ARVC Large/Mega Park of the Year, and 2017-2018 ARVC Campground Partner Award, and ARVC 2020 Park of the Year & ARVC 2020 Green Park of the Year. He is also active on the National Group 20 #4 for the past 10 years. This group is devised of campgrounds throughout the USA striving to be the best they can be. Jim does not do this alone he is married to Dawn Button and has four children: Emily, Joey, Ricky, and Rebecca who have started to join the family business. Jim also is an active volunteer firefighter for Saxeville.

**Jim Button – 2021 ARVC
Representative Chair Elect**



LETTER FROM THE PRESIDENT

Dear Members,

Welcome to the season of 2023, which will be an interesting ride! It's undoubtedly exciting to see things still looking positive for the industry. I want to talk about our budget, and while it looks great, we may see some differences this next year. Everyone knows the supply chain, and shortage issues took a real toll in some areas. These economic factors make all of us look a bit differently at how we do business. The Just in time theory became the just-too-late theory in many cases. Unfortunately, in our business, we have just a little window of time to complete new projects and make changes. The supply issues do not look like they are going away anytime soon. An Institute for Supply Management survey found that 97% of companies experienced some form of COVID-related supply chain disruption in 2020, and 57% reported longer lead times for receiving goods. The RV and camping industry was no exception to this rule. The COVID-19 pandemic has increased demand for outdoor activities, including camping and RV travel, as people look for ways to vacation safely. As we all know, this has led to a surge in demand for RVs and camping sites. Managing the additional business created an opportunity for some campgrounds to expand. It was challenging for several reasons, but zoning and the supply chain were two of the biggest. That said, the WACO organization is experiencing some of those same issues, specifically in the print program and directory areas. Postage and shipping costs are on the rise, along with the paper. We have chosen to see how much we can move our customers to more website-driven options, but the RV shows still tell the story of our customers wanting the printed product. If we need to go into reserves, the supply chain, cost of paper, and shipping will take us there. This supply chain issue made ordering everything from the convention challenging because we wanted to be sure to get it in time. The key is ensuring those vendors know that it might make a difference in your choices if they weren't coming to the convention and supporting your organization. The good news is that our WACO office has done a fine job ensuring we have reserves. I've traveled and talked with other CAMP (Campground Association Management Professionals), and we are doing great overall. The Grant that Severson & Associates got us for advertising certainly helped, along with a convention that essentially pays for our Executive Director fees. The other thing I've noticed attending other conventions is that I often hear the word "no" a lot. I laugh when I think of all the times I've heard our staff say, "We will figure it out." For the most part, they make a sincere effort to make things happen for the members and the organization. I'm proud of where we are and where we are going as an organization. If you ever have any questions, please ask!

Thanks for your membership and support,

Scott Kollock
WACO Board President
Vista Royale Campground

Vista Royale Campground
Email: skollock@uniontel.net
Phone: 715-335-6860
2013-2022 | 1st Term 2021-2024





EXECUTIVE DIRECTOR LETTER

Dear Members,

2022 was full of exciting industry learning adventures. It's so easy to be in love with this industry. Years ago, I left corporate America to work independently because, being a high feeler, I was not too fond of politics. Ok, I hated them. Politics are everywhere, but this industry is unique in wanting to help each other be the best we can be. I genuinely don't know other industries that can say that. With the staff being in place and doing such a great job, I've been able to travel to more shows, gather more information, connect with new vendors, and continue to get educated about the industry. We can certainly continuously improve Convention, but comparably we are pretty awesome. State Associations continue to lose money or break even at their conventions. I am proud to say we make great money, and it's because our members understand how WACO members roll! We know to keep our vendors providing sponsorships and attending, we must spend our money with them. They need to take home orders to justify the business proposition. We all get that for sure! I appreciate everyone who talks to your suppliers and brings them to the show! Without that, we couldn't create an affordable convention that meets our members' needs.

I want to give a "shout-out" to Tina for getting us our first EVER grant. This grant was to bring in campers from surrounding states to be aware of what WACO campgrounds have done. She worked hard to make this happen, and the nearly \$60K significantly boosted our marketing budget. Danielle has taken our social media efforts to the next level and has been instrumental in traveling to other conferences to gather ideas and get new vendors. Carla has been the face of our industry at the RV shows, and we all know how critical that piece is. We are excited about adding Carrie to the Severson Team and look forward to seeing the new ideas and changes she will bring. It's really all about teamwork! Let's not forget all the others that make things happen at Severson & Associates! Mary, Michelle, Laurie, Lisa, Lara, Arlene, and everyone who works full or part-time or volunteers at convention time. Please take a moment to thank these folks if you can. I truly believe it takes many different skill levels to make things happen.

I believe and have evidence from all the Strategic planning sessions I've done this year that a great board is a key to success. How cool to see people with different personality styles and passion for the industry working hard for the greater good! These people are vital to creating something that everyone benefits from. Please be sure to thank them for doing this job, because it's a job. When you think about it, this VOLUNTEER job allows you to hear anything negative. Hopefully, optimistic too, but it includes driving hours, spending days of your time and energy monthly, and homework! The zero-dollar pay doesn't make it a great business decision for them, but it's the main reason we at WACO are highly successful.

Your board allows us to try things, fail, succeed, and experiment. Nothing happens without trying, and soon, you have very little left! I've seen it happen in other states.

Thanks so much for everything you do to make WACO the organization it is! I hope you see and appreciate the entire organization's work in this report. We want all our members to feel informed and part of our process. If you have questions, please ask me or any board member and see you at Convention!

Lori

Lori Severson
W: 608-525-2327
C: 608-792-5915
E: lori@seversonandassociates.com



Check in
Get your ballot

SCHEDULE

One ballot per campground

Saturday March 18, 2023

ANNUAL MEETING AGENDA:

- **Scott Kollack – Call to order**
- **Secretary's Report - Approvals**
- **Treasurer's Approvals**
- **Nominations from the floor**
- **Nominations**
- **Elections for Board**
- **PAC Report**
- **ARVC update**
- **Any other new business**
- **Adjourn**

Celebration & WACO Updates

Board Member Recognition

SECRETARIES REPORT



WACO ANNUAL MEETING MINUTES

3/19/22

Stevens Point Holiday Inn Convention Center, 1001 Amber Avenue, Stevens Point, WI

Attendees:

Board of Directors and Representatives: Sarah Krause, Mark Stefan, Rob Brinkmeier, Tricia Lombardo, Brian Huth, Mike Dricken, Kristin Mlodzik, Deneen Pedersen, Pete Hagen, Jim Button, Scott Grenon, Bud Styer, Scott Kollock

Approved Absent: Laurie Adams and Ashley Weiss-Wegner

WACO Office Staff attendees:

Lori Severson, Carla Brown, Danielle Todd, Tina Severson

1. **President's Report: Scott Kollack** – Call to order, 8:04 am; pledge of allegiance and housekeeping notes with mention of short board meeting to follow; packets included at the time of check
 - a. Rob motioned to approve the agenda, 2nd Mark Stefan – all approved, none opposed, motion carried.
 - b. Introduction of all board members: Sarah Krause, Mark Stefan, Rob Brinkmeier, Tricia Lombardo, Brian Huth, Mike Dricken, Kristin Mlodzik, Deneen Pedersen, Pete Hagen, Jim Button, Scott Grenon, Bud Styer, Scott Kollock
 - Absent: Laurie Adams and Ashley Weiss-Wegner
2. **Secretary's Report – Approvals** - Jim Button motioned to approve secretary's report, Scott Grenon 2nd, all approved, none opposed, motion carried.
3. **Treasurer's Approvals** – lucky as an association to be able to host our conventions all throughout COVID. Many others had to borrow money to get through the pandemic. Projected a high negative number (25% loss) in anything convention related – luckily it turned out great. Instead of a \$44K+ loss, we came in with just over \$1K positive for the year. \$57,508.68 awarded in DMO grant funds – will be utilizing those funds based on the parameters provided by the governing grant body. Looking at page 17:
 - a. Question from the floor: Legal/Professional went over by about \$10K in budget. Scott: You'll note the legislative line item is down compared to budget by about \$5K, so some of that is just where the expenses are coded in the line items. Much of the expense is based on COVID and taking care of those conversations and letters. Zoning as well – larger issue this year with all the expansions happening.
 - b. \$50K+ in a CD, and looking to invest a little more into an aggressive account – goal is to have 6 months to a year in reserves in case something crippling comes up and we aren't able to generate dues or convention as an example.

CONTINUED ON NEXT PAGE



SECRETARIES REPORT

- c. Mike Dricken motion to approve, Brian Huth 2nd – budget approved, none opposed, motion carried.
4. **Nominations from the floor** - 3 open positions:
 - a. **Submitted Nominations:** Tiffany Pargman (1st term/new), Julie Michaels (1st term/new), and Patricia Lombardo (running for her 2nd term). Each candidate introduced themselves and talked about why they chose to run for the board. Originally only had 2 open positions, Laurie Adams is in the process of selling her park. Is still a member of the board – asked if she would be interested in resigning from the board and instead being appointed to the Board in a 1-year term as an appointed Board member. Made sense to make that transition vs. turning away a 3rd candidate that's willing to be involved.
 - b. **Asked for nominations from the floor** – Scott asked the floor 3 times for nominations – Rob motioned to close nominations, and Mark 2nd, all approved, none opposed, motion carried.
5. **Elections for Board - Ballots carried** – no votes counted, unanimously accepted Julie, Tiffany, and Patricia as Board Members.
6. **PAC Report** – awesome fundraiser Thursday night, feels like we'll be in the neighborhood of \$12K from this Convention's PAC Auction. Last year was not an election year – this year is, so it will be extremely important to be prepared to push for the right candidates to assist with our industry and business needs.
7. **ARVC update** – monthly newsletter article provided to keep membership up to date month to month. November had a great ARVC convention – was record breaking. If you OHCE in Orlando Nov 7-10th in 2022. Was getting a little expensive for attendees. IAPPA is another great show to attend. Would urge you all to review the benefits you have with ARVC, and even our own WACO website – both are full of so much great information, resources and additional documents that can help you with your business. Music licensing – seeing a 4th player in the industry and ARVC is forming a relationship. National Schooling – Jim has been chosen to be the Director of Education – he attended the Myrtle Beach to see what we are presenting to our students. They received a huge donation for their education fund to the tune of \$1 million. Believes anyone that has the ability to get an education should get one. Member benefits on the website – Sherwin Williams, John Deere, Lowes' – just a few of these discounts will pay for your membership. Bert Davis received the Chairman's award for ARVC for 2022. Mike asked if Jim explain the reason for licensing with the music. Response: even if you play a radio in your store/bathroom, have a DJ, anywhere there is music – companies feel the reason you're playing the music, you're entertaining your guests. Getting additional funds – artists expect to be paid for the music. Mark let the room know the amount of time and money you can lose from a licensing fight is astronomical. Gary from the floor asked all those who attended ARVC's schooling to raise their hands and recognize their hard work to improve our industry.
8. **Any other new business** –



SECRETARIES REPORT

- a. **Bud:** Got a hold of Ron Johnson's office – people in Ukraine have nowhere to go. We could all take a family to sleep/work and in September hopefully things will look different and we all need help/staff. Will keep us updated on if we can move forward with those efforts.
9. **Adjourn** - motion to adjourn – Mike Dricken, 2nd Pete Hagen – all in favor, none opposed, motion carried. Adjourned at 8:51 am.

BOARD MEETING – Called to Order for the Board of Directors: 8:51 am

Electing New Officers for the 2022-2023:

- Current Officers – Laurie Adams, Secretary, Brian Huth as Treasures, Patricia 3rd VP, Pete Hagen, 2nd VP, and Ashely 1st VP, Scott President.
- All continued/unopposed – unanimous ballot – none opposed.
- Pete – adjourn/Jim Button 2nd it at 8:53 am.

Celebration & WACO Updates:

- Full report with a year's worth of information included in the full packet.
- Worked the most on improvement of communication:
 - FB Membership page has been so much more interactive and engaged – allows experts in the topic to assist with responses/answers. As an example – how much water needs to be pumped through the sewer system. Individuals may have a lot of information based on a recent project – let's leverage our knowledge.
 - Increased content and frequency of emails.
 - Topics of industry information and more communication to the membership through the newsletter as well.
 - Comments from the room – things seem great, awesome, appreciate all the efforts.
- Zoning/Townships – will be running for a position on her local county board. Also trying to utilize more with the Township.
- DMO grant awarded - \$57,508.68 to use for new guests/customers to camping
- Earned media continuing to work for us
- Switched a few things up at Convention – level of service has been different than in the past. We can all relate based on customer service. 64 staff traditional – currently have 19. Food costs have been skyrocketing, record attendance this year as well – 119 WI/WACO campgrounds – over half the membership here this year. Increase in membership – 13 new members – unheard of in other states. They have seen decreases or flat membership numbers. WI is known for being a buying show – you spend your money here. Even if you order a week before – it's the vendors who are here that you support. The reps that are here have to turn in orders and if it's not significant, they can't come back.
- Relationships – working hard to keep those maintained and intact. Partners in the state – tavern league and chambers, travel WI, etc.
- Pete asked – how many vendors: 192 vendors at this year's show.



SECRETARIES REPORT

- Directories – last year was hard to get them out: instead of running around to 11 shows, had to do 20 shows in other areas – Carla did a lot of work and travel to get the books in the appropriate areas.
- Other states that are here – 11 different states here including KS, PA, IL, IA, MN, OH, and many more.
- Committees introduced to the room.
- Idea for a seminar – CPR classes – get it done here at convention, pay the money – this year was hard to get trainers.

Board Member Recognition – Mike Dricken and Scott Grennon – going off our board after completing full terms. Remaining board members recognized.

Mark will be meeting with Waupaca zoning issues – if you have any local zoning issues and let the WACO office know immediately – want to immediately reach out to legislative friends and get letter to the proper people.

Tiffany let Mark know - WI Camping FB pages/groups – considering renting space on their acreage. Not legal/regulating camping. DATCP is really keeping a close eye on these – if you even rent out one site, you are considered a campground and must be held to the same standards.

Celebration/Announcements adjourned – 9:24 am.

FINANCIALS

2022 P&L to Budget



WACO

Budget vs. Actuals: Budget 2022 - FY22 P&L

January - December 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Income				
4-1020 Convention Income				
4-1021 Auction/Raffles/WACO Bucks Etc	65,460.00	50,000.00	15,460.00	130.92 %
4-1023 Booth Fees	82,285.00	65,000.00	17,285.00	126.59 %
4-1024 Classes	4,625.00	2,500.00	2,125.00	185.00 %
4-1025 Kids Kamp	2,675.00	3,000.00	-325.00	89.17 %
4-1027 Optional Events		1,000.00	-1,000.00	
4-1028 Registrations	53,470.00	40,000.00	13,470.00	133.68 %
4-1029 Sponsorships	74,795.00	60,000.00	14,795.00	124.66 %
4-1030 Convention Income - inserts-opt	1,600.00	2,000.00	-400.00	80.00 %
Total 4-1020 Convention Income	284,910.00	223,500.00	61,410.00	127.48 %
4-1210 Fall Workshop Income	6,720.00	4,000.00	2,720.00	168.00 %
4-1220 Interest Income	444.07	1,000.00	-555.93	44.41 %
4-1230 Internet Income	7,125.00	8,000.00	-875.00	89.06 %
4-1240 RV Literature Dist.	32,200.00	26,000.00	6,200.00	123.85 %
4-1241 Madison Show Booth Inc-Member	0.00		0.00	
4-1300 Directory Advertising	0.00		0.00	
4-1301 Directory Advertising Member	111,200.94	103,000.00	8,200.94	107.96 %
4-1302 Directory Advertising Trade Mem	12,667.00	22,000.00	-9,333.00	57.58 %
4-1304 Additional Directory Listing	200.00	1,000.00	-800.00	20.00 %
Total 4-1300 Directory Advertising	124,067.94	126,000.00	-1,932.06	98.47 %
4-1330 Membership Dues				
4-1331 Membership Dues - WACO	148,609.01	146,000.00	2,609.01	101.79 %
4-1332 Membership Dues - ARVC	51,179.07	50,000.00	1,179.07	102.36 %
Total 4-1330 Membership Dues	199,788.08	196,000.00	3,788.08	101.93 %
4-1420 Newsletter Ads	0.00		0.00	
4-1445 Trade Member Banner Ad (deleted)	0.00		0.00	
4-1450 Trade Member Dues	25,900.00	25,000.00	900.00	103.60 %
4-1470 WACO Gift Certificate Sales	4,508.22	8,000.00	-3,491.78	56.35 %
4-1480 The Piggy Back Promo Program		1,000.00	-1,000.00	
4-1490 Freight Income (deleted)	0.00		0.00	
4-1610 Video Advertising	250.00	2,000.00	-1,750.00	12.50 %
4-1700 Waco Member Printing Program	35,514.07	27,000.00	8,514.07	131.53 %
Total Income	\$721,427.38	\$647,500.00	\$73,927.38	111.42 %
GROSS PROFIT	\$721,427.38	\$647,500.00	\$73,927.38	111.42 %
Expenses				
5-1000 Advertising & Promotion				
5-1010 Adv and Promotion Indianhead	2,300.00	2,300.00	0.00	100.00 %
5-1020 Advertising Contract Fee	15,000.00	15,000.00	0.00	100.00 %
5-1030 Camping Coupons	7,937.54	20,000.00	-12,062.46	39.69 %
5-1040 Directory Distribution	25,373.81	30,000.00	-4,626.19	84.58 %
5-1050 Directory Printing	77,353.04	75,000.00	2,353.04	103.14 %

CONTINUED ON NEXT PAGE

FINANCIALS

2022 P&L to Budget



WACO

Budget vs. Actuals: Budget 2022 - FY22 P&L

January - December 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
5-1060 Internet Expense	9,066.48	10,000.00	-933.52	90.66 %
5-1070 Printed Materials	20,000.00	20,000.00	0.00	100.00 %
5-1095 Show Expense	8,308.34	8,000.00	308.34	103.85 %
5-1096 Advertising/Promo. - Other	17,939.50	25,000.00	-7,060.50	71.76 %
Total 5-1000 Advertising & Promotion	183,278.71	205,300.00	-22,021.29	89.27 %
5-1097 Waco Mmb Printing Prog Expen	39,694.65	25,000.00	14,694.65	158.78 %
5-1300 Board of Directors	3,497.83	1,000.00	2,497.83	349.78 %
5-1400 Commissions	44,860.00	40,000.00	4,860.00	112.15 %
5-1500 Contract Fee	114,850.00	114,850.00	0.00	100.00 %
5-1600 Convention Expense				
5-1610 General	147,282.02	105,000.00	42,282.02	140.27 %
5-1630 Speakers	11,646.20	7,500.00	4,146.20	155.28 %
5-1632 Classes	1,600.00	2,000.00	-400.00	80.00 %
Total 5-1600 Convention Expense	160,528.22	114,500.00	46,028.22	140.20 %
5-1999 ARVC Dues Expense	46,028.19	45,000.00	1,028.19	102.28 %
5-2000 Credit Card Fees Expense	8,278.20	7,500.00	778.20	110.38 %
5-2010 Dues, Subscriptions, Reg.	2,300.00	1,000.00	1,300.00	230.00 %
5-2020 Fall Workshop Expense	5,104.56	2,000.00	3,104.56	255.23 %
5-2030 Insurance	1,766.00	1,800.00	-34.00	98.11 %
5-2050 Legal & Professional	23,850.43	15,000.00	8,850.43	159.00 %
5-2055 Accounting Fees Expense	6,927.14	5,000.00	1,927.14	138.54 %
5-2060 Legislative Expense	2,063.00	5,000.00	-2,937.00	41.26 %
5-2070 Member Goodwill		500.00	-500.00	
5-3100 Newsletter Expense	6,000.00	6,000.00	0.00	100.00 %
5-3200 Office Expense	20,600.70	20,000.00	600.70	103.00 %
5-3400 Postage	9,601.81	15,000.00	-5,398.19	64.01 %
5-5000 Telephone	3,000.00	3,000.00	0.00	100.00 %
5-6000 Travel Expenses				
5-6010 Air Fare	3,252.47	4,000.00	-747.53	81.31 %
5-6020 Lodging	6,398.84	3,500.00	2,898.84	182.82 %
5-6030 Meals	2,077.18	2,500.00	-422.82	83.09 %
5-6040 Mileage	5,897.32	6,500.00	-602.68	90.73 %
5-6050 Other Travel Expense	5,953.74	2,000.00	3,953.74	297.69 %
Total 5-6000 Travel Expenses	23,579.55	18,500.00	5,079.55	127.46 %
Total Expenses	\$705,808.99	\$645,950.00	\$59,858.99	109.27 %
NET OPERATING INCOME	\$15,618.39	\$1,550.00	\$14,068.39	1,007.64 %
Other Income				
DMO Grant	57,508.68		57,508.68	
Total Other Income	\$57,508.68	\$0.00	\$57,508.68	0.00%
Other Expenses				
DMO Expenses Paid	57,508.68		57,508.68	

FINANCIALS

2022 P&L to Budget



WACO

Budget vs. Actuals: Budget 2022 - FY22 P&L

January - December 2022

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Total Other Expenses	\$57,508.68	\$0.00	\$57,508.68	0.00%
NET OTHER INCOME	\$0.00	\$0.00	\$0.00	0.00%
NET INCOME	\$15,618.39	\$1,550.00	\$14,068.39	1,007.64 %

FINANCIALS

Balance Sheet 2022



WACO

Balance Sheet

As of December 31, 2022

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1-1190 United Bank - CD Act.	54,036.69
1-1191 CCF Bank Checking 7592	351,015.97
1-1195 United Bank	0.00
1-1200 United Bank-Script Acct	0.00
WACO DMO Checking	57,508.68
Total Bank Accounts	\$462,561.34
Accounts Receivable	
1-1205 A/R - Severson & Assoc.	99.92
1200 Accounts Receivable	22,232.04
1210 Accounts Receivable-S&H	0.00
1220 Accounts Receivable-Severson	0.00
Total 1200 Accounts Receivable	22,232.04
Due from Bank	0.00
Total Accounts Receivable	\$22,331.96
Other Current Assets	
1-1400 Undeposited Funds	482.58
1-1450 Inventory-Script Cards	0.00
1-1500 Prepaid Booth Fees	0.00
1-1551 Prepaid Convention Expense	0.00
Due from VISA	0.00
PayPal Holding	2,006.17
Total Other Current Assets	\$2,488.75
Total Current Assets	\$487,382.05
Fixed Assets	
1-2000 Fixed Assets	
1-2210 Software	0.00
Total 1-2000 Fixed Assets	0.00
1-2110 Equipment	0.00
1-2115 Equipment Cost	5,432.36
1-2120 Accum Depr - Equipment	-5,432.36
1-2215 Software Cost	295.35
1-2220 Accum. Depreciation - Software	-295.35
Total Fixed Assets	\$0.00
Other Assets	
1-2320 Suspense	0.00
Total Other Assets	\$0.00
TOTAL ASSETS	\$487,382.05

CONTINUED ON NEXT PAGE

FINANCIALS

Balance Sheet 2022



WACO

Balance Sheet

As of December 31, 2022

	TOTAL
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2-1110 Accounts Payable	50,513.68
2-1111 Accounts Payable-HACH	0.00
Total 2-1110 Accounts Payable	50,513.68
Total Accounts Payable	\$50,513.68
Credit Cards	
US Bank #4545	0.00
Total Credit Cards	\$0.00
Other Current Liabilities	
2-1130 Deferred Convention Income	0.00
2-1125 Def Convention Income - Inserts	0.00
2-1126 Deferred Madison Show Booth Inc	0.00
2-1131 Deferred Booth Fees	40,450.00
2-1132 Deferred Classes	925.00
2-1133 Deferred Kids Kamp	570.00
2-1134 Deferred Meals	0.00
2-1135 Deferred Optional Events	0.00
2-1136 Deferred Registration	22,750.00
2-1137 Deferred Sponsorships	18,815.00
2-1138 Deferred Cov. Inc. - Other	600.00
Total 2-1130 Deferred Convention Income	84,110.00
2-1200 Deferred Memb. Adv.	1,350.00
2-1201 Def Directory Adv - Trademember	9,906.00
2-1203 Def Directory Adv - Member	105,107.20
2-1204 Deferred Addl. Dir. Listing	300.00
2-1205 Deferred Directory Ad Listing	0.00
2-1208 Deferred New Ad Discount	0.00
2-1212 Deferred Inc. - Member Adv	1,625.00
2-1216 Deferred Piggy Back Program	0.00
Total 2-1200 Deferred Memb. Adv.	118,288.20
2-1210 Deferred Internet Income	3,250.00
2-1214 Deferred Video Advertising	0.00
2-1215 Deferred Member Printing Progra	6,279.00
2-1230 Deferred Member Dues	0.00
2-1120 Deferred Mem. Dues - ARVC	49,015.05
2-1231 Deferred Mem. Dues - WACO	145,740.72
2-1232 Deferred Mem. Dues - Other	0.00
2-1235 Deferred New Member Discount	0.00

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FINANCIALS

Balance Sheet 2022



WACO

Balance Sheet

As of December 31, 2022

	TOTAL
Total 2-1230 Deferred Member Dues	194,755.77
2-1260 Deferred Trade Member Dues	16,100.00
2-1265 Deferred RV Show Booth	2,376.00
2-1266 Def RV Literature Distribution	19,900.00
Deferred Newsletter Advertising	500.00
Total Other Current Liabilities	\$445,558.97
Total Current Liabilities	\$496,072.65
Total Liabilities	\$496,072.65
Equity	
3-1000 Opening Bal Equity	0.00
3-1010 Prior Period Adjustments	0.00
3-1020 Net Assets	-24,308.99
Net Income	15,618.39
Total Equity	\$ -8,690.60
TOTAL LIABILITIES AND EQUITY	\$487,382.05

2022 Budget



WACO Budget vs. Actuals: Budget 2023 January - December 2022

	2022 Actual	2022 Budget	2023 Budget
Income			
4-1020 Convention Income			
4-1021 Auction/Raffles/WACO Bucks Etc	65,460.00	50,000.00	60,000.00
4-1023 Booth Fees	82,285.00	65,000.00	75,000.00
4-1024 Classes	4,800.00	2,500.00	4,000.00
4-1025 Kids Kamp	2,675.00	3,000.00	3,000.00
4-1027 Optional Events		1,000.00	1,000.00
4-1028 Registrations	53,470.00	40,000.00	50,000.00
4-1029 Sponsorships	74,795.00	60,000.00	72,500.00
4-1030 Convention Income - inserts-opt	1,600.00	2,000.00	1,000.00
Total 4-1020 Convention Income	\$ 285,085.00	\$ 223,500.00	\$ 266,500.00
4-1210 Fall Workshop Income	6,720.00	4,000.00	5,250.00
4-1220 Interest Income	444.07	1,000.00	1,000.00
4-1230 Internet Income	7,125.00	8,000.00	7,000.00
4-1240 RV Literature Dist.	32,200.00	26,000.00	25,000.00
4-1241 Madison Show Booth Inc-Member	0.00		9,000.00
4-1300 Directory Advertising	0.00		
4-1301 Directory Advertising Member	111,200.94	103,000.00	110,000.00
4-1302 Directory Advertising Trade Mem	12,667.00	22,000.00	15,000.00
4-1304 Additional Directory Listing	200.00	1,000.00	1,000.00
Total 4-1300 Directory Advertising	\$ 124,067.94	\$ 126,000.00	\$ 126,000.00
4-1330 Membership Dues			
4-1331 Membership Dues - WACO	148,609.01	146,000.00	148,000.00
4-1332 Membership Dues - ARVC	51,179.07	50,000.00	51,000.00
Total 4-1330 Membership Dues	\$ 199,788.08	\$ 196,000.00	\$ 199,000.00
4-1400 RV Directory Distribution Inc.			
4-1402 RV Directory Dist. Inc.	0.00		
Total 4-1400 RV Directory Distribution Inc.	\$ 0.00	\$ 0.00	
4-1450 Trade Member Dues	25,900.00	25,000.00	26,000.00
4-1470 WACO Gift Certificate Sales	4,508.22	8,000.00	4,000.00
4-1480 The Piggy Back Promo Program		1,000.00	1,000.00
4-1485 Member Goodwill Income	0.00		10,000.00
4-1610 Video Advertising	250.00	2,000.00	1,000.00
4-1700 Waco Member Printing Program	35,514.07	27,000.00	30,000.00
Total Income	\$ 721,602.38	\$ 647,500.00	\$ 710,750.00
Gross Profit	\$ 721,602.38	\$ 647,500.00	\$ 710,750.00
Expenses			
5-1000 Advertising & Promotion			
5-1010 Adv and Promotion Indianhead	2,300.00	2,300.00	0.00
5-1015 Madison Show			9,000.00

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2022 Budget



5-1020 Advertising Contract Fee	15,000.00	15,000.00	15,000.00
5-1030 Camping Coupons	7,887.54	20,000.00	15,000.00
5-1040 Directory Distribution	25,373.81	30,000.00	25,000.00
5-1050 Directory Printing	77,353.04	75,000.00	77,000.00
5-1060 Internet Expense	9,066.48	10,000.00	10,000.00
5-1070 Printed Materials	20,000.00	20,000.00	20,000.00
5-1095 Show Expense	8,308.34	8,000.00	8,000.00
5-1096 Advertising/Promo. - Other	17,939.50	25,000.00	25,000.00
Total 5-1000 Advertising & Promotion	\$ 183,228.71	\$ 205,300.00	\$ 204,000.00
5-1097 Waco Mmb Printing Prog Expen	39,694.65	25,000.00	35,000.00
5-1300 Board of Directors	3,497.83	1,000.00	2,000.00
5-1400 Commissions	44,860.00	40,000.00	42,500.00
5-1500 Contract Fee	114,850.00	114,850.00	121,750.00
5-1600 Convention Expense			
5-1610 General	147,282.02	105,000.00	140,000.00
5-1630 Speakers	11,646.20	7,500.00	10,000.00
5-1632 Classes	1,600.00	2,000.00	2,000.00
Total 5-1600 Convention Expense	\$ 160,528.22	\$ 114,500.00	\$ 152,000.00
5-1999 ARVC Dues Expense	46,028.19	45,000.00	45,000.00
5-2000 Credit Card Fees Expense	8,278.20	7,500.00	8,000.00
5-2010 Dues, Subscriptions, Reg.	2,300.00	1,000.00	2,000.00
5-2020 Fall Workshop Expense	5,104.56	2,000.00	5,000.00
5-2030 Insurance	1,766.00	1,800.00	2,000.00
5-2050 Legal & Professional	23,850.43	15,000.00	20,000.00
5-2055 Accounting Fees Expense	6,927.14	5,000.00	6,000.00
5-2060 Legislative Expense	2,063.00	5,000.00	5,000.00
5-2070 Member Goodwill		500.00	
5-3100 Newsletter Expense	6,000.00	6,000.00	6,000.00
5-3200 Office Expense	20,600.70	20,000.00	20,000.00
5-3400 Postage	9,601.81	15,000.00	12,500.00
5-5000 Telephone	3,000.00	3,000.00	3,000.00
5-6000 Travel Expenses	0.00		
5-6010 Air Fare	3,252.47	4,000.00	3,000.00
5-6020 Lodging	6,398.84	3,500.00	3,000.00
5-6030 Meals	2,077.18	2,500.00	2,000.00
5-6040 Mileage	5,897.32	6,500.00	6,000.00
5-6050 Other Travel Expense	5,953.74	2,000.00	5,000.00
Total 5-6000 Travel Expenses	\$ 23,579.55	\$ 18,500.00	\$ 19,000.00
QuickBooks Payments Fees	0.00		
Total Expenses	\$ 705,758.99	\$ 645,950.00	\$ 710,750.00
Net Operating Income	\$ 15,843.39	\$ 1,550.00	
Other Income			
DMO Grant	57,508.68		
Total Other Income	\$ 57,508.68	\$ 0.00	
Other Expenses			
DMO Expenses Paid	57,508.68		
Total Other Expenses	\$ 57,508.68	\$ 0.00	
Net Other Income	\$ 0.00	\$ 0.00	
Net Income	\$ 15,843.39	\$ 1,550.00	



Christina Kornetzke ELS/ Lake of the Woods

Christina has been with ELS for 9 years in their RV portfolio. Prior to ELS she was in the Hotel Resort Industry for over 25 years. During that time in the hotel industry, she sat on the tourism board for Sheboygan County for five years and Glenwood Springs, CO for three years.

She and her husband are both WI natives and raised their family of five children in the Kiel area. They now live in the Elkhart Lake area and are busy in our spare time with seven grandchildren. They are outdoor enthusiasts and love to spend our free time traveling and exploring the great outdoors on backpacking trips.

Christina believes her experience will provide this board with some valuable insight into Campground operations and Wisconsin guidelines and statutes that will affect our industry.



**Running for 1st Year
of 1st, 3-year Term
2023 - 2026**

Mike Dricken Lake Lenwood Beach and Campground

Mike Dricken and his wife, Mary, along with their three kids, have been operating Lake Lenwood Beach and Campground since 1983. My parents were charter members of WACO and started the campground in the early 60s. Since then, Mike has grown up, raised his children in, and purchased the campground. WACO was set up to represent only private parks, and Mike feels it should stay that way. Mike and his family operate a smaller park with limited staff, so can relate to and help represent smaller parks of the WACO membership. WACO has given so much to me, and he would like to give back!



**Running for 1st Year
of 1st, 3 year Term
2023 - 2026**



Rob Brinkmeier Merry Mac's Campground

I have been married to my wife, Nichole, for 25 years. Together we have 2 children and recently became grandparents. We purchased Merry Mac's in 2017. Before this we were avid weekend campers for numerous years and were then seasonals at Merry Mac's for 5 years before purchasing the campground. For the 10 years prior to owning the campground, I was a propane manager for a local cooperative in northern Illinois and oversaw all aspects of the LP side of the business for their 7 locations. While in that position I was on the Illinois Propane Gas Association board. During my 7 years on the IPGA board, 5 of them I served in all positions on the Executive Board. I am completing my first term on the WACO board and would like to continue on. I take an interest in doing what is right for all campgrounds and not just our own.



**Running for 1st Year
of 2nd, 3 year Term
2023 - 2026**

**SAVE
T.H.E.
DATE**

WACO FALL WORKSHOPS

**SEPTEMBER
12TH & 13TH**

**OCTOBER
10TH & 11TH**



ABOUT PAC

Your WACO PAC (Political Action Committee) is making a difference in legislation that affects your campground business!

WACO Board members are instrumental in working with our Legislators and Mark Hazelbaker (WACO Attorney) to keep our members informed on all the latest information being reviewed in Madison that can affect the campground industry.

Politics can affect your tax rates, the wages you pay your employees, the amount you pay for insurance, when you can schedule teen employees to work, your licensing fees, and the list goes on!

The WACO PAC is a non-partisan fund supported by voluntary personal contributions by Wisconsin Association of Campground Owners members.

As a contributor to WACO PAC, your donation will be combined with those of your fellow WACO members to create a sizable fund with great impact.

Our PAC's active involvement in campaigns will then help to elect candidates with small business experience or pro-business attitudes on the state and local level as well as help create a positive legislative environment.

With your contribution, you can help make WACO one of the strongest political forces in the state!

WACO PAC Report for 2022

- The Jan 1st, 2022 beginning balance was \$ 7725.10 . Report for 2021 showed an ending balance of \$4732.00. There were 3 checks totaling \$ 3,000 that were not cashed and voided, plus the \$6.90 annual charge from US Bank didn't get put in. That accounts for the difference in ending balance from 2021 to the beginning balance in 2022.
- 2022 was a big election year and a huge race for governor along with US Senate seat and many state legislators were up for re-election. Between fundraisers and donations, \$14,030.00 was raised for the PAC Fund. This was a record, awesome job everyone and many Thanks.
- We made contributions to committees of \$10,000. We also had an annual fee from US bank of \$6.22. (Register report of all transactions included).
- Our balance on Dec 31st, 2022 was and currently is \$11,748.88.
- We are making big strides in our PAC fund, we are able to make some substantial contributions now and it is all because of continued membership support. Trust me the candidates we have supported know who we are and come to us looking to see what they can do to help our industry. 2023 is not a big election year, but there are still some elections we should be keeping a close eye on.
- All candidates we contributed to were chosen by our board as those that have helped or are willing to help the tourism industry in Wisconsin.
- We are always open to suggestions from our members, If you have a candidate running for office in your area that helps us with our issues or helps to promote tourism, let the board know.



Register report of all transactions

US Bank Checking

1/1/2022 Through 12/31/2022

Num	Date	Payee	Category	Amount	Running Balance
Opening Balance as of 1/1/2022					7,725.10
Month Ending 3/31/2022					
1371	3/17/2022	Rebecca for Governor	contribution	(2,500.00)	5,225.10
	3/25/2022	pac fund raisers	fundraiser	5,250.00	10,475.10
	3/25/2022	paul hagen	fundraiser	300.00	10,775.10
	3/31/2022	pac fund raisers	fundraiser	8,080.00	18,855.10
Total Month Ending 3/31/2022				11,130.00	
Month Ending 4/30/2022					
	4/14/2022	US Bank	Bank Charges	(6.22)	18,848.88
1372	4/24/2022	Ron Johnson for Senate	contribution	(1,500.00)	17,348.88
1373	4/24/2022	Jon Plumberfor Assembly	contribution	(1,000.00)	16,348.88
1374	4/24/2022	Glenn Grothman for Congress	contribution	(1,000.00)	15,348.88
	4/28/2022	pac fund raisers	fundraiser	400.00	15,748.88
Total Month Ending 4/30/2022				(3,106.22)	
Month Ending 5/31/2022					
1375	5/3/2022	Patrick Testin for Wisconsin	contribution	(1,000.00)	14,748.88
1376	5/4/2022	Dave for WI	contribution	(500.00)	14,248.88
Total Month Ending 5/31/2022				(1,500.00)	
Month Ending 7/31/2022					
1377	7/25/2022	People for Rebecca	contribution	(500.00)	13,748.88
Total Month Ending 7/31/2022				(500.00)	
Month Ending 9/30/2022					
1378	9/13/2022	Michels for Governor	contribution	(2,000.00)	11,748.88
Total Month Ending 9/30/2022				(2,000.00)	
Grand Total				4,023.78	11,748.88

ARVC News



Your AREA 3 ARVC Rep.



Jim Button, OHE (Treasurer)
Evergreen Campsites & Resort



Jim Button currently is your Area 3 Board of Director with ARVC. Jim has been involved in the industry since 1983 and currently owns Evergreen Campsites & Resort which is Nationally recognized in the industry as a leader. Jim is part of your National ARVC Excom Board and currently holds the treasurer's position, he holds a seat on ARVC Foundation and is the current education chairman. Jim is known for being an industry advocate and is here to help guide you to successes.



 **OTE**
BUTTON

I am up for re-election this Fall for
National ARVC Board of Directors and would love your support
again. Voting details will be out this upcoming summer.

National ARVC Team



Paul Bambei
President and CEO



David Basler
Senior Vice President
Membership and Marketing



Jeremy Carr
Membership Development
Manager



Suma Gireh
Accounting Manager



Jen Zolcos
Program and Events Manager



Heather Rubenaker
Membership and Event
Specialist



Jeff Sims, CPO, OHC
Senior Director, State
Relations and Program
Advocacy



Emily Stanley
Membership and Marketing
Coordinator



Riley Wilson
Marketing Manager



Jaqueline Gloria
Director of Membership



Krystine Harris
Vice President, Finance and
Information Technology



Gary Hesdriek
Senior Manager, Business
Development



Susan Motley, CAE
Vice President of Member
Programs



KC Chowdhury
Web Developer and
Business Manager

ARVC News



Your ARVC Chairman



Bert Davis, OHC (Chair)
Dells Camping Resort



Bert Davis currently serves as your National ARVC Chairman and has held multiple seats on the National ARVC Board. Bert has been a part of the WACO board and was previously the Area 3 Rep for National ARVC. Bert currently owns Dells Camping Resort and is a current member of Group IV (National ARVC). Bert is passionate about the success of being part of both State and National ARVC Associations.



ARVC News

National ARVC, a leader in the outdoor hospitality industry, is the only National Association dedicated to representing the interests and needs of private R.V. parks and campgrounds in the North America committed to providing exclusive access to continued education, networking, business and marketing tools, member benefits and discounts. Not to mention advocacy at the local, state, and national levels.

As your Area 3 Representative, I encourage you to log in to your member profile, scroll through or take a deep dive into how National ARVC can help you. One campground, one state, and one National ARVC, together we can accomplish many great things together.

National ARVC even goes so far as to walk you through getting in touch with your elected officials.

National ARVC Membership Login

The screenshot displays the ARVC website interface. On the left, a login form for **arvc.org** includes fields for Username and Password, a Log in button, and links for password reset and joining. A yellow arrow points from the login form to the right-hand screenshot. The right-hand screenshot shows the **Membership & Benefits Portal** with a navigation bar, a welcome message, and two notice boxes: **GoCampingAmerica.com Update** and **OHCE2021 Recordings Now Available**. Below the notices are buttons for **See My Listings** and **My Learning**. At the bottom left of the page, there is a QR code and a live chat prompt: **Need Help Logging in? Live Chat with ARVC on arvc.org**.

Mark your Calendars OHCE 2023

**Your next best year
starts in Kansas City.**



OHCE2023

NOVEMBER 6-9
KANSAS CITY, MO

SAVE THE DATES



National School

Join the many who have participated in the National School of RV Park and Campground Management. This is one of a kind from being a prospective owner to a campground owner this education takes you to the next level. Many graduates say "We would not be where we are, if not for the things learned at the National School." Now with a generous donation from National ARVC member, George O'Leary, who recently gave \$1 million to the National ARVC is able to offer full scholarships and everyone interested is encouraged to apply.



National ARVC News/Benefits

Music Licensing

Protect yourself with ARVC© exclusive music license fees. Not quite sure how or what your fees are again? If you play music at your park, visit ARVC.org >> Member Programs >> Music Licensing to learn more about how ARVC© exclusive member discounted license can help protect your park.

**Got something
worth knowing?**

**Apply to be a
speaker at OHCE.**



OHCE2023
NOVEMBER 6-9
KANSAS CITY, MO

Recalls

Recalls- Did you know by going on the advocacy tab, you can find out where recalls are in our industry. These are just a few life saving tips at your



MARKETING

AWARDED \$56,000 in DMO GRANT FUNDS in 2021 to be used in 2022 & 2023

WACO was awarded \$56,000+ in the form of a Destination Marketing Organization Grant.

These funds are FREE money that our organization can utilize to promote to **NEW** guests, **NEW** campers, **NEW** customers to your campgrounds in 2022 & 2023. Reminder – these funds had to be focused on bringing people **TO** Wisconsin, so we targeted MN, IL, and IA.

- WACO Specific App for Campers
- SEO and Google Upgrade Package
- eNews Ads with Travel WI
- Distribution of Directory Nationwide with Anderson Brochures



STATE OF WISCONSIN
DEPARTMENT OF ADMINISTRATION
Tony Evers, Governor
Joel Brennan, Secretary
Jana Steinmetz, Division Administrator

November 10, 2021

Dear Applicant:

You are receiving this email because you applied to the ARPA Destination Marketing Organization Grant Program. After thorough review of your application, we have found sufficient information to extend an award to your organization. Congratulations!

Here is an overview of the coming steps. Please monitor your email for messages pertaining to the following:

DUNS Number

The next step in the award process is to obtain a DUNS number (if you do not already have one). A DUNS number will be a required field when completing the Grant Agreement, which will be arriving as a separate attachment.

- To register for a free DUNS, visit the Dun & Bradstreet (D&B) website: <https://fedgov.dnb.com/webform/displayHomePage.do> or call 1-866-705-5711.
- When communicating with D&B, you should clearly state that you are a recipient of a federal grant which will expedite your request.
- You should receive a DUNS number assignment within 48 hours.
- If your DUNS number assignment is pending and not available when you complete the grant agreement, you may input "pending" in the DUNS number field when submitting the grant agreement and supply the DUNS number to the Program via email when you receive it.
- Please note, you will need a separate DUNS number for each EIN that received funding.
- Please see these instructions https://doa.wi.gov/DEO/duns_num_guide.pdf for further details, including how to check if you already have a DUNS number.

Grant Agreement

In the coming days, you will receive a Grant Agreement that must be completed and returned electronically through DocuSign, an online document transmittal and secure signature service used by the State of Wisconsin. DocuSign is easy to use and does not require you to create an account. Please watch your email for instructions to execute the Grant Agreement.

Affirmative Action Plans

State law requires grant recipients who receive \$50,000 or more to submit Affirmative Action plans to the Department or to file for an exemption from submitting a plan. To make this process as efficient as possible, the Department Contract Compliance program manager will be reaching out to

Enterprise Operations, PO Box 7867, Madison, WI 53707-7867
Phone: (608) 266-0779 | DOA.WI.GOV

VIVIAL/THRYV Digital Ads, 100K Impressions Targeting website and IL (have adjusted to various regions including IA and MN

VIVIAL/THRYV Digital Ads, 10K Impressions Targeting website and MN – adjusted to various location in MN



TOP CITIES

	IMPRESSIONS	RESULTS
Onalaska, WI	28,065	187
Lincolnwood, IL	25,318	49
Oak Park, IL	22,985	38
Lombard, IL	18,719	30
Naperville, IL	12,914	13
Harwood Heights, IL	10,850	33
Elk Grove Village, IL	10,755	4
Racine, WI	9,914	36
Madison, WI	8,976	21
Evanston, IL	8,686	22

TOP SITES

	IMPRESSIONS	RESULTS
mobile	392,141	1,271
yahoo	77,821	172
pch	18,604	75
outlook	12,122	61
lunadulsh	3,088	91
daily	7,220	24
sporcle	20,747	24
fandom	446	21
xfinity	32,173	18
mapquest	249	18
investing	499	14
man	4,695	12
arkadium	727	12
usatoday	5,788	11
flightaware	13,495	11
12up	1,041	10

CHANNEL DISTRIBUTION

Web

255,264

Mobile

392,141



TOP CITIES

	IMPRESSIONS	RESULTS
Rochester, MN	34,409	272
Spring Valley, MN	5,095	40
Goodhue, MN	2,525	15
Grand Meadow, MN	2,432	31
Wanamingo, MN	2,403	21
Ostrander, MN	2,270	36
Zumbrota, MN	2,207	13
Ononago, MN	1,641	14
Fountain, MN	1,518	24
Byron, MN	1,385	41

TOP SITES

	IMPRESSIONS	RESULTS
mobile	48,697	570
yahoo	9,934	91
pch	2,070	46
outlook	486	24
dailyml	1,155	11
weather	211	11
lunadulsh	345	9
usatoday	898	9
sporcle	768	8
man	1,336	8
lemonid	2	8
reference	927	7
investing	152	7
myfitnesspal	582	6
mapquest	17	6
flightaware	2,168	5

CHANNEL DISTRIBUTION

Web

29,108

Mobile

48,713

27



AWARDED \$56,000 in DMO GRANT FUNDS in 2021 to be used in 2022 & 2023



In 2023, our WACO Website will be getting a complete overhaul! We will be:

- **Updating SEO and Google Analytics4**
- **Updating Search Functionality by Region AND Amenity for our Camper Guests!**
- **Cleaning up the many pages and plug-ins that will “lighten” the website, making it respond much more quickly!**
- **Mobile-friendly to ensure what’s seen online can also be navigated on your mobile device**

WATCH FOR UPDATES ON THIS AND REQUESTED TO ENSURE YOUR LISTING IS ACCURATE WHEN WE LAUNCH!



PRINT MARKETING

WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS

The word "camping" evokes different images for everyone. Some think of "roughing it" in a wooded area, sleeping under the stars in a hammock or tent and cooking over a fire. Families imagine loading up their RV for an extended stay, with an activity schedule taped to their stocked refrigerator door. Couples can't wait to use the outdoor shower while the electric fireplace warms the room in the glamping cabin they've rented for their anniversary.

With so many options, how do you narrow your search without stress? Enter the Wisconsin Association of Campground Owners (WACO). Their campground directory breaks the state into six regions, eliminating "search stress."

Hitch up the trailer and hit an ATV or snowmobile trail in the Indianhead region. Explore the Mississippi or find the best winery in the Hidden Valleys. Central Wisconsin is equally divided between the authentic tourism of Wisconsin Dells and rolling hills with beautiful orchards and family festivals. Are you looking for great boutiques, lighthouses and fishing? Check out the East Wisconsin Waters region. Whitewater rafting and rustic scenery more your jam? Northwoods region is the spot for you! Golf and boating enthusiasts alike will want to peruse the Southeastern Wisconsin region.

📍 // wisconsincampgrounds.com

📱 // [@wicampgrounds](https://www.facebook.com/wicampgrounds)

📺 // [@wicampgrounds](https://www.instagram.com/wicampgrounds)

🌟 // Wisconsin Association of
Campground Owners
N22676 Hwy. 53, Ettrick
608-525-2327



Print advertising in 2023 will be focused on driving traffic to the website and picking up a Directory. Examples here are scheduled for the WI Travel Guide and Woodall's. This version/format produced by Madden is in a full tabloid 11 x17 format.



NEWSLETTER HIGHLIGHTS

BURNETT COUNTY CAMPGROUNDS AGAIN TARGETED BY PRESSURE GROUP

Once again, the anonymous people behind the Preserve Burnett County group have launched a baseless attack on campgrounds. They are asking for additional restrictions on new and existing campgrounds. The shrill, exaggerated charges against campgrounds have reached the point that campgrounds are being categorized in PBC's campaign to close the door to Burnett County.

There simply is no other way to describe PBC's attacks. Their website calls campgrounds "invasive weeds." They assert that campgrounds are a threat to the "rural way of life." They complain about the possibility of "600 campers next to 30 cows." They assert that a campground generates no additional tax revenues "...to fund schools, roads and first responders..."

Whatever PBC and its adherents think is going wrong with Burnett County, singing out one vulnerable target and blasting them with high-voltage rhetoric is not the solution. We will put it bluntly: If the Burnett County Board of Supervisors caves into this kind of hysteria, its reputation as a place to do business will be further damaged.

PBC claims it is "pro-growth and pro-community." Reality will be very different. Burnett County already faces major challenges attracting business and investment. If Burnett County letting these populist attacks stampede your County into adopting anti-growth ordinances, they will send a clear message to business - invest elsewhere.



If you have handbooks, please send them to lori@sevensonandassociates.com so we can compile, review best practices and pieces from each, creating one incredible employee handbook model!



Mark Hazelbaker, SC
WACO Attorney
608-525-2326
wacolegal@gmail.com



IN THE KNOW

LEGAL Q&A

Q : Is it legal to ask guest ages?

A : It isn't illegal to consider the age of guests at campgrounds who are not adults.

So, it is legal to ask if people have children under 18. In theory it is legal to ask the ages of all the children, and some do. Some campgrounds apparently think it helps to know how many little kids are around so they can direct programming accordingly. I don't know that I think it really matters. The fact is everybody under 18 to a certain extent a challenge, in that they need supervision and management.

It is illegal under the Wisconsin public accommodations law to discriminate against adults on the basis of age. That means that you can't exclude old people, or, treat 18 year olds differently from 22-year-olds.

GET MORE INVOLVED



As we get closer to Convention, our Annual Meeting also draws near. In March, our Board of Directors convenes to wrap up the previous year and potentially change hands in leadership. Being a Director gives you a closer look at the direction of our Association. We are always looking for those who wish to serve and give the group time! Your experiences, successes, failures, in general, matter.

In all seriousness, should you wish to join the Board, there will be openings this year! Please watch your email for more information on nominating, running for a position, and the next steps!

EV is Here to Stay

Are you ready?

In February, the Biden administration unveiled its plan to award nearly \$5 billion over five years to build thousands of electric vehicle charging stations in the US.

The City of Toronto launched its electric vehicle strategy in 2020. One of its goals is for 100 percent of vehicles in the city to be powered by zero-carbon energy sources by 2050. Electric vehicles (EV) are no longer a thing of the future but rather a current event. What does this mean for you as a campground owner?

First, let's get the basics out of the way.

WHAT IS AN ELECTRIC VEHICLE?

An electric vehicle, such as an electric car, uses one or more electric motors powered by a battery pack to accelerate and drive. Depending on the type of EV, the electric motor(s) either assist a conventional internal combustion engine (ICE) or power the car completely.

What are the different types of electric vehicles? When talking about EVs, we generally refer to three main types of electric vehicles: hybrid electric vehicles (HEV), plug-in hybrid electric vehicles (PHEV), and battery electric vehicles (BEV).

HEV technology automatically charges the battery through what's known as "regenerative braking." It activates the electric motor system when conditions are suitable, meaning drivers do not have to monitor the charge or plug the cars into power outlets. So we don't need to worry about any special accommodations or stations for HEV technology!

- Level 1:**
 - Requires 110/120 volts
 - Output (varies slightly) between 12 amps and 16 amps of continuous power
 - 3.5 and 6.5 miles of range per hour of charging
- Level 2:**
 - Requires 208/240 volts
 - Output between 16 and 40 amps, depending on model
 - 14 and 35 miles of electric range per hour of charging
- Level 3, DC fast chargers:**
 - Requires 480-volts and 100+ amps (50-60 kW)
 - Output full charge for an EV with a 100-mile range battery in slightly more than 30 minutes (178 miles of electric drive per hour of charging)

COFFEE PLEASE



Respectfully Submitted by the WACO Office

Coffee and camping. The two words have gone hand in hand for generations. However, few of our guests make their brew over the campfire in a trusty enamel coffee pot. Coffee and tea trends are generally interesting (if you're a coffee buff or just like stats) but especially important to business owners where coffee is a staple item. Check out some of the rising 2022 Coffee/Tea trends in the U.S. from linchpinseo.com from their March 2022 update.

- COFFEE SHOP POPULARITY** - According to myfriendcoffee.com, about 60 percent of U.S. coffee drinkers visit a chain coffee shop at least once a month.
- DRIVE-THROUGHS REMAIN IMMENSELY POPULAR** - Statistics show that 50 percent of Americans get their coffee from drive-through operations.
- MILLENNIAL TEA DRINKING STAYS** - Tea continues to gain market share in surprising areas. For example, according to foodtruckempire.com, about half of U.K. & U.S. tea brands are purchased by millennials in the 24- to 35-year-old demographic group.
- TEA INDUSTRY STAYS** - The tea industry generates \$52.1 billion annually, and the revenue is predicted to grow to \$81.6 billion by 2026.
- EVEN YOUNGER TEA DRINKERS ARE ON THE BANDWAGON** - Generation Z has helped to fuel the demand for sparkling bottled iced tea beverages like Lipton Sparkling Tea, Sound Sparkling Tea, Kombucha Wonder Drink Sparkling Fermented Tea, and many other brands.
- TEA MARKET TYPES** - There are many varieties of tea, such as black, Oolong, green, herbal, and fruit teas, but black tea is the most popular because of its antispasmodic, anti-inflammatory, and anticarcinogenic properties. Increased demand for green tea is attributed to its health benefits, which include better cardiovascular health and weight loss.
- DAILY COFFEE CONSUMPTION** - According to brandongaille.com, the average daily consumption of coffee is 3.1 cups.
- DEMAND FOR SPECIALTY COFFEE BEVERAGES** - More than half of all coffee consumption in the United States includes specialty beverages like espresso, cappuccino, iced/cold coffee, and lattes at premium prices.



If 60 percent of U.S. coffee drinkers visit a chain coffee shop at least once a month, that means they will want...maybe even NEED...coffee while camping with you. What do you have to offer? Complimentary is kind and a sweet touch to your office, but if you have a store, snack shack, or concessions stand, offer it up for additional revenue! And, of course, keep this breakfast standard on the menu at your bar/restaurant.

CONTINUE
READING, P. 11

4th of JULY SAFETY

HEAT-RELATED ILLNESS

STAY HYDRATED
Drink water often before and after you go to work. Avoid alcohol, coffee, or tea while working.

APPLY SUNSCREEN
The sun is at its strongest between 10 a.m. and 4 p.m. Reapply sunscreen often. Reapply every 2 hours.

WEAR YOUR SHADES
Wear sunglasses that block 99% of UVB rays.

MOST AT RISK
Adults over 65 and children under 4. Those wearing wet clothes.

GRILL SAFETY
8,900 house fires
160 injuries
118 mil. in damages
10 deaths

KEEP GRILL:
* AWAY FROM STRUCTURES
* IN WELL-VENTILATED AREA
* AWAY FROM CHILDREN & PETS

Fireworks Safety
NEVER allow children to play with or ignite fireworks
KEEP a bucket of water or hose nearby
MAKE sure fireworks are legal in your area
MORE THAN 14,000 4TH OF JULY FIREWORKS EXPLODE ACROSS THE NATION EACH YEAR

QUICK TIPS

ALTERNATE DUTIES
Schedule your staff by the hour in different settings.

Example 9-10 am front desk, 10-11 am snack shack, return from break to grounds clean up from 11:30-12:30, etc. This staggered schedule gives a variety to your employee's day and gives you insight from different perspectives for the entire campground.

WARNING! SWIM AT OWN RISK!

THE POND IS AVAILABLE FOR SWIMMING AND WATER SPORTS. USE OF THE POND IS AT YOUR RISK. YOU ARE RESPONSIBLE FOR THE SAFETY OF YOURSELF AND OTHERS IN YOUR PARTY!

AS PROVIDED BY SECTION 895.525 OF THE WISCONSIN STATUTES (OR LINK TO THE LEFT)

WARNING! SWIM AT OWN RISK!

THE POOL IS AVAILABLE FOR SWIMMING AND WATER SPORTS. USE OF THE POOL IS AT YOUR RISK. YOU ARE RESPONSIBLE FOR THE SAFETY OF YOURSELF AND OTHERS IN YOUR PARTY!

AS PROVIDED BY SECTION 895.525 OF THE WISCONSIN STATUTES (OR LINK TO THE LEFT)

CHECK YOUR RATES

QUICK TIPS

MORE THAN LIKELY, THEY ARE TOO LOW!
What do you provide that's unique to your campground or your region in the state? Who is your target market, and what are they willing to spend? Millennials will pay more if they believe in the cause - connect with that! Compare your area and keep your amenities/offering in mind.

Q If a sale includes both the amusement device and the video or electronic game, does the exemption apply to both?

- If the sales invoice for the amusement device separately states the sales price of the video or electronic game and the sales price of the amusement device, the video or electronic game is exempt and the amusement device is taxable.
- If the sales invoice for the amusement device has one price that includes the video or electronic game and the amusement device, the exemption does not apply and the entire charge is taxable.



NEWSLETTER HIGHLIGHTS



A QUICK REFRESHER ON THE TYPES OF CAMPING UNITS – AND WHAT IS NOT A CAMPER

Some local officials and others are unaware of the different kinds of lodging units that are located and used at campgrounds. Here's a very brief overview.

Campgrounds host a wide range of camping options. The licensing code for campgrounds states at ATCP sec. 79.03 (5) that a camping unit is "... a structure, including a tent, camping cabin, yurt, recreational vehicle, mobile home, or manufactured home, bus, van, or pickup truck."

There is further detail required. The term "recreational vehicle" included in this definition is itself further defined. ATCP 79.03 (32) defines that term as "... a vehicle that has walls of rigid construction, does not exceed 45 feet in length, is designed to be towed upon a highway by a motor vehicle or has a motor of its own, and is equipped and used, or intended to be used, primarily for temporary or recreational human habitation. A recreational vehicle includes camping trailers, motor homes, and park models."

So – campgrounds are allowed to provide lodging for: Tents; Camping Cabins; Yurts; Camping Trailers; Motor Homes; Park Models; Mobile Homes;

Manufactured Homes; Buses; Vans; and Pickup Trucks.

There are some confusing issues. Campgrounds can have mobile homes (residential trailers built before 1976) and manufactured homes (residential trailers built to the HUD code since 1976). But – if a campground has 3 or more mobile or manufactured homes, the operator has to obtain a manufactured home community license from the state. There is also a local license. If you have a manufactured home community license, you may be able to allow people to stay in the manufactured or mobile homes year-round – but only if the zoning for your park allows it.

A recent source of confusion has arisen with "glamping tents." These are, essentially, a hybrid of cabins and tents. They have solid floors and walls, but a tent-like roof. Some of them are quite elaborate and are divided into rooms. It's my opinion that they are allowed in campgrounds; either tents or cabins are allowed. There's no reason why a cabin-tent (or if you prefer, a tent-cabin) should not be permitted.

One final comment. Park model RVs have aroused concerns with local officials throughout Wisconsin. Park model RVs are, legally, vehicles. They have vehicle titles from the

WACO NEWS | JUNE 2023 | Page 9

EXPERT UPDATES

Nearly 100 attendees joined us in October's Fall Workshop!



Abe Leis, CPA from Hawkins Ash explained strategies to reduce tax:

- **Accelerated depreciation** - Bonus and Section 179 are pivotal and if you don't know what that means, ASK YOUR ACCOUNTANT!
- **Repairs & Maintenance** - need to determine if it's a capital asset vs. repairs/maintenance because that may help avoid personal property tax
- **Select S-Corp if profitable**

He also highlighted good reminders if you're selling:

- **Buyer & Seller should agree to allocation of price during the negotiating process**
 - Recommended that allocation be in purchase agreement
 - Form needs to be submitted to IRS in year of sale – Form 8594
- **Tax treatment of different asset classes**
 - Buyer will want as much as possible to equipment
 - Seller will want as much as possible to goodwill and land

Eric from Coverra shared the Biggest Risk Management & Safety Issues:

- **Swim Ponds** - do you offer lifejackets, do you limit ages, what can you do to mitigate risk?
- **Golf Carts** - Seasonal vs. overnight renters and rules
- **Content on Social Media and Websites** - Can be a beacon for agencies to ask questions, require permits, etc., so watch what you post!
- **Rising Costs** - for both buildings and labor, be sure you have proper coverage
- **Insurance/Marketplace** - Costs are increasing and the market is "hardening" meaning companies restrict capacities and coverages they'll offer. Don't panic, this won't last long, just need to ride it out.

John from Campgrounds4Sale went over profit for your campground:

- **Inflation** - People recognize inflation is in play
 - Your campground is an inch by inch profit center
 - Look at what you can do to increase all your profit centers
- **When buying a cabin** - if you're paying 6.5% on your loan, make it up in your nightly rates.
 - The interest rate doesn't really matter if the cabin is paying for itself
 - If you're taking calls asking for a cabin and you're saying no we're full - you need more cabins.
- **Improvements** - If you want to lay blackout or put in shrubs - are you getting paid more from your customer by having those things? If so - do it!



WACO MEMBER IDEAS

Check out these unique and inexpensive ways to make your customers feel at home! What can you do in rentals at your campground to add that "special something" your guests will never forget?



FURRY GUESTS

Check out the great use of space one member took advantage of when setting up their dog park. Others used treats and free bags to incorporate great reminders that picking up poop isn't included in the reservation fee.



The RV Industry is a \$140 Billion AMERICAN-MADE Industry

There is a fundamental change happening in the way Americans travel, work, and live. More and more people are choosing RVs as their preferred option for travel as they prioritize spending time in the great outdoors and embracing the freedom that comes with RVing.

Just how much the RV industry has grown is captured in the new *RVs Move America Economic Impact Study*, released by the RV Industry Association. The study revealed that the RV industry has an overall annual economic impact to the US economy of \$140 billion, supporting nearly 680,000 jobs and paying more than \$48 billion in wages. This is a 23% increase in economic output in just the past three years.

"More Americans than ever before have discovered RVing and the incredible physical and mental health benefits that come from living an active outdoor lifestyle," said RV Industry Association President & CEO Craig Kirby. "The American-made RV industry is an essential part of the American economy that supports \$140 billion in economic output and hundreds of thousands of well-paying jobs."

- The \$140 billion total annual RV industry economic impact includes:
- \$73.7 billion generated by RV manufacturers and suppliers
 - \$35.7 billion by RV campgrounds and related travel
 - \$30.5 billion by RV sales and service activities

In addition to the economic impact, the RV industry pay \$13.6 billion in federal, state, and local taxes.

"Every resident in America benefits from the substantial tax revenue brought in by the RV industry," continued Kirby. "Taxes that fund roads, bridges, education, and the parks and recreation areas our customers visit."



E-NEWS MARKETING



WOODALL'S • CAMPGROUND MAGAZINE •

'WACO' Draws Record 330 Attendees, 192 Vendors

By: Jeff Crider | Published on: Mar 21, 2022 | Categories: Industry News | 0 comments

The Wisconsin Association of Campground Owners (WACO) had a record turnout for its 59th annual convention and tradeshow, attracting 192 vendors and more than 330 attendees.

Campground owners and operators from at least 11 states attended the March 16-20 event, including representatives from 119 Wisconsin campgrounds, more than half of WACO's membership, according to Lori Severson, the association's executive director.

"I don't know of another state that has over half of their membership that come (to their convention)," she said, adding that Wisconsin park owners were complemented by campground operators from as far away as Kansas and Maryland.

Parks and Individuals Honored During ARVC's OHCE

By: Woodall's Campground Magazine | Published on: Nov 10, 2022 | Categories: Industry News | 0 comments



The National Association of RV Parks and Campgrounds (ARVC) recognized the "best of the best" in the outdoor hospitality industry at its annual Awards of Excellence held on Nov. 9 at the 2022 Outdoor Hospitality Conference & Expo (OHCE) in Orlando, Fla.

The afternoon began with recognition of the Plan-It Green Parks of the Year, an award given to National ARVC member parks that exemplify environmentally-friendly practices across all areas of park operations.

Parks honored include:



A variety of vendors participated in WACO's tradeshow giving attendees plenty of items to look at. Credit: Jeff Crider



Vendors remained busy during WACO's record breaking tradeshow. Credit: Jeff Crider

The **State Leadership Award** was given to Scott Kolluck, owner of Vista Royale Campground and president of the Wisconsin Association of Campground Owners (WACO).



RV Industry Association Convenes Meeting Of Campground And RV Industry Leaders To Build Unity Around Growing And Enhancing Campgrounds And Consumer Experiences

Sep 29, 2021 | RV Industry Association Staff



Last week, the RV Industry Association convened a meeting of select leaders from the RV and



RV Technical Institute Continues RV Technician Recruitment Efforts

Mar 31, 2022 | RV Industry Association Staff

Likewise, RV Technical Institute's Vice President of Education and Operations Sharonne Lee presented an hour-long seminar on obtaining RV technician training at the Wisconsin Association of Campground Owners (WACO) in Stevens Point, WI. During the presentation, Lee provided an overview of the RV industry; outlined what the RV Technical Institute's role is and how it impacts consumers of the RV lifestyle; described how providing services at RV campgrounds could play a key role in providing needed services to RVers; and discussed how to get personnel trained and/or certified.



MODERN CAMPGROUND

Outdoor Hospitality News For Campground & RV Park Owners



Wisconsin Campground Seeing More Visitors



Despite High Gas Prices, Some Wisconsin Campgrounds Already Full Ahead of Memorial Day Weekend



- Check the
WACO Website
in the Annual
Report tab of
the Members
Only Section!**

- WBEZ (91.5 FM) - Chicago
- WXRT (93.1 FM) - Chicago
- WLS (890 AM) - Chicago
- WGCI (107.5 FM) - Chicago
- WBBM (780 AM) - Chicago
- WNIJ (89.5 FM) - DeKalb
- WCBU (89.9 FM) - Peoria
- WTVP (90.3 FM) - Peoria
- WSIU (91.9 FM) - Carbondale
- WDCB (90.9 FM) - Glen Ellyn





WACO PROMOTIONS

BRANDING THE WACO NAME

- We are known throughout the state using the appropriate pronunciation of our name through....
 - Sports Marketing
 - Media identification program
 - Gift Certificate Program
 - Campgrounds participated by hosting events from April 1 – October 31

Branding was a major issue we faced several years ago. The consumer, our camping guests, really didn't understand the WACO brand. We would survey people at RV shows, and they were familiar with the camping bible "The Directory", but not with WACO as a name brand. We began exploring various avenues to create better brand recognition and even explored changing the name. Research showed us that brand recognition of the stature we wanted would cost hundreds of thousands of dollars. We looked for ways to create that kind of awareness with out the cost. We created programs that really seemed to help.

1. WACO Gift Certificates – This program has helped WACO develop further into the campers home by allowing campers to purchase, win, or donate the certificates. Further information can be found on the next page.
2. The second piece came to us through Sports Marketing and the Charity work WACO does. We found that many of our WACO campgrounds have been doing wonderful charity work through the years. Unfortunately – or fortunately for us – The media is very interested in the football phenomena in Green Bay – Our partnerships with Gilbert Brown's Foundation have created many media opportunities for WACO to get our name out there.
3. The Department of Tourism is helping us take a very key role in branding and supporting our WACO name and brand.
4. We are consistently trying new programs such as a state wide bean bag tournament, Armed forces weekend, and Charity weekend to gather more publicity.
5. We have participated in festivals and parades to bring awareness to our brand.
6. We are working with radio stations and television to drive people to our social media sites.
7. Developed a rentals and cabins brochure to create additional excitement about how to camp.





WACO PROMOTIONS

REGIONAL ADVERTISING

- Called and developed a data base of Kwik Trips, BP's and other convenience stores that will take our directories. Need to continually develop these relationships as they change with management.
- Leveraged our advertising dollars by teaming up with members, Department of Tourism, and partnering with businesses that fit our camping demographics.
- Used the player connections to get us into free local and state wide events.
- Distributed WACO Directories through Ad-Lit to the waysides in Portage and Green Bay.
- Called Libraries throughout Wisconsin and Minnesota for directory distribution.
- Distributed WACO directories at sporting goods stores through-out Wisconsin. Includes Dicks Sporting Goods, Cabela's and Camping World.
- Created a data base for WACO with emails from Madison Show attendees.
- Use certificates to entice Chamber of Commerce's and businesses who have the same customers we want to distribute our directory.

TRADE ADVERTISING

- WACO Gift Certificate coupons good in any WACO member campground are used to sell on radio programs & expanded into for print & television
- WACO Gift Certificate coupons are used for contest giveaways, promotions and incentives
- Members receive credit as a re-reimbursement for the value of the certificate
- Media venues sell them to the public, at a reduced price, or uses them promotionally
- The Association gets full price in advertising

DIRECTORY ADVERTISING

- ARVC Survey says that State Directory is the number one way campers find you! The WACO Directory belongs to the members. Each campground receives one free listing.
- Campground ad options including 1/8 page, 1/4 page, 1/3 page, 1/2 page, 2/3 page, 3/4 page, Full Page, Cover (4), Cover (2-3), coupon on center map page, add an additional listing, ATV listing, Camping Rental listing, Canoe/Kayak/Fishing listing, and special event fillers.





MEMBER EXCLUSIVE DISCOUNTS

Swank Motion Pictures

25% off yearly Public Performance Site License

Your license provides you exclusive coverage for thousands of Lionsgate films, as well as thousands of films from Sony, Columbia and TriStar Pictures.

****Disney is not covered under the site license anymore-we can only license it on a single event basis (one movie for the one date you choose)**

With our license you have peace of mind knowing your campground is covered for movie nights that:

- « Highlight new services or features
- « Encourage longer stays
- « Increase camper spending through stores and concession stands
- « Add to the diverse amenities your property offers guests

Contact:

Kaitlyn Pollock
Senior Account Executive
Swank Motion Pictures
1.800.876.5577
kpollock@swankmp.com

Swank Motion Pictures, Inc.
10795 Watson
Road
St. Louis, MO 63127

Oriental Trading / Fun Express

20% off and free shipping on orders over \$125.00

The Website for the Discounted program is *Fun Express* and you need to contact Jeannie (info below) to set up an account for you. You will then get 20% off and free shipping with any order over \$125.00. Your WACO office can also help small campground owners pool orders together in order to take advantage of the discount!

Below is the information for our account manager. Jeannie is great to work with! Simply email or call, tell her you are with WACO, and she will set you up. This benefit will save you money!

Contact:

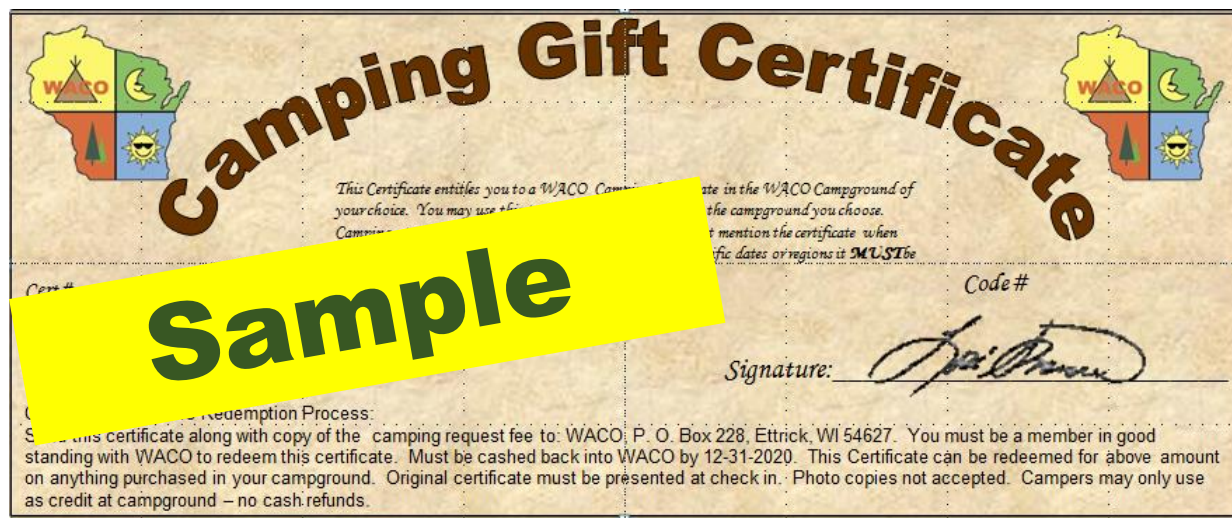
Jeannie Carlsen
Business Development Manager
Phone: 402-939-3056 or 877-619-8497
Email: JCarlsen@oriental.com

Oriental Trading Company
4206 S. 108th Street
Omaha, NE 68137



GIFT CERTIFICATES

WACO GIFT CERTIFICATE PROGRAM



A WACO Gift Certificate is campground cash. The WACO Gift Certificate program is implemented and developed in several different ways.

- Certificates are won as prizes at most of the RV shows with the Spin-To-Win camper game or through Trivia during RV Show programming.
- They are used by various media to promote WACO and educate the public on the name. The WACO office “trades” them for promotional use to media all over the State of Wisconsin, Minnesota & Ill. We get the total amount of the certificate to use for advertising. For example if we send a \$100 certificate to a TV station they would run a \$100 TV ad for us. If they use it for a contest or sell it at a reduced price on their auction we get the additional advertising they use to promote their auction or contest. WACO members are paid the full value of the certificate! So instead of paying thousands of dollars directly to the media we get the advertising and our members get the money. In the beginning we had to beg radio stations to try them. Now we are in every market in Wisconsin, Illinois, Minnesota and parts of Iowa. Our certificates are used by all media including major television markets.
- They can be purchased by calling the WACO office or by ordering online through WisconsinCampgrounds.com and WisconsinCampingRentals.com.
- Certificates are also used for grand prizes for events to drive our social media programs.
- They can be used for convention expense, like treating the staff, paying the speakers, and even tipping the servers! Again another way to take the cash we would pay for this service and give it to members.
- Donations requested by Campground owners

What do I do when I receive a certificate from a customer?

Waco will reimburse you 100% of the value of the certificate
Just mail the certificate to WACO, and WACO sends you the money!

Certificate can be used to purchase anything in your campground
Accepting a certificate costs you nothing except the time to send it to
WACO and the postage.

If you would like WACO to donate to a charity or cause you support just direct them to our website and fill out the form!



GIFT CERTIFICATES

WACO GIFT CERTIFICATES as TRADE ADVERTISING

- WACO Gift Certificate coupons good in any WACO member campground are used to sell on radio programs & expanded into for print & television
- WACO Gift Certificate coupons are used for contest giveaways, promotions and incentives
- Members receive credit as a re-reimbursement for the value of the certificate
- Media venues sell them to the public, at a reduced price, or uses them promotionally
- The Association gets full price in advertising

GIFT CERTIFICATES WILL BE USED FOR:

- Sports/RV shows as prizes
- Sold on radio marts for advertising use
- Sold to the public as gift certificates
- Used to “pay” speakers
- Newspaper contest prizes
- TV Trade



Camping Gift Certificate

VALID SUNDAY – THURSDAY ONLY

*This Certificate entitles you to a WACO Camping Certificate in the WACO Campground of your choice. You may use this towards anything offered in the campground you choose. Camping, store, amenities, per person charges, etc. You must mention the certificate when you are making reservations. If the certificate mentions specific dates or regions it **MUST** be used in that manner.*

Cert # _____ Code # _____

No Cash Value

Expires 2015 Camping Season

Signature: _____

Campground Owners Redemption Process:
Send this certificate along with copy of the camping request fee to: WACO, P. O. Box 228, Ettrick, WI 54627. You must be a member in good standing with WACO to redeem this certificate. Must be cashed back into WACO by 12-31-15. This Certificate can be redeemed for above amount on anything purchased in your campground. Original certificate must be presented at check in. Photo copies not accepted. Campers may only use as credit at campground – no cash refunds.



GIFT CERTIFICATES

CERTIFICATE PROGRAM BREAKDOWN

- **Speakers at Convention - \$4000.00**
- **Convention incentives - \$2500.00**
- **RV shows \$6070.00 to date**
- **Fundraisers \$1050.00**
- **GBF Donation request relating to campgrounds \$3500**
- **Remaining in Media \$7000.00**
- **Purchased Certificates - \$6400.00**

Media	Certs Sent	Certs Redeemed	Earned Media
WLS (890 AM) - Chicago	\$200.00		\$4300.00
WNIJ (89.5 FM) Chicago area	\$300.00		\$2900.00
WOI (640 AM) – Ames Iowa	\$550.00		\$8950.00
Leighton Broadcasting	\$1000.00		\$8,550.00
Capital Media Madison	\$1000.00		\$38,600.00
Big Radio Chicago	\$2000.00		\$59,300.00
Capital Media Group	\$500.00		\$9000.00
Eagle River Media Group	\$500.00		\$6500.00
Post Media Group	\$1000.00		\$17000.00
WNXB 107.3 Iron River	\$500.00		\$2800.00
Entercom Madison	\$1050.00		\$5750.00
Charter Media	\$2000.00		15,000.00
WAXX 104	\$2000.00		\$4500.00
TOTALS for Certificates	\$14,600.00		\$183,150.00



GIFT CERTIFICATES



WACO IN THE NEWS!

With Jeff Crider

Jeff Crider is a long-time freelance writer and media relations consultant for campground and RV industry associations across the country.

He will be hosting interviews for any WACO Member – FOR FREE - on the following topics – stop at the registration desk to sign up for an interview time!

- **Wisconsin Parks that are Open in Winter**
- **Wisconsin's Best Parks for Canoeing, Kayaking and White Water Rafting**
- **Wisconsin's Newest Campgrounds**
- **Wisconsin Park Improvements and Expansions for the 2023 Camping Season**
- **Unique Accommodations at Wisconsin Parks**
- **Newest Activities at Wisconsin's Family Parks**
- **Green Bay Packer Appearances at WACO-Member Parks**
- **Fun Fall Activities at Wisconsin Campgrounds**
- **Wisconsin Parks that have or are planning to add EV charging stations this year.**
- **Wisconsin Parks that believe they offer some of the most affordable camping opportunities**



PARTNERSHIP POWER

WACO will take this opportunity and build on our media partnerships! With Jeff's industry influence, the more of these stories that get published, the better for our individual parks and membership overall. Our office will also reach out to the media involved and include WACO certificates to encourage campers to make that reservation. Can you say WIN-WIN?! This is a real opportunity for our membership, so be sure to take full advantage!



SOCIAL MEDIA & WEBSITE



YTD Jan-Dec 2022 Audience Overview

Continent

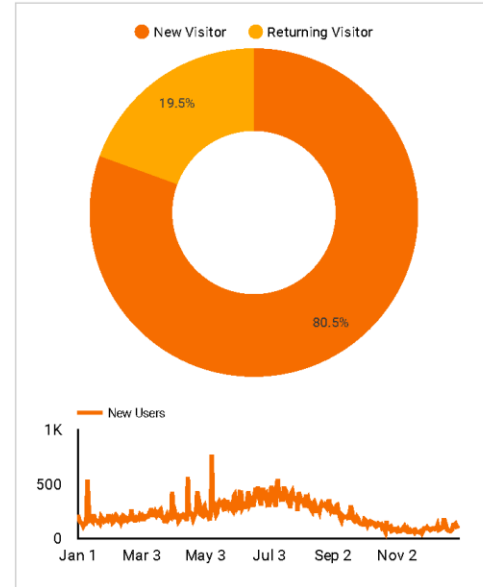
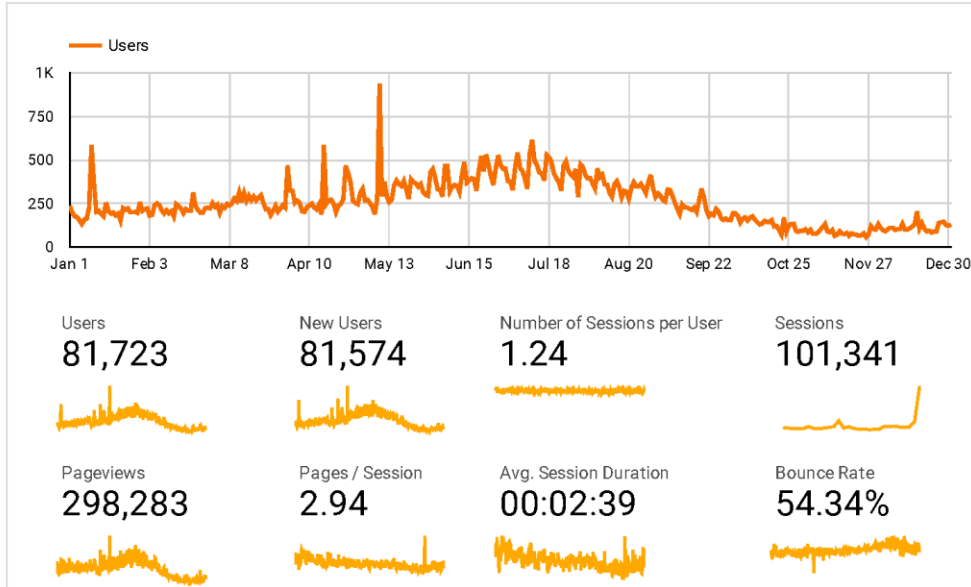
Region

Channel

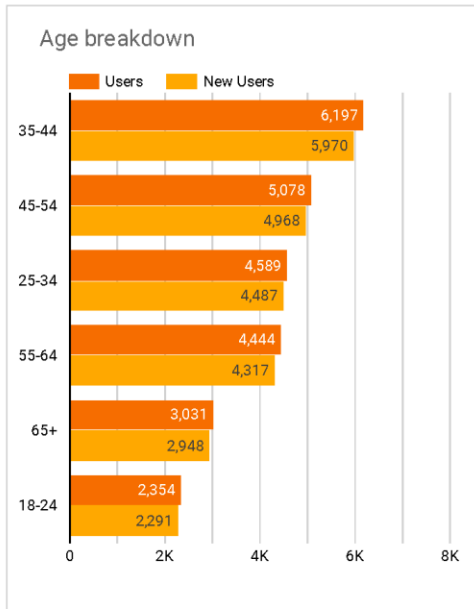
Device

Jan 1, 2022 - Dec 31, 2022

Your audience at a glance

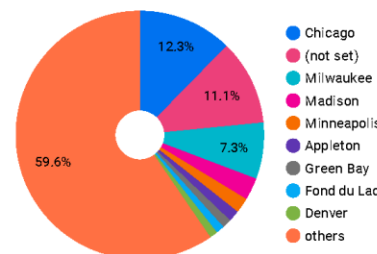


Let's learn a bit more about your users!



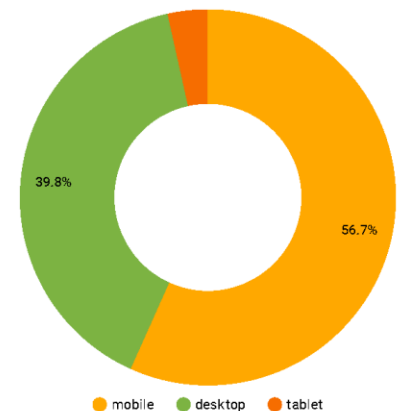
Ages 35-54 continue to hold the line for the largest age groups for online visitors when we look from the beginning of 2022 to 12/31/22. Let's keep a close eye on the 18-24-year-olds as KOA has recently seen a flip in that demographic, taking over the 65+ in our 2023 seasons.

Where do our visitors come from?



Here we see new cities listed in the "where are our visitors coming from" pie including Denver. The increase in the Minneapolis and Chicago percentages also tells us our SEO and ad listings with Vival / Thryv seem to be working.

What device are people using?



Device	Users	New Users
1. mobile	46,600	46,345
2. desktop	32,723	32,412
3. tablet	2,868	2,859

1 - 3 / 3 < >



SOCIAL MEDIA & WEBSITE



Jan 2023 Monthly Audience Overview

Continent

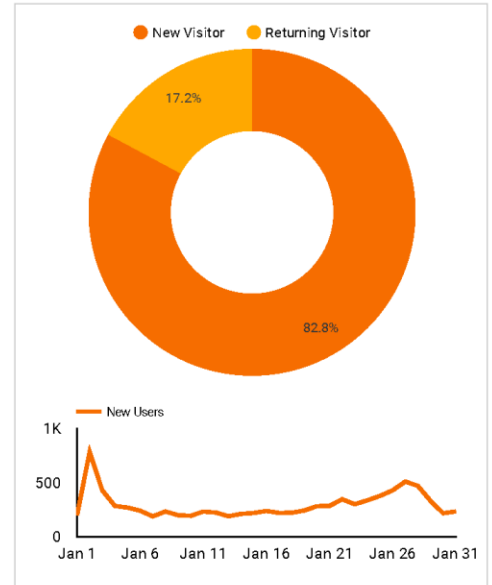
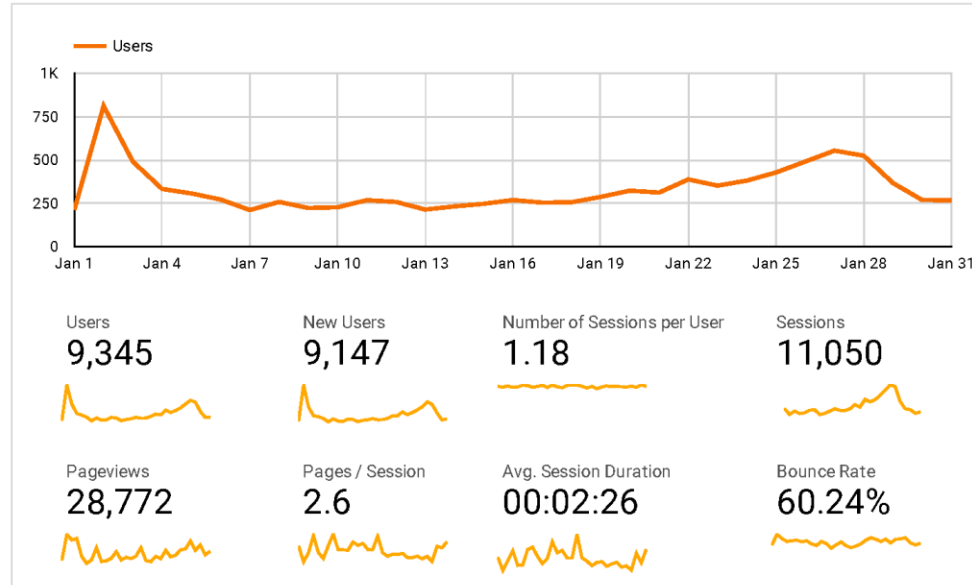
Region

Channel

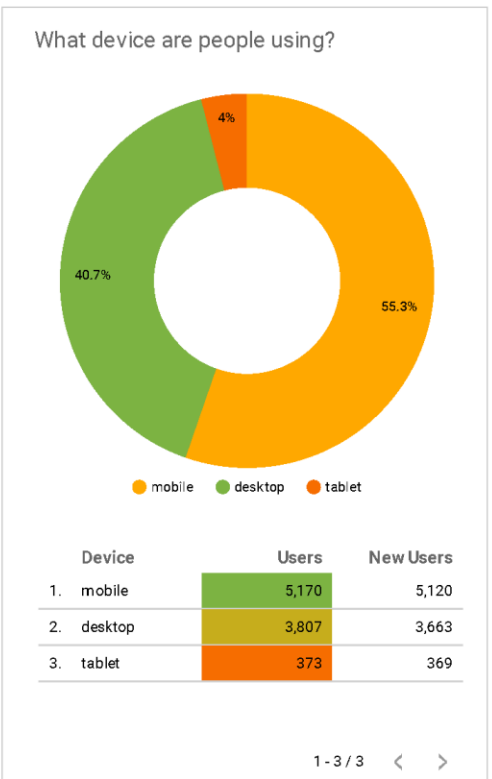
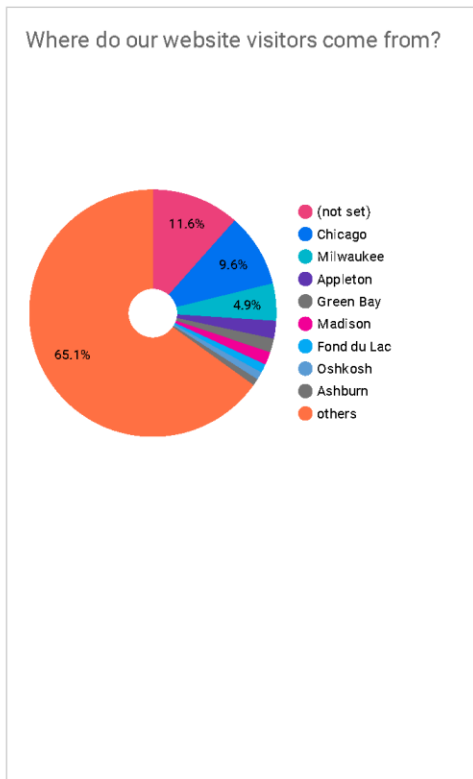
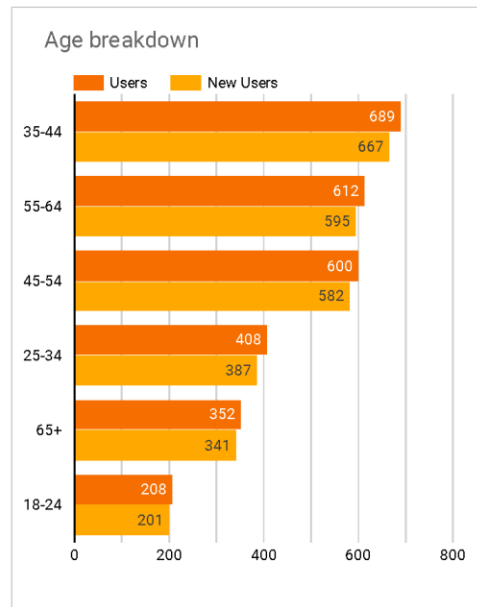
Device

Jan 1, 2023 - Jan 31, 2023

Your audience at a glance



Let's learn a bit more about your users!





SOCIAL MEDIA & WEBSITE



February 2023 Monthly Audience Overview

Continent

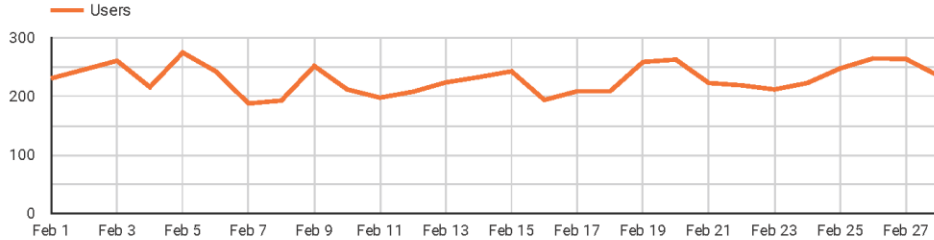
Region

Channel

Device

Feb 1, 2023 - Feb 28, 2023

Your audience at a glance



Users

5,850

New Users

5,579

Number of Sessions per User

1.18

Sessions

6,921

Pageviews

20,563

Pages / Session

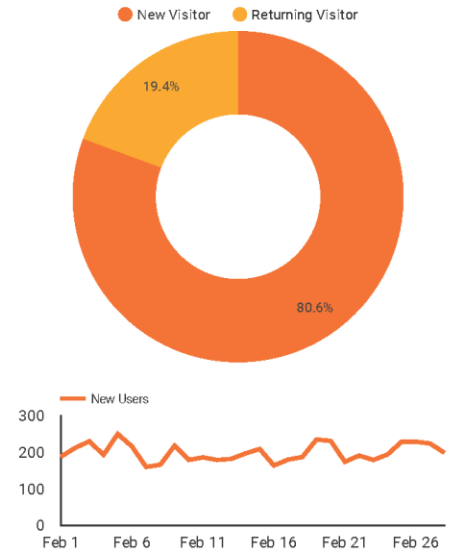
2.97

Avg. Session Duration

00:02:42

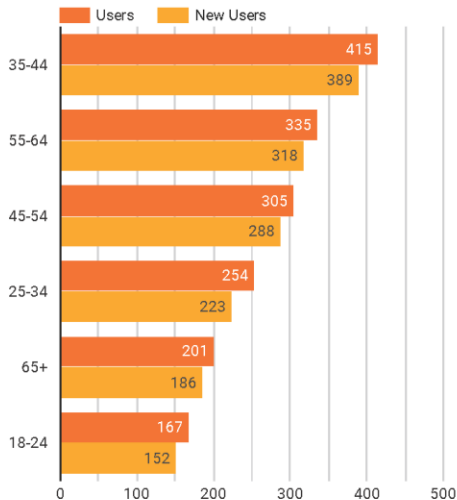
Bounce Rate

56.99%

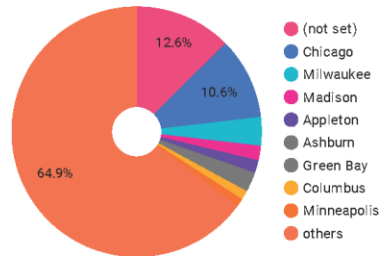


Let's learn a bit more about your users!

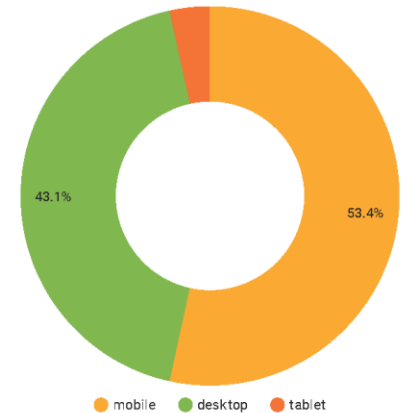
Age breakdown



Where do our website visitors come from?



What device are people using?



Device	Users	New Users
1. mobile	3,124	3,047
2. desktop	2,523	2,343
3. tablet	204	191

1 - 3 / 3 < >



SOCIAL MEDIA & WEBSITE



YTD (Jan-Feb) 2023 Audience Overview

Continent

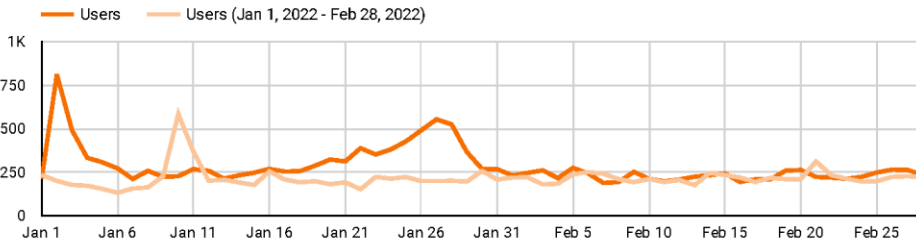
Region

Channel

Device

Jan 1, 2023 - Feb 28, 2023

Your audience at a glance



Users
14,920



New Users
14,726



Number of Sessions per User
1.2



Sessions
17,971



Pageviews
49,335



Pages / Session
2.75



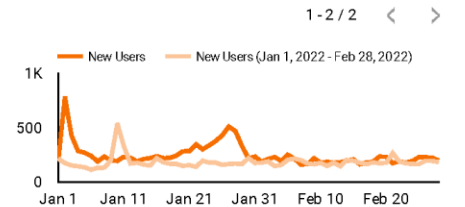
Avg. Session Duration
00:02:32



Bounce Rate
58.99%
↑ 13.6%

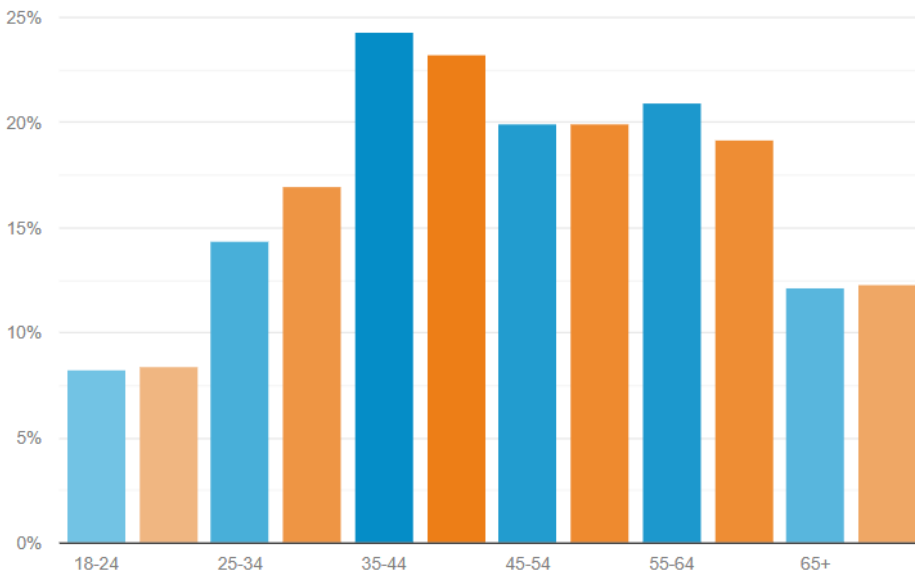
User Type	Sessions	% Δ
1. New Visitor	14,733	157.6% ↑
2. Returning Visitor	3,238	114.9% ↑

Note the increase of NEW visitors in Jan-Feb YTD 2023 vs 2022 - 30% increase in traffic!



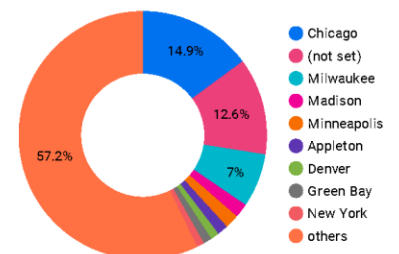
Age

29.99% of total users



Age of our visitors when comparing YTD Jan-Feb 2022 to 2023.

Where do our visitors come from since our Digital Ads & SEO with Vivial? (June 2022 - January 2023)



Here we see new cities listed in the 'where are our visitors coming from' pie, including Chicago, Denver, Minneapolis, and even New York!



SOCIAL MEDIA & WEBSITE



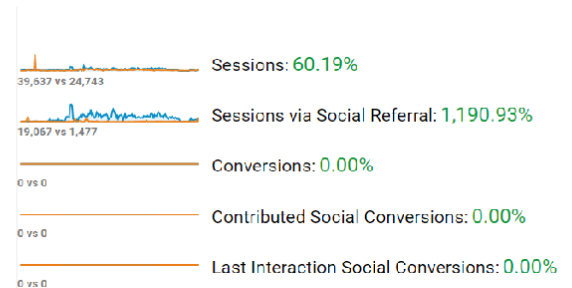
WACO FACEBOOK TRACKING 2022

Month	Current Total	Previous Month	Diff from Previous Month	% Change
Jan-21	8157	-	-	-
Feb-21	8320	8157	163	2%
Mar-21	8420	8320	100	1%
Apr-21	8527	8420	107	1%
May-21	8652	8527	125	1%
Jun-21	8817	8652	165	2%
Jul-21	8869	8817	52	1%
Aug-21	8899	8869	30	0%
Sep-21	8926	8899	27	0%
Oct-21	8939	8926	13	0%
Nov-21	8947	8939	8	0%
Dec-21	8958	8947	11	0%
2022 Month	LIKES	FOLLOWERS	Increase Likes	Increase Followers
Jan-22	8984	9476	26	29
Feb-22	9029	9524	45	48
Mar-22	9045	9547	16	23
Apr-22	9085	9596	40	49
May-22	9122	9637	37	41
Jun-22	9,240	9,685	118	48
Jul-22	9,312	9,756	72	71
Aug-22	9,363	9756	51	0
Sep-22	9,466	9756	103	0
Oct-22	9468	9756	2	0
Nov-22	9470	9825	2	69
Dec-22	9534	10025	64	200

2022 END GOAL LIKES	Currently at	Additional Needed	Monthly Increase Needed	Percent Difference
10000	9534	466	116.5	5%

Jan - Dec 2021 vs. Jan - Dec 2022

%Sessions from Social Referrals: **60.19%**



Social Network	Sessions	% Sessions
1. Facebook		
Jan 1, 2022 - Dec 31, 2022	19,017	99.74%
Jan 1, 2021 - Dec 31, 2021	1,452	98.31%
% Change	1,209.71%	1.46%
2. Instagram Stories		
Jan 1, 2022 - Dec 31, 2022	24	0.13%
Jan 1, 2021 - Dec 31, 2021	0	0.00%
% Change	100.00%	100.00%
3. Instagram		
Jan 1, 2022 - Dec 31, 2022	12	0.06%
Jan 1, 2021 - Dec 31, 2021	0	0.00%

Jan - Dec 2021 vs. Jan - Dec 2022

Social Media Site and Referral Growth to Website

GOALS IN 2023:

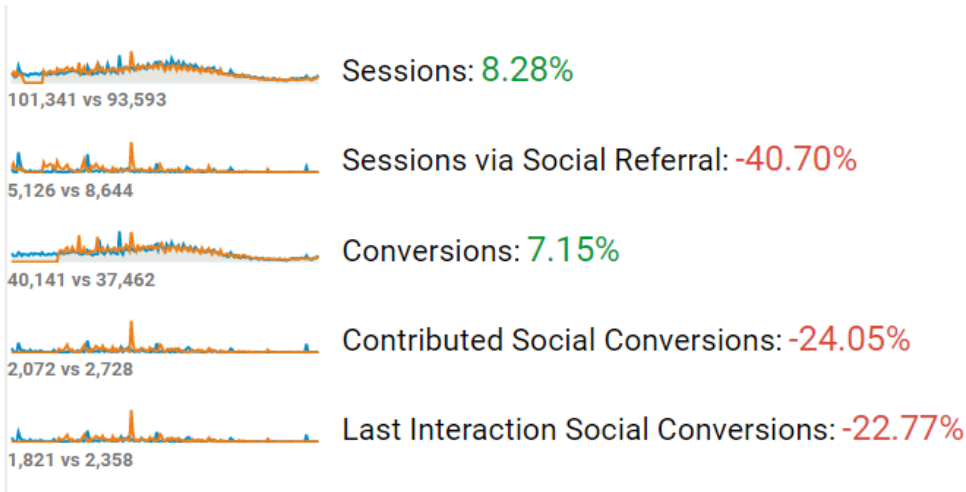
- Reach 11,000 page likes
- Reach 11,500 page followers
- Determine how to best leverage Instagram
- Capitalize on the contests and engagement posts that drove the most traffic by duplicating them with focused markets and campaigns using the DMO funds set aside for contests!



SOCIAL MEDIA & WEBSITE

Need to mention plan with social media here and how updating our website will impact this as well with cleaner coding, lighter loads for searches and introduction of new social media platform (ask Carrie)

Jan-Dec 2022 vs 2021



Social Network	Sessions	% Sessions
1. Facebook		
Jan 1, 2022 - Dec 31, 2022	5,088	99.26%
Jan 1, 2021 - Dec 31, 2021	8,614	99.65%
% Change	-40.93%	-0.40%
2. Pinterest		
Jan 1, 2022 - Dec 31, 2022	16	0.31%
Jan 1, 2021 - Dec 31, 2021	22	0.25%
% Change	-27.27%	22.64%
3. Instagram		
Jan 1, 2022 - Dec 31, 2022	11	0.21%
Jan 1, 2021 - Dec 31, 2021	0	0.00%
% Change	100.00%	100.00%



SOCIAL MEDIA & WEBSITE

WISCONSIN CAMPERS SOCIAL MEDIA

Weekly Social Media Insights - January 2023

Facebook/Instagram Insights

Total FB current likes: 9,534 (+64 from December)

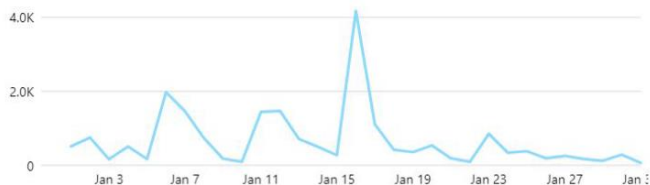
Total IG current followers: 511 (+5 from December)

Results

Reach

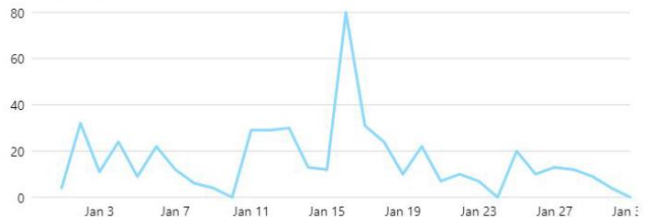
Facebook Page reach ⓘ

11,924 ↑ 480.2%



Instagram reach ⓘ

163 ↑ 91.8%

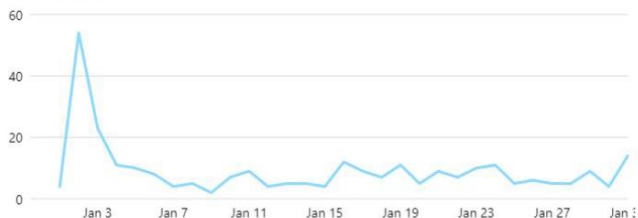


Export

Page and profile visits

Facebook Page visits ⓘ

284 ↑ 149.1%



Instagram profile visits ⓘ

11 ↑ 175%

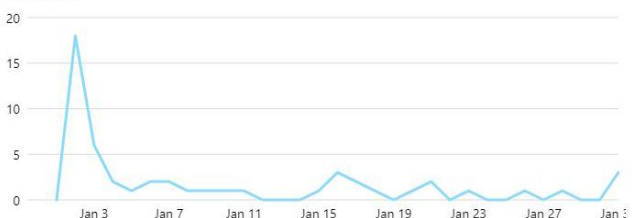


Export

New likes and follows

Facebook Page new likes ⓘ

51 ↑ 363.6%



New Instagram followers ⓘ

7 ↑ 250%

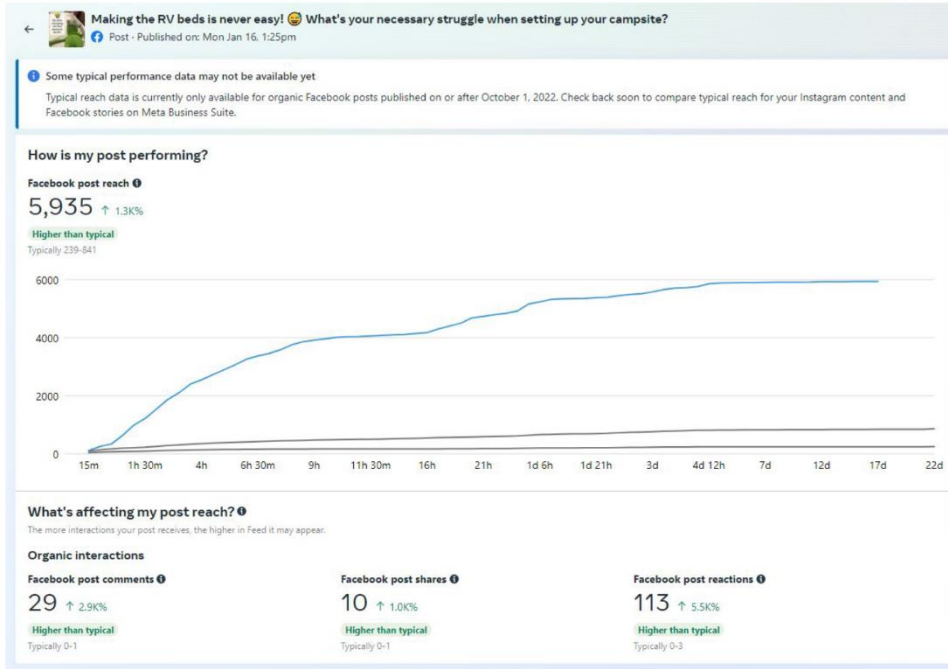


Export



SOCIAL MEDIA & WEBSITE

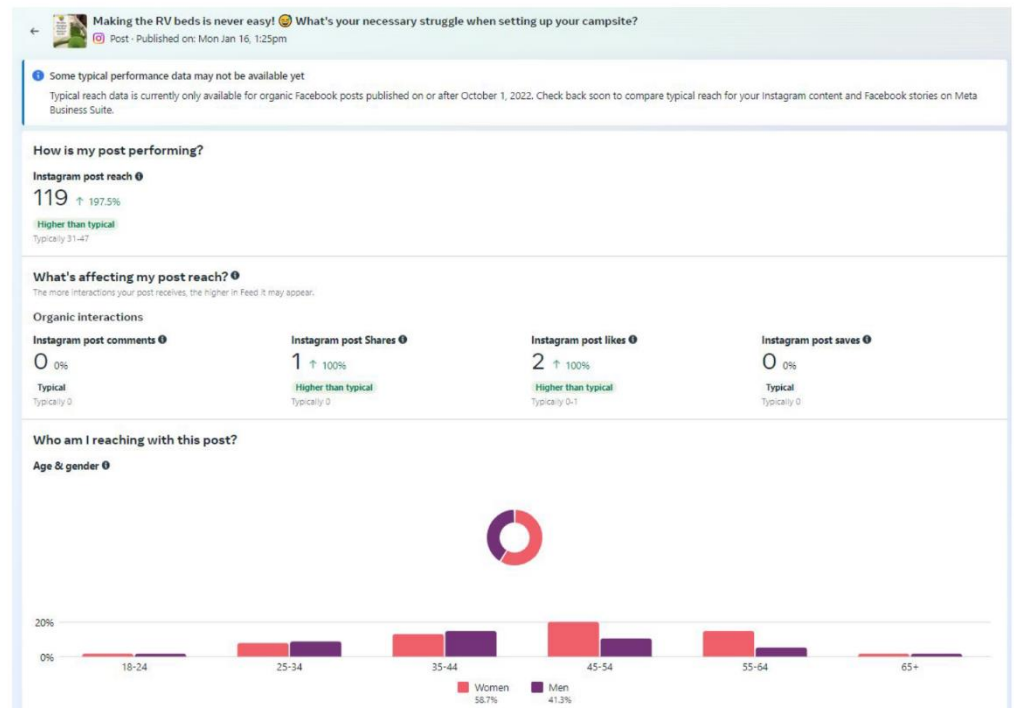
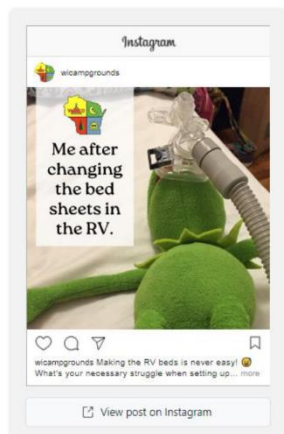
Top Performing Post This Month



Facebook



Instagram





WISCONSIN CAMPERS SOCIAL MEDIA

Weekly Social Media Insights - February 2023

Facebook/Instagram Insights

Total FB current likes: 9,557 (+23 from January)

Total IG current followers: 520 (+11 from January)

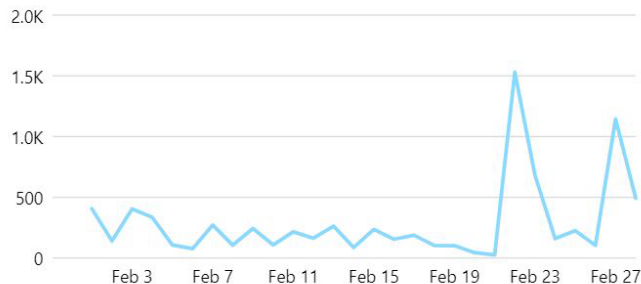
Results

Reach

Download Export

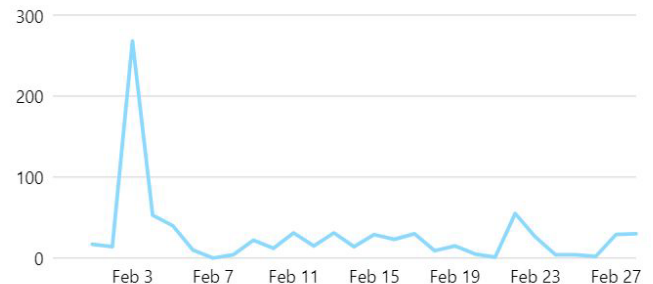
Facebook Page reach ⓘ

4,150 ↓ .65%



Instagram reach ⓘ

438 ↑ .168.7%

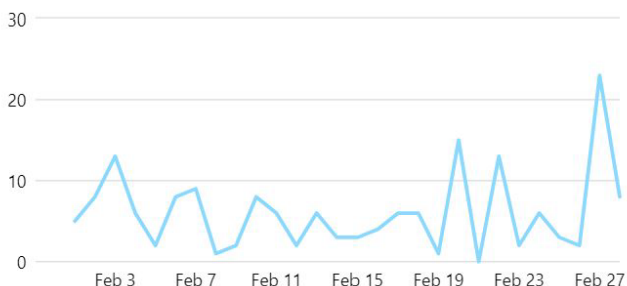


Page and profile visits

Download Export

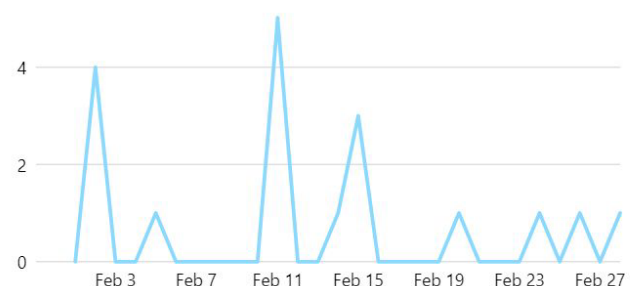
Facebook Page visits ⓘ

171 ↓ .15.8%



Instagram profile visits ⓘ

18 ↑ .125%





SOCIAL MEDIA & WEBSITE

Top Performing Post This Month

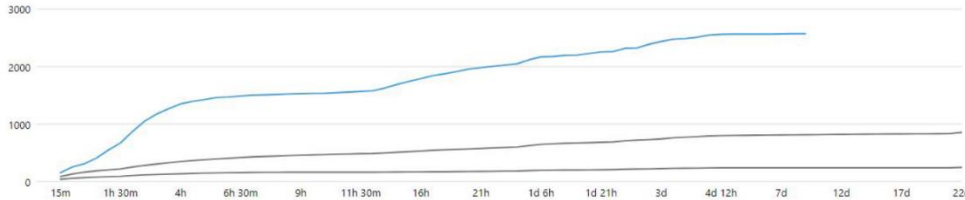
How is my post performing?

Facebook post reach

2,573 ↑ 514.1%

Higher than typical

Typically 238-812



What's affecting my post reach?

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

Organic interactions

Facebook post comments

19 ↑ 1.9K%

Higher than typical

Typically 0-2

Facebook post shares

11 ↑ 1.1K%

Higher than typical

Typically 0

Facebook post reactions

57 ↑ 5.6K%

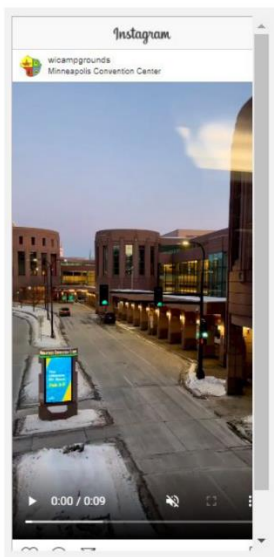
Higher than typical

Typically 0-4

Facebook



Instagram



How is my post performing?

Instagram post reach

390 ↑ 875%

Higher than typical

Typically 32-49

What's affecting my post reach?

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

Organic interactions

Instagram post comments

1 ↑ 100%

Higher than typical

Typically 0

Instagram post Shares

0 0%

Typical

Typically 0

Instagram post likes

8 ↑ 700%

Higher than typical

Typically 0-2

Instagram post saves

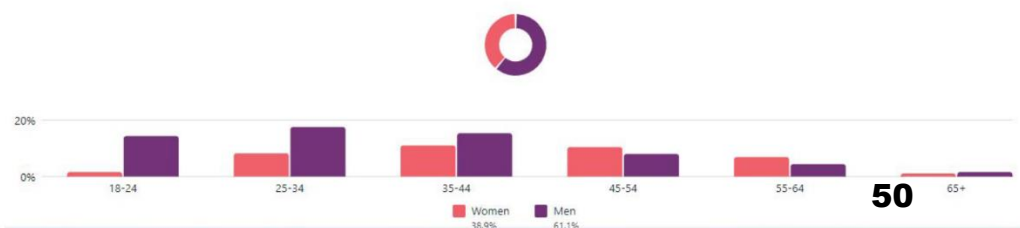
0 0%

Typical

Typically 0

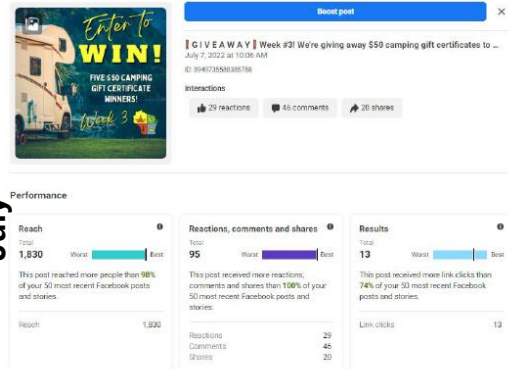
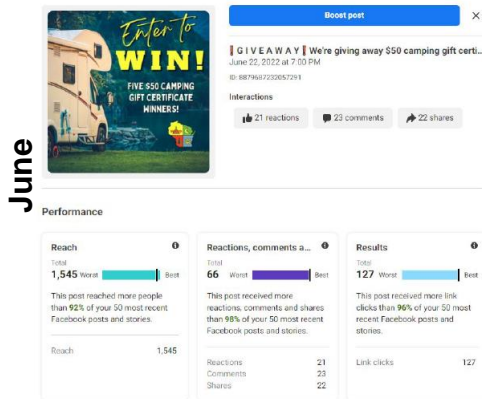
Who am I reaching with this post?

Age & gender





SOCIAL MEDIA & WEBSITE



Wisconsin Campers
Published by Canva [?] · January 10, 2022 ·

Now is the time to start planning your 2022 camping adventures! And there's no better planning guide than the 2022 WACO Campground Directory! Order your FREE copy online now 📄
www.wisconsincampgrounds.com/ca.../order-campground-directory/



15,799 People Reached

120 Reactions, Comments & Shares

70	13	57
Like	On Post	On Shares
5	1	4
Love	On Post	On Shares
22	9	13
Comments	On Post	On Shares
23	21	2
Shares	On Post	On Shares

949 Post Clicks

42	612	295
Photo views	Link clicks	Other clicks

NEGATIVE FEEDBACK

0	1
Hide post	Hide all posts
0	0
Report as spam	Unlike Page

Reported stats may be delayed from what appears on posts

WACO GIFT CERTIFICATES & Directory Requests

Weekly Posts for Increased Engagement:

Wisconsin Campers
Published by Canva [?] · December 9, 2022 ·

The countdown is on, Christmas will be here soon! What kind of shopper are you?!

What kind of holiday shopper are you?

A - Overachiever: Finished for weeks!

B - Relaxed: Only a few things left!

C - Optimistic: Last minute shopper!

D - People Pleaser: Gift cards for all!

825 People Reached

4 Likes, Comments & Shares

0	0	0
Likes	On Post	On Shares
4	4	0
Comments	On Post	On Shares
0	0	0
Shares	On Post	On Shares

23 Post Clicks

2	0	21
Photo views	Link clicks	Other clicks

NEGATIVE FEEDBACK

0	1
Hide post	Hide all posts
0	0
Report as spam	Unlike Page

Reported stats may be delayed from what appears on posts



415 People Reached

0 Likes, Comments & Shares

0	0	0
Likes	On Post	On Shares
0	0	0
Comments	On Post	On Shares
0	0	0
Shares	On Post	On Shares

1 Post Clicks

0	0	1
Photo views	Link clicks	Other clicks

NEGATIVE FEEDBACK

0	0
Hide post	Hide all posts
0	0
Report as spam	Unlike Page

Reported stats may be delayed from what appears on posts



SOCIAL MEDIA & WEBSITE

Social Media POST EXAMPLES



Camping season is almost here! If you're looking for that extended-stay-and-play experience of a seasonal campsite, we can help! Some of our members still have seasonal site openings for the 2022 season! Check them out here www.wisconsincampgrounds.com/seasonal-camping/



7,286 People Reached		
44 Reactions, Comments & Shares		
31 Like	9 On Post	22 On Shares
3 Love	2 On Post	1 On Shares
4 Comments	0 On Post	4 On Shares
7 Shares	6 On Post	1 On Shares
504 Post Clicks		
12 Photo views	371 Link clicks	121 Other clicks
NEGATIVE FEEDBACK		
0 Hide post	0 Hide all posts	
0 Report as spam	0 Unlike Page	
Reported stats may be delayed from what appears on posts		



The first holiday weekend of the 2022 camping season is coming up fast! Have you made your Memorial Day weekend camping reservations yet? If you did, where are you headed? If you still haven't made reservations, check out our campsite availability feature on our website to find your Memorial Day weekend camping destination: www.wisconsincampgrounds.com/campsite-openings/



5,644 People Reached		
22 Likes, Comments & Shares		
12 Likes	3 On Post	9 On Shares
3 Comments	1 On Post	2 On Shares
7 Shares	6 On Post	1 On Shares
202 Post Clicks		
9 Photo views	135 Link clicks	58 Other clicks
NEGATIVE FEEDBACK		
1 Hide post	0 Hide all posts	
0 Report as spam	0 Unlike Page	
Reported stats may be delayed from what appears on posts		



ROLL CALL! Are you camping this weekend? If so, tell us where! Let's see how many Wisconsin cities/campgrounds we can represent!



Performance for your post		
681 People Reached		
13 Likes, Comments & Shares		
5 Likes	5 On Post	0 On Shares
8 Comments	8 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares
42 Post Clicks		
1 Photo views	0 Link clicks	41 Other clicks
NEGATIVE FEEDBACK		
0 Hide post	0 Hide all posts	
0 Report as spam	0 Unlike Page	
Reported stats may be delayed from what appears on posts		



Members of The Wisconsin Association of Campground Owners (WACO) is proud to once again host our Heroes Weekend, May 20-22, 2022. Visit our website for a list of participating campgrounds and their offers to heroes! www.wisconsincampgrounds.com/heroes-weekend-2022/



Performance for your post		
671 People Reached		
7 Likes, Comments & Shares		
5 Likes	4 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares
7 Post Clicks		
0 Photo views	6 Link clicks	1 Other clicks
NEGATIVE FEEDBACK		
0 Hide post	0 Hide all posts	
0 Report as spam	0 Unlike Page	
Reported stats may be delayed from what appears on posts		



Camping has become a favorite activity for so many more families in the last couple of years. We know that sites can be hard to find sometimes, so we're always looking for new ways to connect campers looking to book campsites to our campground members who have open sites! So, we are bringing back this website feature that we introduced last summer! A spreadsheet where our campground members can update any site openings they have for specific weekends! As a camper, you can go check it out to help narrow your search of campgrounds who have openings! This will continue to be updated with more campgrounds and more availability as the season goes on! www.wisconsincampgrounds.com/campsite-openings/



1,424 People Reached		
9 Likes, Comments & Shares		
7 Likes	6 On Post	1 On Shares
0 Comments	0 On Post	0 On Shares
2 Shares	2 On Post	0 On Shares
13 Post Clicks		
1 Photo views	10 Link clicks	2 Other clicks
NEGATIVE FEEDBACK		
1 Hide post	0 Hide all posts	
0 Report as spam	0 Unlike Page	
Reported stats may be delayed from what appears on posts		



SOCIAL MEDIA & WEBSITE

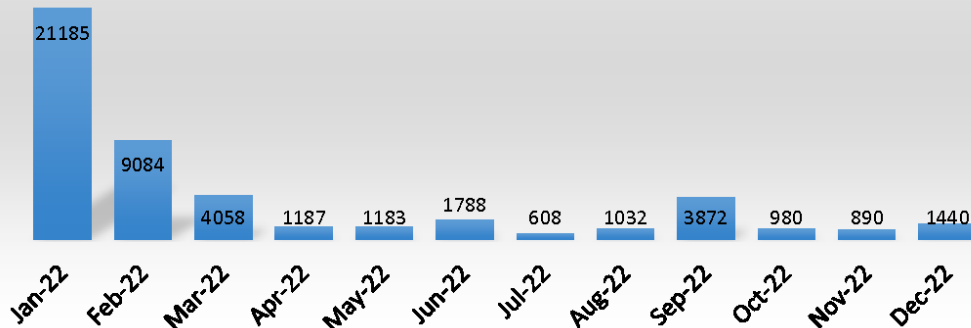


2022 CONSTANT CONTACT STATS

	Total Sends	Open Rate	Unopened Rate	Click Rate	Bounce Rate	Opened Mobile	Opened Desktop
Jan-22	21185	28%	72%	6%	20%	13%	87%
Feb-22	9084	28%	14%	12%	16%	14%	86%
Mar-22	4058	43%	57%	28%	11%	13%	87%
Apr-22	1187	52%	48%	16%	4%	9%	91%
May-22	1183	49%	51%	15%	6%	7%	93%
Jun-22	1788	55%	45%	29%	5%	12%	88%
Jul-22	608	53%	47%	44%	6%	9.60%	90.40%
Aug-22	1032	53%	47%	24%	6%	7%	93%
Sep-22	3872	36%	64%	16%	17%	10%	90%
Oct-22	980	47%	53%	29%	6%	12%	88%
Nov-22	890	61%	39%	45%	4%	15%	85%
Dec-22	1440	54%	46%	37%	5%	14%	86%

	Total Sends	Open Rate	Unopened Rate	Click Rate	Bounce Rate	Opened Mobile	Opened Desktop
2022 Totals & Averages	47307	47%	49%	25%	9%	11%	89%

47,307 Total Emails Sent to WACO Members YTD January-December 2022 by Month



GOALS IN 2022 – ALL GOALS MET!

- ✓ Decrease BOUNCE RATE to 10% (lowered it to 9%)
- ✓ Increase CLICK RATE to 6% - industry rate is 1% (at 25%)
- ✓ Increase OPEN RATE to 32% - industry rate is 20% (at 47%)
- ✓ Capitalize on the contests and engagement posts that drove the most traffic by duplicating them with a new twist for 2022



SOCIAL MEDIA & WEBSITE

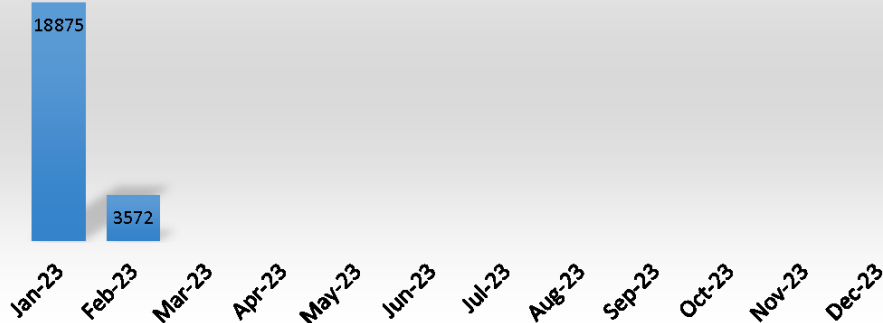


2023 CONSTANT CONTACT STATS

	Total Sends	Open Rate	Unopened Rate	Click Rate	Bounce Rate	Opened Mobile	Opened Desktop
Jan-23	18875	34%	66%	20%	23%	10%	90%
Feb-23	3572	33%	67%	24%	18%	10%	90%
Mar-23							
Apr-23							
May-23							
Jun-23							
Jul-23							
Aug-23							
Sep-23							
Oct-23							
Nov-23							
Dec-23							

	Total Sends	Open Rate	Unopened Rate	Click Rate	Bounce Rate	Opened Mobile	Opened Desktop
2023 Totals & Averages	22447	34%	66%	22%	21%	10%	90%

22,447 Total Emails Sent to WACO Members YTD January-February 2023 by Month



GOALS IN 2023

- **Hold BOUNCE RATE to 9%**
- **Increase CLICK RATE to 30% - industry rate is 1%**
- **Increase OPEN RATE to 35% - industry rate is 20%**
- **Use new website to capture more accurate camper contact information**

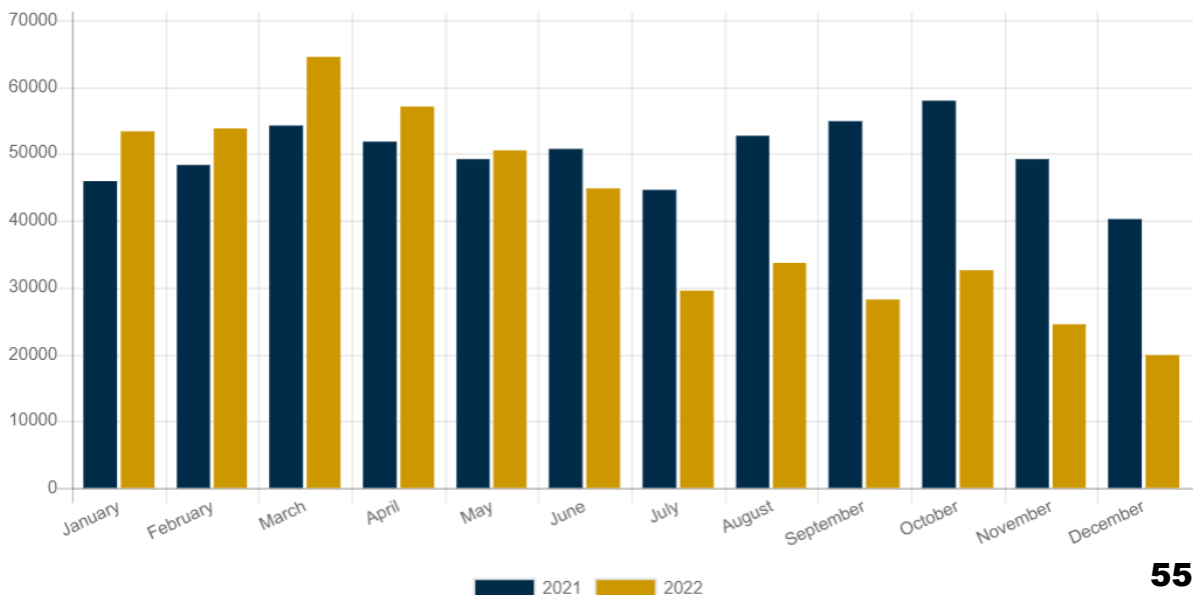


2022 INDUSTRY TRENDS

Wholesale RV Shipments

	DEC 2021	DEC 2022	YOY Last Year	YTD 2021	YTD 2022	YOY To Date
Towables						
Travel Trailers (ALL)	28,550	12,958	-54.6%	423,775	336,712	-20.5%
Travel Trailers - 5th Wheel	7,213	3,145	-56.4%	107,566	84,965	-21.0%
Folding Camping Trailers	652	355	-45.6%	7,885	7,611	-3.5%
Truck Campers	493	313	-36.5%	4,802	5,570	16.0%
All Towable RVs	36,908	16,771	-54.6%	544,028	434,858	-20.1%
Motorhomes						
Conventional (Type A)	901	822	-8.8%	15,350	15,115	-1.5%
Van Campers (Type B)	912	768	-15.8%	13,827	17,026	23.1%
Mini (Type C)	1,626	1,546	-4.9%	27,035	26,269	-2.8%
All Motorhomes	3,439	3,136	-8.8%	56,212	58,410	3.9%
Total RV Shipments	40,347	19,907	-50.7%	600,240	493,268	-17.8%

Total Shipments Monthly vs. Last Year



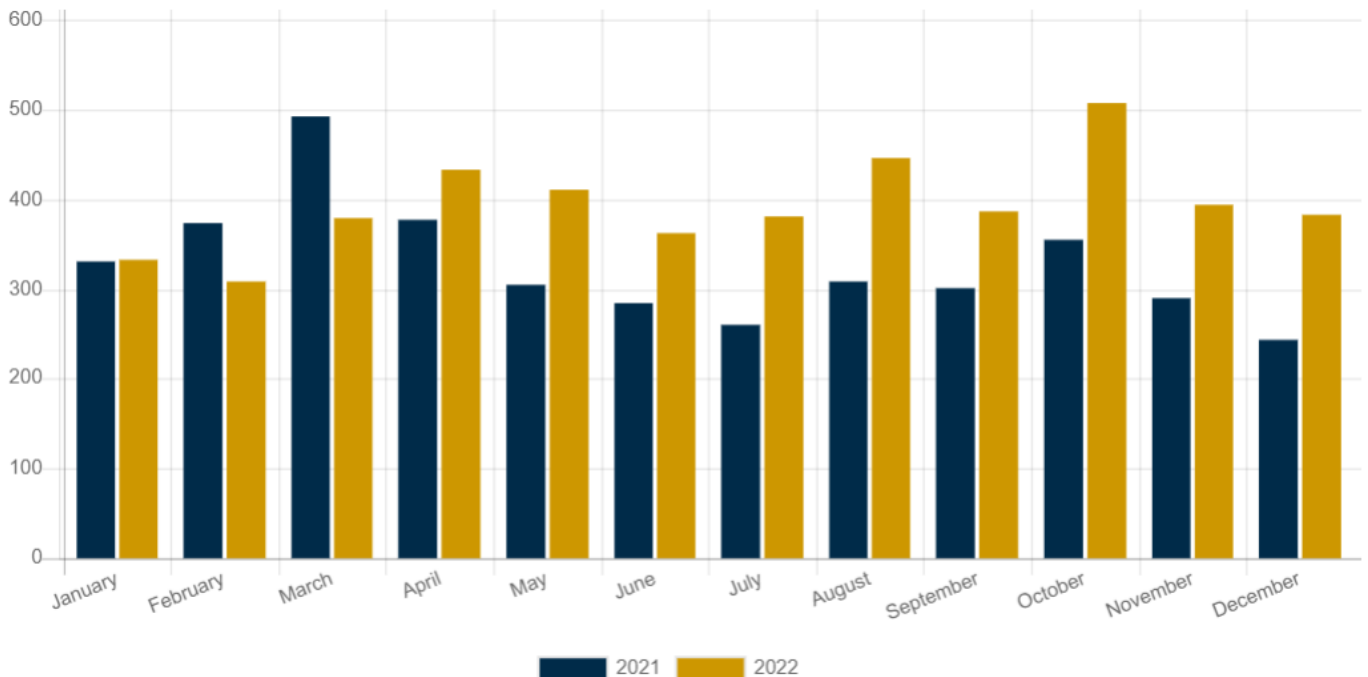


2022 INDUSTRY TRENDS

Park Model RV Shipments

	DEC 2021	DEC 2022	YOY Last Year	YTD 2021	YTD 2022	YOY To Date
Park Model RVs	244	382	56.6%	3,923	4,723	20.4%

Monthly Shipments



Results for the RV Industry Association's December 2022 survey of manufacturers determined the total shipments for 2022 ended with 493,268 shipments, the third best year on record. "As expected, we saw shipment numbers normalize off of those record highs in the second half of the year as the industry returned to production numbers seen pre-COVID."

"Coming off of the all-time high in 2021, the RV industry continued to post strong shipments through the first half of 2022," said RV Industry Association President & CEO Craig Kirby. Total RV shipments for 2022 decreased (-17.8%) from the all-time record of 600,240 set in 2021. Towable RVs, led by conventional travel trailers, ended 2022 down (-20.1%) against 2021 with 434,858 wholesale shipments. Motorhomes finished the year up 3.9% compared to 2021 with 58,410 units. Park Model RVs finished the year up 20.4% compared to 2021 with 4,723 units shipped.

"Our industry builds a product that allows people to prioritize not only spending time with family and friends but also experiencing the many physical and mental health benefits of being in the great outdoors. With so many younger and more diverse buyers flocking to RV travel in the past few years, the long-term future of the RV industry remains bright,"

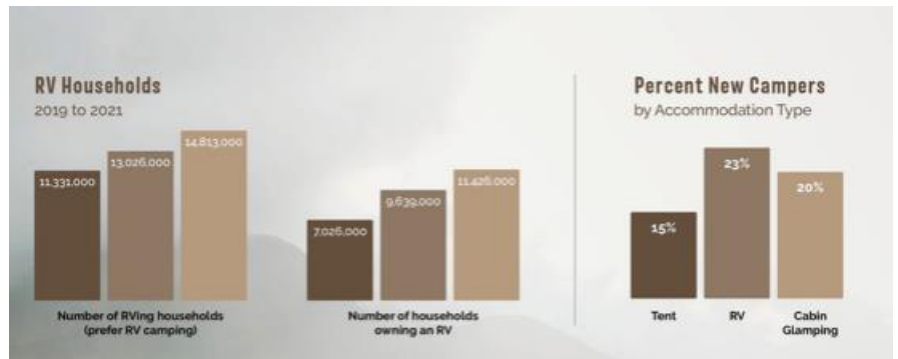
*Craig Kirby,
President & CEO,
RV Industry
Association*





2022 INDUSTRY TRENDS

Know the Numbers & People:



Who is the New Camper?

The new camper in 2021 tends to be somewhat similar to what was observed in 2020 but, in some ways, has less variability to the more experienced camper. In particular, the new camper is:

- More likely to include a majority of non-whites (54%), including 22% Black campers
- Comprised of a majority of millennial campers (54%)
- Nearly 4-in-10 have a household income of \$100,000+

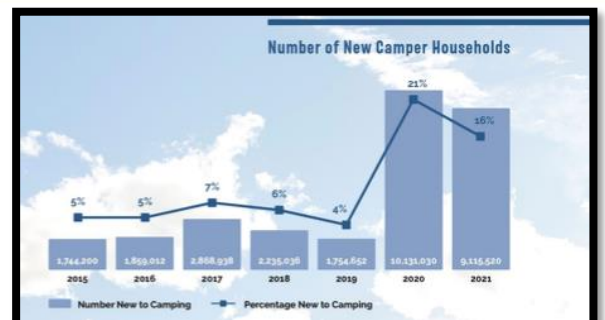
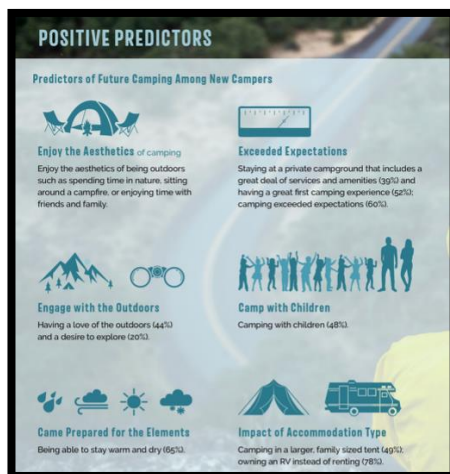
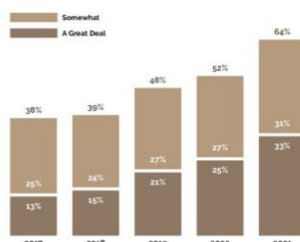
- Camped more often in 2021 than experienced campers (32% took 3+ trips compared to 23% of experienced campers), spending an average of almost nine nights camping (compared to seven nights among experienced campers)
- More than half (56%) prefer to camp in tents
- More likely than experienced campers to have listed their RV on a peer-to-peer rental site
- Nearly half went glamping in 2021 (47%), and the remainder (51%) plan to glamp in 2022, though 57% also want to try RVing
- More than a third (36%) said that COVID was the impetus for starting to camp

The "great resignation" is also pushing campers to camp more often with 40% of campers indicating that they camped more in 2021 after leaving or changing jobs.

Up somewhat since last year, close to half of all campers and more than half of the newest campers rate having WiFi as important while camping. In a steady increase since 2017, the percentage of campers who say that having WiFi has greatly impacted their ability to camp more often has doubled. Impressively, among those who say that WiFi affects their camping, these campers spend an additional six days camping, with those who say it has a great deal of impact camping an additional 8.6 days, on average.



The Impact of WiFi on Camping





2022 INDUSTRY TRENDS

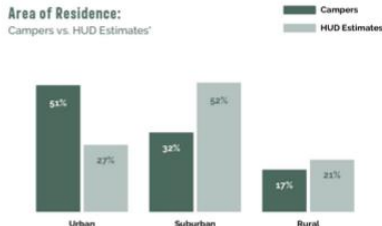


SUMMARY OF SURVEY RESULTS WHO IS CAMPING

The Rise of the Urban Camper

Based on a study conducted via a joint effort between HUD and the U.S. Census, in the 2017 American Housing Survey (AHS), half of U.S. households (52%) describe the area in which they live as suburban, while approximately one-fourth (27%) describe their area as urban and 21% describe their area as rural. By contrast, half of all camper households surveyed (51%) identify their area as urban, 32% reside in suburban areas and 17% rural.

These results demonstrate that campers who came out to camp in 2021 were nearly twice as likely to be urban-based campers.



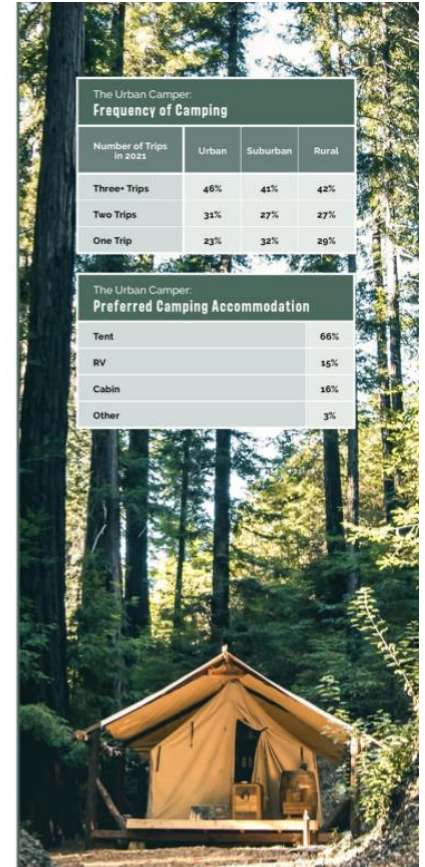
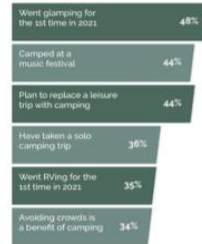
*Source: 2017 American Housing Survey (AHS) <https://www.census.gov/programs-surveys/ahs/about/methodology.html>

In 2021, the urban/city resident emerged as one of the most avid camping segments. This set of campers is most likely to camp frequently in terms of both trips and nights. The group is also most likely to have an increase in camping in 2021 and has every intention of camping more often in 2022.

These campers prefer to camp in tents, but if they RV, they are highly likely to be owners (82%). Urban campers are seeking a variety of new experiences in 2022, whether it's RVing (58%), backcountry camping (54%), taking a road trip (54%), overlanding (51%), or glamping (50%). They have also experienced camping at alternative locations more than other respondents, with 44% camping at a music festival this past year.

COVID-19 likely contributed to their increased camping in 2021 (36%) and they are inclined to say that avoiding crowds is a benefit of camping. Additionally, besides COVID-19, economic conditions are pushing more of these guests into camping, including 44% who plan to replace a leisure trip with a camping trip in 2022.

The Urban Camper: Insights

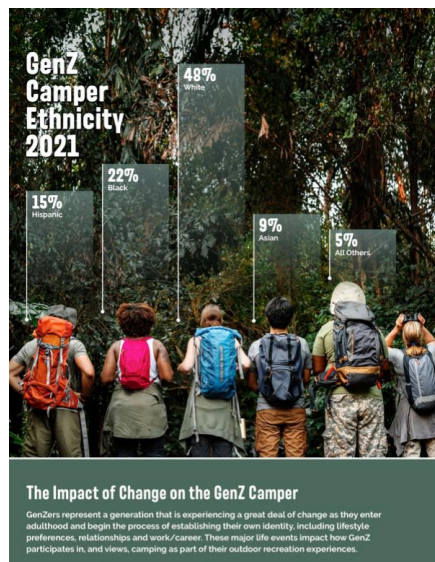
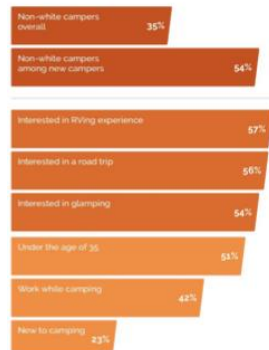


The Urban Camper: Frequency of Camping			
Number of Trips in 2021	Urban	Suburban	Rural
Three+ Trips	48%	41%	42%
Two Trips	31%	27%	27%
One Trip	23%	32%	29%

The Urban Camper: Preferred Camping Accommodation	
Tent	66%
RV	15%
Cabin	16%
Other	3%

New Demographics and Types of Campers

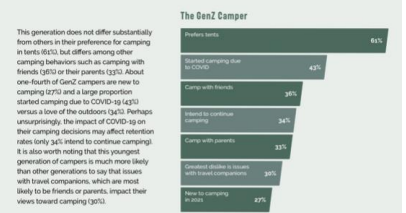
Key Findings Among Non-White Campers in 2021



Incidentally, GenZ has increased in representation among all campers since 2017, though these results are a reflection of the number from this generation who are entering adulthood (GenZers were born between 1997 and 2012, meaning that this generation is not fully represented in the overall population of adult leisure travelers).

GenZ is by far the most diverse generation of campers, including half non-white campers, which impacts diversity overall among all camping households.

However, because this generation is in flux due to life stage changes, there is greater potential for temporary drop-off and instability in camping participation within this group of campers.



Diversity in Camping and The Great Outdoors

Diversity and representation among campers continues to improve after seven to eight years of positive shifts.

Whether it is representation among non-white households or same-sex households, many are choosing camping as a way to experience the outdoors and reap nature's benefits.

Currently, about one out of every three camper households includes Hispanic, Black, Asian, or other ethnicities. One out of every ten camping households is a same-sex household. While there is still a lot of work to do in offering a more welcoming environment for people of color and LGBTQ+ campers, these gains bode well for enhancing the camping experience among these groups of campers.



RV SHOW UPDATES

Attended RV Shows by WACO

- Green Bay RV Show 10,000 directories distributed!
- Minneapolis Show 2,500 directories distributed!
- Madison RV Show 2,500 directories distributed!
- La Crosse RV Show 1,500 directories distributed!
- Kunes (Jefferson County) 2,000 directories distributed!
- Oshkosh RV & Boat Show 1,500 directories distributed!
- Milwaukee RV Show 3,000 directories distributed!

Scheduled to Yet in 2022

- Central WI RV & Camping Show (Occurring March 10-12)
- Rockford RV Camping & Travel Show (Occurring March 10-12)
- Eau Claire (March 17-19)

Key RV Show Perks at RV Shows

- We have continued to grow our relationships with the RV Dealers throughout Wisconsin and Beyond.
- Our ability to draw more people to the shows with the sports marketing connection has made a difference.
- The Green Bay Boat Show has given us a larger booth as well as several exclusive programming spots throughout the weekend to do trivia with campers and give away certificates. They have also handed out our WACO bags with the Literature Distribution and Directory in them at the front entrance door.





RV SHOW UPDATES

We still continue to see some RV cancellations in 2022 due to COVID.

Thankfully, the partnerships forged with RV Dealers from last year really helped with getting our directories out and educating the public on WACO!

Partnered with other Executive Directors to get our directories in the hands of campers from other states.

WHAT ATTENDING RV SHOWS DOES FOR WACO:

- Develop relationships with all shows to the extent we can to become more valuable to them.
- Continue to look for opportunities to own our own RV show.
- Become a true partner with the shows to be able to communicate our ideas with them and gather new customers for our WACO Campgrounds.
- Use interaction to bring value to the show and teach consumers how campgrounds entertain as well as show off nature's beauty.
- Interview campers to see why they camp at WACO campgrounds.
- Use the testimonials (ones that work) on our Facebook and website to promote camping. We can also use them in our TV advertising.
- Create a sign off document for their photo and audio release.
- Use new systems to gather usable names to contact our potential customers.
- Look for unique RV shows around the nation that make sense for us. Investigate options in Iowa.
- Partner with other States at their RV shows to get our directories into the hands of customers who want to visit in the summer.



DIRECTORY DISTRIBUTION



DIRECTORY DISTRIBUTION OVER 100,000 SO FAR!

21 STATE REQUESTS

Requests have come from
21 different states in the
U.S. for our WACO
Directories, including
Hawaii, Texas, and Florida!

14,765

ONLINE REQUESTS

The number of requests we've
received online to ship ou WACO
directories either in a box or single
request so far as of March 1, 2023!

RV SHOWS & OUTLETS

Over **30,000** Directories will go out
with our RV Show travels and requests
from rest stops, travel centers and
tourism bureaus in 2023!

DISTRIBUTORS

Between Anderson
Brochures, Vector & Ink and
Travel -Aid, we've sent out
over **60,000** 2023 WACO
Brochures!



**Don't forget to pick up YOUR WACO
Directories at Convention!**



DIRECTORY UPDATE

Alaskan Ice Company
1025 Industrial Ln.
Waterloo, WI 53594
1-800-226-2201
"A Wisconsin Family-Owned Company"

Appleton Camping Center
We Sell Fun!
2100 N. McCarthy Rd.
Appleton, WI 54913
920-757-6112

Interstate RV
Sales & Service Inc.
401 N US Hwy 51
Poynette, WI
608-635-7211
www.interstaterv.com

- RV Sales New & Used,
- Service, Parts, LP Fill
- Awnings, Water Heaters
- Mobile RV Service
- Motorhome Rentals
- Financing Available

RV PANDA.COM
RV Parts AND Accessories

JERRY'S CAMPING CENTER
New and Used Camping Trailers and Rentals
608-535-4756
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Ads from 2023 Directory Brought in more Directory Dollars

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TREE LIMBECTOMY

PROGRESSIVE

Profitable Solutions for Every Camper

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We'll be here camping out in your corner when you need us!

At Cornerstone, we strive to be a trusted advisor, contributing to the success of YOUR business, while making you a happy camper!

As a family-owned & operated sales & service organization like many campground owners, we know the sacrifices you must take to start & maintain a business.

We recognize that the dollars spent on processing are earned through our merchant's own extensive efforts.

At Cornerstone, we extend our support. We are here to assist you in making wise business decisions that will guarantee safe and secure transactions of customer payments without excess cost.

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Wisconsin Campgrounds 4 - Sale
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CAMPGROUND OR RESORT?

PAUL 608.547.4884 paul@realty4u.com
Lisa 608.547.5600 lisarealty@mrw.net

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CONVENTION HIGHLIGHTS



FRIDAY LUNCH & LEARN with Matt Heller **"The Cause and Effect of Leadership"**

Additional Breakout Sessions on Friday include:

9:45 am: Caring for Not-So-Happy Campers

11:00 am: ABC's of Employee Engagement

Leadership Lunch & Learn **Thursday, 12-1:45 pm, Ballroom**

We've invited representatives of the state, including the Governor and Senate Committee Members that represent Tourism - if you see them at Convention, be sure they know what you do in your Community!



Lori Severson will kick things off, explaining the importance of relationships with State and Local officials. Mark O'Connell, the CEO/President of Wisconsin Counties Association will present "11 Traits of Leadership." Following, we'll host a panel discussion about how to best work with and educate your local and state officials on what a campground provides its communities - and what you can do as a business owner to strengthen that relationship.

Panel Speakers include:

James Kaplanek and his team members from the Dept of Agriculture Trade and Consumer Protection (DATCP), Mark O'Connell, President of the Wisconsin Counties Association (WCA), Adam Payne, the Secretary of DNR, Andrew Nussbaum, Regional Tourism Specialist from Travel WI, Michael Ochs, Director of Government Affairs RVIA, and campground member and Legislative Appointee, Adam Malsack of Lake Arrowhead Campground.

Leave this luncheon knowing your state and local resources, programs available to you and what to do should local legislation threaten your business!



CONVENTION HIGHLIGHTS



Schedule - Saturday (3/18)



7:00pm

Dinner is served!

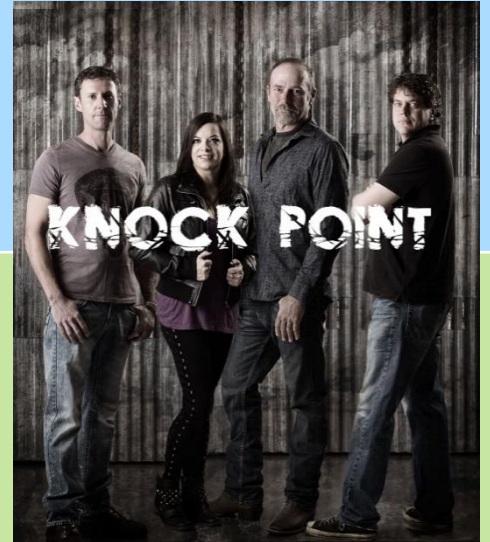
7:30pm

Silent Auction Closes

7:45pm

Evening Program Begins

- Hall of Fame Inductees
- Hall of Fame Volunteer Inductee
- President's Award
- Campground Celebrations
- Mentions from ARVC with Jim Button
- Board Member Introduction
- Drawings



8:30pm

Live Music with

Knock Point –

With special guest singer,
your very own WACO
Board Member,
Sarah Krause!



2022 Hall of Fame Inductee



Avoid the checkout line on Sunday morning! Settle up your bills tonight!

Your accounting team will be ready for you to check out until 9:00pm tonight.

64

Please settle up prior to 9am Sunday.



LEGISLATION CONTACTS TO KNOW



James Kaplanek - Chief of Food Safety and Recreational Licensing Section with the State of Wisconsin-- Department of Health and Family Services

Currently the Chief of Food Safety and Recreational Licensing Section with the State of Wisconsin--Department of Health and Family Services. In the process of a merger with the Department of Agriculture, Trade and Consumer Protection - Will be the Chief of Technical Services for Retail Food and Recreational Businesses - Has been with the State for 15 years. •Before State employment spent 6 years with the Public Health Madison/Dane county - BS Environmental Public Health—University Wisconsin-Eau-Claire - Wisconsin Delegate to the National Conference for Food Protection - Registered Sanitarian



Mary Ellen Bruesch - WI Department of Agriculture, Trade and Consumer Protection

Mary Ellen Bruesch is a Recreational Technical Specialist, responsible for the Public Pools and Water Attractions Program. She has been in this position for about a year, having transitioned from Campgrounds and Recreational and Educational Camps. She has a BS in Biology and a MS in Microbiology, and is a Registered Environmental Health Specialist and Certified Pool Operator. When she's not working, she can be found hanging out with her cats or on a paddle board or skis, or hiking.



Reed McRoberts - WI Department of Agriculture, Trade and Consumer Protection

Reed McRoberts, R.S. is the Program Manager for Campgrounds with Food Safety and Recreational Licensing in the Bureau of Environmental and Occupational Health, Wisconsin Department of Health Services. As Program Manager for Campgrounds, he provides direction on campground code issues and monitors trends in the camping industry. He has over 20 years' experience working with environmental health programs.



Ted Tuchalski - WI Department of Agriculture, Trade and Consumer Protection

Ted Tuchalski, R.S. is an Environmental Health Technical Specialist with the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP). His primary focus at DATCP is lodging, which includes: hotels, motels, tourist rooming houses, and bed & breakfast establishments. Ted's environmental health career began as a food inspector in Salt Lake City, Utah and has spanned multiple program areas at the city, county, and state levels here in WI



DATCP Guests



DATCP contacts listed here will also be hosting speaking sessions on Thursday! If you have any building, food, or pool code questions, they are your BEST resource. The knowledge they share with us monthly in our newsletter articles can save you valuable time and money. Be sure to take a peek at their sessions and join one if it makes sense for your season!

SWIM UP BARS

Respectfully submitted by Mary Ellen Bruesch MS, REHS/RS
Environmental Health Technical Specialist-Public Pools and Water
Attractions Division of Food and Recreational Safety, WI DATCP



Since 2012, the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) has worked with pool owners who are interested in having a swim-up bar, and DATCP has issued several experimental or variance approvals for these. The experimental approval or variance was necessary because the swim-up bar pools could not meet the regulations in Wis. Admin. Code ATCP 76.

Specifically, the approval was necessary to address food and drink within the basin, and the use of glass behind the bar, immediately adjacent to the pool. Additionally, approval by the Department of Safety and Professional Services (DPS) was linked to a specific recirculation rate, water temperature, and seating for the bar, which is considered an obstruction.

Recently, DATCP was approached by a swim-up bar operator who requested to end the experimental status and make their approval permanent. DATCP reviewed the approval conditions and obtained input from sanitarians who inspect these swim-up bars to learn whether there were any problems associated with their operation. The sanitarians were not aware of any problems, and DATCP concluded the approval could be made permanent and

IN THE KNOW

ATCP 76 Pool Code Revision Progress



Respectfully Submitted by Mary Ellen Bruesch, Wisconsin Department of Agriculture, Trade and Consumer Protection

The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is in the process of finalizing the documents that are required as part of the code revision process and will provide more details at the 2022 WACO Convention. These required documents include the draft revised rule, an economic impact analysis, and plain language analysis.

There are many highlights, including new licensing structure, emphasis on active managerial control, and eliminating the need for variances in several areas. Regarding licensing, a small increase (\$50) in fee is proposed for simple pools (basic pool less than 2,000 square feet in area).

The timeline for code revision is as follows:

- January 14: Draft and related documents to legal
- March 3: Board meeting
- Mid-March: Public hearing notice
- April: Public hearings (and feedback received)
- April 28: Final documents package to legal
- May 12: Present final rule to board
- Rule then goes to governor
- Aug 10: Deadline to send rule to legislature

A schedule of all Wisconsin public meeting notices and minutes can be accessed at publicmeetings.wis.gov.

If you have any questions, please feel free to contact Mary Ellen Bruesch at Maryellen.bruesch@wisconsin.gov.



EXPERT UPDATES



Jim Kaplanek, Reed McRoberts, Mary Ellen Bruesch & Ted Tuchalski from DATCP joined us to provide updates on:

- Administrative rule changes and when they take effect
- ServSafe - conversations to make code fit our business models
- Safety Ropes in pools
- Lodging Permit - you may no longer need individual permits for each unit, check code!



Topics that need more conversation:

- Conversations about swim ponds and how we can share what we've done in terms of safety / precautionary measures.
- Legal Updates: Does providing lifeline jackets make you more liable?
- Amusement Devices - need to do more follow up with DSPS. Have you received a letter from them? If so, forward to tina@sevensonsandassociates.com

DATCP Q&A

Respectfully submitted by Ted Tuchalski, R.S.
Environmental Health Technical Specialist - Division of Food and
Recreational Safety
WI DATCP



Q If a campground is sold -- do they operate off the seller's license until June 30th or get a new license?

A Wisconsin Legislature: [ATCP 79.05\(1\)\(a\)3.a](http://legis.wisconsin.gov/legislation/2021/79.05(1)(a)3.a), would require a new license at time of sale.

Fast Follow Up from the DATCP

At our September Fall Workshop, a WACO member asked Mary Ellen Bruesch from the DATCP a question regarding safety ropes in their pool. The NEXT DAY she reached out to confirm campground name and more details to assist. We are lucky to have such an amazing relationship with this group of officials!



LEGISLATION CONTACTS TO KNOW

DATCP BOARD OF DIRECTORS

Board Members



Chair: Doug Rebout (Term May 1, 2021 - May 1, 2027)

Doug Rebout is a partner in Roger Rebout & Sons Farms near Janesville. The farm includes over 4200 acres of mainly corn and soybeans. They raise around 200 Holstein steers and custom raise 400 heifers for a neighbor farm. Mr. Rebout is actively engaged in public and community service while serving on his town planning and zoning and also on the board of directors for the Wisconsin Corn Growers Association and the Wisconsin Soybean Association.



Vice Chair: Miranda Leis (Term June 12, 2017 – May 1, 2023)

Miranda Leis, is currently serving as the Senior Director of Dairy Handling and Supply for CROPP Cooperative/Organic Valley. In her 15 years with the Cooperative she has served in various capacities in business analysis and project management, and is currently serving in the Dairy Pool. In 2000 she received a Bachelor of Science degree from UW-River Falls in Animal Science with a Dairy emphasis. Ms. Leis has been involved in the Wisconsin Farm Bureau at the state and local levels since 2005. She is actively involved as a volunteer in various youth development and athletic clubs in the community of Cashton and surrounding

area. She is also involved in her family's 350 cow dairy operation in Cashton, Wisconsin where she lives with her husband and three active children.



Secretary: Paul Palmby (Term May 1, 2021 - May 1, 2027)

Paul Palmby is currently President and CEO of Seneca Foods Corporation. He grew up on a farm in Southeastern Minnesota and is a 1985 graduate of Iowa State University with a degree in Agricultural Business. In his more than 35 years with Seneca, he has served in various management roles in the company, beginning in the agricultural department, and progressing through various operations responsibilities to his current role. Mr. Palmby has served on the Board of Directors of the Northwest Food Processors Association, the Midwest

Food Processors Association, the American Frozen Food Institute, Wisconsin Manufacturers and Commerce and the Wisconsin FFA Foundation. He has also served as board member and Chairman of the Board for the Wisconsin FFA Sponsor's Board as well as the Produce for Better Health Foundation. He served three appointments by Secretary of Agriculture Ann Venneman, Secretary Mike Johanns and Secretary Sonny Purdue to USDA's Fruit and Vegetable Industry Advisory Committee and currently serves on the Boards of Blackhawk Bank and the Farming For The Future Foundation.



LEGISLATION CONTACTS TO KNOW

DATCP BOARD OF DIRECTORS



Andy Diercks (Term June 12, 2017 –May 1, 2023)

Andy Diercks, with his father, owns and operates a 2800-acre potato and vegetable farm in Coloma, Wisconsin. Mr. Diercks has been farming since 1993 and received his Bachelor of Science degree from the University of Wisconsin-Madison in Agriculture Engineering. Mr. Diercks was elected President of the Wisconsin Agricultural Stewardship Initiative in July of 2001 and was elected President of the Wisconsin Potato and Vegetable Growers Association in 2002.



Paul Bauer (Term October 11, 2017 - May 1, 2023)

Paul Bower has been the CEO of Ellsworth Cooperative Creamery in Ellsworth, Wisconsin, since 2008. He grew up on a farm in Wausau, Wisconsin and received his Agricultural Business degree from the University of Wisconsin-River Falls. Over the course of his career he has held positions with the Burnett Dairy Cooperative, Antigo Cheese, Blackfoot Cheese, and Kraft Foods. Mr. Bauer is active in national milk policy related to National Milk Marketing Order reform, both with the Wisconsin Cheesemakers Association and National Milk Producers Federation. He also serves on the Board of Directors for the American Dairy

Product Institute and is a member of the National Milk Producers Federation Cheese Market Task Force. In addition, Mr. Bauer is active in the Ellsworth community serving as a member of the Village of Ellsworth Community Development Authority, as President of the Ellsworth Area Chamber of Commerce, and as Chair of the Ellsworth Library Building Committee. He is a past President of the Chippewa Valley Technical College Board.



Dr. Clare Hintz (Term May 1, 2021 - May 1, 2027)

Dr. Clare Hintz runs Elsewhere Farm, a perennial polyculture farm near the south shore of Lake Superior in Herbster, Wisconsin. The solar-powered farm features perennial fruits and nuts interplanted on five acres, intensive market gardens, and rare-breed pigs and chickens: most marketed through winter and summer CSAs. She is also the editor of the Journal of Sustainability Education. Dr. Hintz holds a bachelor's degree in biology and writing, a master's in sustainable systems, and a Ph.D. in sustainability education with a focus on regenerative agriculture.



LEGISLATION CONTACTS TO KNOW

DATCP BOARD OF DIRECTORS



Dan Smith (Term May 21, 2019 – May 1, 2025)

Dan Smith is currently the President and CEO of Cooperative Network. In his years of experience working with farmers, cooperatives, and rural communities, he has also served as the Administrator for DATCP's Division of Agricultural Development and the Chief Executive Officer of Midwestern BioAg. He is a graduate of UW-Madison and was a dairy producer for 30 years on his home farm in Freeport, IL.



Carla Washington (Term August 9, 2019 – May 1, 2025)

Carla Washington currently serves as the Vice President of Operation, at Vivent Health, headquartered in Milwaukee. She earned her Bachelors of Science in business and marketing from Marquette University and holds an MBA in management from the University of Wisconsin-Whitewater. Ms. Washington has over 25 years of experience in program development and coalition building in the human services field, serving as a valuable advocacy voice to ensure healthcare access to the underinsured and uninsured.



LEGISLATION CONTACTS TO KNOW

**Madison Office:**

Room 7 South
State Capitol
PO Box 7882
Madison, WI 53707

Telephone:

(608) 266-3512

Fax:

(608) 282-3541

Email:

Sen.Jacque@legis.wisconsin.gov

Staff:

Bill Cosh

Bill.Cosh@legis.wisconsin.gov

Nicolas Cravillion

Nicolas.Cravillion@legis.wisconsin.gov

Phil Curry

Phil.Curry@legis.wisconsin.gov

Matthew Tompach

Matthew.Tompach@legis.wisconsin.gov

Current Committees

- Committee on Health
- Committee on Judiciary and Public Safety (Vice-Chair)
- Committee on Licensing, Constitution and Federalism (Chair)



LEGISLATION CONTACTS TO KNOW

2023 Senate Committee on Agriculture and Tourism



Senator Joan Ballweg

Majority Caucus Vice-Chair

[Senate District 14](#)

(R - Markesan)

Madison Office: Room 409 South
State Capitol
PO Box 7882
Madison, WI 53707

Telephone:
(608) 266-0751

Email:
Sen.Ballweg@legis.wisconsin.gov

Staff:
Bethany Rasmussen Bethany.Rasmussen@legis.wisconsin.gov
Drew Hanstedt Drew.Hanstedt@legis.wisconsin.gov
Leah Peterson Leah.Peterson@legis.wisconsin.gov
David Specht-Boardman David.Specht-Boardman@legis.wisconsin.gov

Current Committees

- Committee on Agriculture and Tourism (Chair)
- Committee on Finance
- Committee on Mental Health, Substance Abuse Prevention, Children and Families
- Committee on Universities and Revenue
- Joint Committee on Finance



Senator Cory Tomczyk

[Senate District 29](#)

(R - Mosinee)

Madison Office: Room 310 South
State Capitol
PO Box 7882
Madison, WI 53707

Telephone:
(608) 266-2502

Email:
Sen.Tomczyk@legis.wisconsin.gov

Staff:
Mitch Sands Mitch.Sands@legis.wisconsin.gov
Michael Donatello Michael.Donatello@legis.wisconsin.gov
Timmy Gomez Timmy.Gomez@legis.wisconsin.gov
Adam Peterson Adam.Peterson@legis.wisconsin.gov

Current Committees

- Committee on Agriculture and Tourism (Vice-Chair)
- Committee on Financial Institutions and Sporting Heritage
- Committee on Natural Resources and Energy
- Committee on Transportation and Local Government (Chair)



LEGISLATION CONTACTS TO KNOW



WADE GOODSSELL

COO and Vice President,
Membership & Partnerships;
Executive Director, WMC Foundation

Wade serves on the board of the Wisconsin Center for Manufacturing Productivity and has previously been involved in the Industrial Asset Management Council, the National Association of Industrial and Office Professionals and the Wisconsin Economic Development Association. Wade is a Wisconsin native and a graduate of Bethel University.

SCOTT MANLEY

Executive Vice
President, Government
Relations

Scott and his team continue to monitor the proposed and passed legislative changes from local government, particularly those that are more stringent than state guidelines already in place.



SCOTT ROSENOW

Executive Director,
WMC Litigation Center

Scott previously clerked for Wisconsin Supreme Court Justice Annette Ziegler, held a fellowship at the Pacific Legal Foundation in California, and served as an Assistant Attorney General at the Wisconsin Department of Justice. He litigated over 200 cases in the Wisconsin Court of Appeals and dozens in federal district court. He also filed briefs in the United States Supreme Court in several cases at the certiorari stage.

KURT BAUER PRESIDENT/CEO

Kurt R. Bauer became the fifth head of Wisconsin Manufacturers & Commerce (WMC) in 2011. Bauer has served on multiple state, regional and national committees, councils and boards and is currently a member of the National Association of State Chambers Board and a member of the U.S. Chamber of Commerce Committee of 100 and the U.S. Chamber of Commerce Public Affairs Committee. Bauer is a Wisconsin native and a graduate of the University of Wisconsin-Madison.



WMC

WISCONSIN'S CHAMBER

YOUR PARTNER FOR ADVOCACY, ACCESS & INFORMATION

501 E WASHINGTON AVE.
MADISON, WI 53703
608.258.3400
MEM@WMC.ORG

As the zoning issues continue to build up and stir for our members, WACO continues conversations to educate city, county and town officials on what a campground is - and what isn't. Please share your struggles with the office so we can compile this information and keep getting it in front of the eyes that can make a difference for our membership!



LEGISLATION CONTACTS TO KNOW



Jason Culotta
President
[Midwest Food Products Association](#)
4600 American Pkwy, Suite 210
Madison, WI 53718
Phone | 608-255-9946



From 2017-2019, Jason was Director of Public Affairs & Industrial Development for Progressive Rail, Incorporated, a Minnesota-based short line railroad holding company operating in eight states. He worked with Wisconsin Manufacturers & Commerce from 2011-2017, rising to Senior Director of Government Relations.

In 2011, Jason served as a policy advisor to Governor Scott Walker and as a division administrator in the Department of Administration. He had worked in the Legislature for a decade prior, including as a policy advisor to the Assembly Speaker. Currently, Jason serves on the Wisconsin DOT's Freight Advisory Committee and as a board member of the American Fruit & Vegetable Processors & Growers Coalition, the Renk Agribusiness Institute at UW-Madison, the Transportation Development Association of Wisconsin, and the Wisconsin Civil Justice Council.

A Racine native, Jason holds a bachelor's degree from UW-Oshkosh and lives in Watertown.



LEGISLATION CONTACTS TO KNOW

Governor Evers' Proposed 2023-2025 “Break Through Budget”

The Department of Health Services (DHS) is one of the largest state agencies in Wisconsin, with an annual budget of roughly \$15 billion and more than 6,300 employees. DHS is committed to protecting and promoting the health and safety of the people of Wisconsin, making sure everyone can live their best life.

Kirsten Johnson
Secretary-Designee
Wisconsin Department of Health Services

Secretary-designee Kirsten Johnson

Kirsten Johnson has over 20 years of experience as a public health leader in complex local, state, national, and international organizations. She joins the administration after previously serving as the health commissioner for the city of Milwaukee following her appointment in January 2021. Prior to serving the city of Milwaukee, Kirsten led the Washington Ozaukee Public Health Department for more than a decade as the director and health officer, overseeing the merger of the two counties’ health departments and later leading a multi-county pandemic response as well as various other public health and health equity initiatives. Kirsten has her master’s degree in public health from Tulane University of Public Health and Tropical Medicine and holds certifications as a public health professional and certified education specialist.

Deputy Secretary Deb Standridge

Deb Standridge has spent her career working in, improving, and leading health care systems, most recently serving as Regional President of the North Region of Ascension Wisconsin and Chief Executive Officer of Wisconsin’s Alternate Care Facility. Her professional focus has been on the strategic direction and operational management of hospitals in a diversity of communities, including her work at Wheaton Franciscan Healthcare’s North Market. She is an award-winning advocate for health care systems and served on the Board of Directors for the Wisconsin Hospital Association.

Assistant Deputy Secretary Sarah Valencia

Sarah Valencia is a native of Wisconsin. Sarah’s professional experience includes working in health care administration, social work, non-profits, higher education, and local government. After graduating with her bachelor’s degree from Carroll University, she served two years in the United States Peace Corps in Honduras. After returning, she earned her master’s degree in social work from University of Wisconsin Madison, where she is currently a Long-Term Lecturer. Sarah worked as Director of Medical and Patient Services at Access Community Health Centers in Madison and most recently was the Director of Population Health and Addiction Services at UnityPoint Health-Meriter and Vice President of the UW Health Accountable Care Organization. She has served on numerous boards including non-profit and local government.



WISCONSIN DEPARTMENT
of HEALTH SERVICES

CAMPGROUND	Total Funds Raised
Great River Harbor	\$50,195
Duck Creek	\$29,145
Champions Riverside Resort	\$29,100
River Bend RV Resort	\$20,000
Kinney Lake Campground	\$9,840
Stoney Creek	\$7,909
Scenic Ridge	\$7,012
Chetek River Campground	\$5,682
Wilderness Campground	\$5,665
Fond du Lac Kettle Moraine KOA	\$4,850
Grand Valley Campground	\$4,561
Diamond Lake Campground	\$4,200
Rock Lake Resort & Campground	\$3,900
Maple View Campsites	\$3,831
Hitts Wildwood Resort	\$3,709
Dell Pines Campground	\$3,532
Buffalo Lake	\$3,513
Stand Rock Campground	\$3,478
O'Neil Creek Campground	\$3,410
Milton KOA	\$3,000
River's Edge	\$3,000
Vista Royale Campground	\$3,000
Oak Ridge Inn & Campground	\$2,965
Web Lake Resorts	\$2,740
Pride of America	\$2,600
Blue Bird Family Campground	\$2,240
Lake Arrowhead	\$1,849
Evergreen Campsites	\$1,621



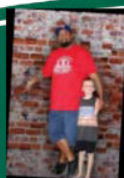
THANK YOU WACO MEMBERS

In 2022, our Members generously raised over \$230,000 for the GBF foundation! Your efforts help those in need across 156 charities in Wisconsin - please pat yourself on the back!

These numbers will be used for recognition at the WACO Convention in March!

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

Rose's Enchanted Forest	\$1,580
DuFour's Pine Tree Campground	\$1,562
Whiskey Creek Family RV Park	\$1,550
Sand Haven Campground	\$1,535
Merry Mac's Campground	\$1,500
Little Creek	\$1,330
Pineland Camping Park	\$990
Fremont Jellystone RV Resort & Campground	\$700
Rustic Woods	\$700
Whispering Pines	\$675
GRAND TOTAL	\$238,668



TOP GBF CONTRIBUTORS

will be recognized during our FRIDAY NIGHT program! THANK YOU for all you've done in 2022!



GBF MISSION

“Supporting over 156 children’s charities in Wisconsin”



The Gilbert Brown Foundation’s mission is to service youth in an environment that promotes structure and life skills awareness, by introducing team building skills and promoting diversity in the community.


The Foundation is a 501(c)3 non-profit organization supporting over 156 children’s charities throughout the state of Wisconsin.

Gilbert is partnering with the Wisconsin Association of Campground Owners and making appearances throughout the summer to raise funds for kids with cancer and other illnesses. Campers truly enjoy spending time and talking with the former Super Bowl Champion while raising money.


The Gilbert Brown Foundation has events each quarter and works with organizations like Make-a-Wish and St. Jude’s. The Foundation puts on a free football camp for inner city youth, hosts a turkey giveaway, and supplies coats and toys for children during the holidays. The Foundation has provided necessary school supplies for kids, sends footballs to the troops, and has passion for taking the anti-bullying message to schools.

WHAT DOES GILBERT DO FOR WACO?

- Madison Show pricing
- Green Bay Show
- Special event networking
- New campground memberships
- WACO Brand Awareness
- Youth Development within Campgrounds
- Continued link between WACO and Green Bay Packers
- Community & School out reach
- Other player connections
- Use of his social media reach
- Attends conventions at no charge and is a sponsor
- Anti-bullying awareness
- Kids Kamps for free
- Presenter for convention
- Assists with the Auction
- Creates an avenue to fundraise & raffle with 501C3




WACO Campgrounds
Raising Money for
Wisconsin Kids!



Catch Green Bay legend Gilbert Brown & Friends at WACO Campgrounds all summer long, raising money for 156+ children's charities!

FOR FULL LIST OF EVENTS, VISIT US AT
[FACEBOOK.COM/OFFICIALGBFOUNDATION93](https://www.facebook.com/officialgbfoundation93)
WWW.GILBERTBROWNFUNDATION.ORG





GBF RELATIONSHIP WITH WACO

WHERE DOES THE MONEY GO?

- ▶ Gilbert Brown works with WACO and does fundraising events in various campgrounds to raise money for his foundation.
- ▶ Prior to working with WACO Gilbert personally funded his foundation and did one large event – a free football camp for intercity kids. This was a huge undertaking and required over \$100,000.00 of funding. He funded other charities, but to a lesser degree.
- ▶ Today with WACO & other partners he not only runs a yearly free football camp, but contributes to over 156 Children's Charities throughout Wisconsin.

Gilbert's Foundation works hard to support the Foundations efforts by using a team of volunteers to manage the association. The following is a listing of projects the Foundation is currently supporting.

- Brett Favre's Fourward
- The Foundation funds Scholarship programs to schools in Wisconsin.
- We provide gas cards for kids with cancer enabling them to get necessary medical care.
- We provide gas cards for breast cancer patients.
- School supplies are purchased and delivered to inner city children.
- St. Jude's Hospital
- Donate auction items for various charities, raising over \$40,000 for youth sports groups, individual cancer kids & families, memorials, area golf tournaments, breast cancer walks & runs, area football camps and scholarship fundraisers annually.
- Teddy Bear Fund – provides supplies for inmates to create items that can be used within the Foundation. Gilbert himself visits the institutions and speaks about respect & mistakes.
- The Foundation makes donations to area Churches including providing meals for those in need. Gilbert & his friends have attended and promoted these events.
- Donations to The American Red Cross.
- Gilbert puts on FREE football camps for inner city youth.
- Over 200 Autographed footballs are sent to the troops on a semi-annual basis.
- Supports Make-a-Wish Foundation on a yearly basis.
- The Foundation contributes to the MS organization.
- Gilbert and other former NFL players have delivered speeches and worked with the Boys and Girls Clubs in addition to contributing funds.
- Along with Bart Starr, The Foundation supports Raw Hide Boys Ranch.
- The Foundation provides funds to Children's Hospital In Milwaukee.
- Gilbert has taken on an Anti-bullying program to deliver to schools.

Total of 156 charities are served. Gilbert believes that the money raised in Wisconsin stays in Wisconsin. He also holds other fundraisers that benefit Michigan Charities, and St. Jude's in Pennsylvania.



GBF RELATIONSHIP WITH WACO

FOR ALL GILBERT BROWN FOUNDATION EVENTS

The Foundation's Responsibility:

- Players will conduct phone press interviews for you prior to the event. Contact Lori for details.
- Collect funds at the event.
- Supply merchandise prior to the event and during the event.
- Be sure WACO and campground is named in all press conducted prior, during and after the event.
- Use the campgrounds name and logo whenever possible.
- Assist with compiling press releases.
- Provide tickets for events as needed.
- Provide likeness to use at your event. All other uses of likeness must be pre-approved. All pictures used in any advertising must be approved.

The Campground Responsibilities:

- Provide the Foundation with flyers and proof of advertising efforts – listing of where posters are placed, and media variations.
- Create a fundraising outline to be approved prior to any advertising of the event.
- Display the raffle license and follow State of Wisconsin Rules.
- Submit a copy of your advertising plan and flyer you plan to use.
- Appearance requirements are \$2500.00 raised per player per activity. (A deal or no deal, football camp is an activity)
- Gilbert has waived this in many cases, if you do a weekly raffle etc.
- Gather as many donated items as you can.
- Have any pre-sale moneys collected at the end of the event and turned into the foundation at the event. All moneys should be calculated with your total no later than the end of the weekend.

How much does WACO pay for this?

The WACO organization does not pay for any of the appearances or fund any of the Foundations work as an Association. In fact for 5 years running Gilbert Brown has personally been a \$2500.00 sponsor at our convention. No appearance fee is paid to any of the players.

How about the Executive Directors time?

Severson & Associates donates office space and answers the phone for the foundation. No fee of any kind is paid to them. S&H Ad Specialties has the clothing contract for the foundation, and Severson & Associates has benefited through business relationships that Gilbert Brown himself has introduced us to. Severson & Associates has a data base that tracks time and projects so this can easily be identified. Just as the Campground Owners do not get paid for putting on fundraisers, never does Severson & Associates.



SEVERSON & ASSOCIATES

What do you get?

A Team not a person. Severson & Associates has the equivalent of 7 full time employees and 29 volunteers. WACO pays no payroll and has no employee expenses.

Services include: IN - HOUSE

- Graphic artist services
- Web design & development – Content Creation
- Client Liaison
- IT services
- On site server & back-up data
- Social media maintenance and Content Creation
- Develop Social Media Platforms - Facebook, Twitter, Instagram, Google+, and Pinterest
- Answering service – 24 hour cell access-independent WACO line – Credit Card machine
- Shipping Facilities
- Office management and equipment
- Warehousing, services, including fork lift and loading dock
- Sales department
- Data base management
- Convention set up, preparation and execution
- Food -Space -Contracts -Donations -Registrations -Speakers -Sponsorships -Programing –Hotel rooms, Trade member sales , communication
- Member Benefit connections
- Attendance of all Board Meetings and Membership Meetings
- Membership outreach - Text Club – Private Facebook Group-
- member section website- Constant Contact Email & survey –Newsletter
- Bulk Mailing program
- Media Connections
- Emergency action plan
- Coordinate bulk purchasing programs
- Printing Program – coordination-printing –storage
- Manage consumer requests for directories and piggy back program
- Assist Membership Committee in Fall workshops
- Creation of a prominent role in RV shows – Madison – Green Bay – Wausau speaking
- Soft skills seminar training
- Attending Legislative educational meetings and fundraisers.
- Personal visits to campgrounds – Joint ARVC when possible
- Google calendar events for consumers and WACO members
- Secretary of CAMP – Campground association management professionals
- Attend Tourism meetings and events
- Attend State Tavern League Conventions – 2 a year
- Attend NBA every other year
- Work with RVIA & Wisconsin RVIA
- Attend ARVC Meetings
- Attend IAAPA - International Association of Amusement Parks and Attractions
- Attend other State Association Meetings.
- Share Severson & Associates networking connections



SEVERSON & ASSOCIATES

- Provides signage for the building that identifies WACO.
- Created & paid for a data base to update member information and provide timely service to the members. We can also collect information about our members, track directories, create checklists, and pull reports that help us run the business more effectively. We are able to track time on individual projects and customers.
- This system allows us to keep our data safe on a server and backed up.
- WACO currently does not pay for data storage either physically or electronically.
- Quick Books and financial bill pay and book keeping.
- Use Severson & Associates training staff to teach at convention at no cost. Severson & Associates bills out training to other campground conventions at \$2500 per day plus expenses.
- Attend fundraisers at individual campgrounds to work with players and campground owners. This program is a player requirement.
- Attend political fundraisers and contribute personally, representing WACO.
- Attend local and State Department of Tourism Meetings.
- Attend Wisconsin Fair Association
- Attend Wisconsin Towns Association
- President of CAMP – Campground Executives in the National Organization.
- WACO distribution of directories over and above RV shows such as Family Fest, Showcase Galesville, Cranfest, Iola Car shows, Madison Races, Gander Mountain Campground Promotional Days, Oktoberfest, & Oshkosh.
- Speak at group 20's for members.
- Warehouse directories, store directories and printed materials.
- New requirement for many welcome centers.
- 5500 square feet used for fulfillment includes dock & fork lift
- Attended 9 Political fundraisers and contributed personally to these.
- Joined the tavern league and attended both conventions and local meetings to learn how they conduct business and specifically how they are so successful legislatively.



SEVERSON & ASSOCIATES STAFF



Lori Severson – President & Owner



Lori Severson is a management-training consultant who has inspired thousands to pursue success in their organizations. Lori's motivational presentation style brings phenomenal energy and inspires participants to be the best they can be. Her passion for success and management

excellence will inspire, challenge and encourage you to take action toward continuous improvement in yourself and your organization.

Speaking from proven knowledge gained as a success in the sales, training, operations and marketing arena, she will leave you with ideas that will remain with you long after her thought provoking sessions end.

Lori works closely with the campground industry as the Executive Director of Wisconsin Association of Campground Owners (WACO) as well as owning her own campground, Champions Riverside Resort and Bar & Grill in Galesville, Wisconsin. Lori has also worked with companies like Disney, Jellystone Parks, Camp Snoopy, IBM, TRW, Ho-Chunk Nation, over 200 Manufacturing companies, trade associations and Foundations including acting as the Executive Director for the Gilbert Brown Foundation.

Your WACO Executive Director brings the following experience:

- Corporate experience working for Heileman Brewery & WinCraft
- Director of sales at Heileman – 550 thrift stores – large convention arrangements – responsible for 55 million in sales
- WinCraft responsible for negotiating contracts with licensed properties, Director of sales & training.
- 25+ years experience in the camping industry
- 19 years as WACO Executive Director
- Conducted strategic planning sessions for 11 other State Associations
- VP of CAMP – Campground Association Management Professionals
- Voted ARVC Director of the year twice
- 19 years Association Management – Apple & Berry Growers
- Board of Directors positions at 3 Banks and a Credit Union
- Board member on the Red Cross for 7 years.
- 20 years in professional fundraising
- VP of Gilbert Brown Foundation - responsible for raising 400K a year
- Avid camper all her life
- Wisconsin campground owners for the past 11 years



SEVERSON & ASSOCIATES STAFF



**Contacts During CONVENTION
are listed below – have a
question, give us a call!**

WACO Executive Director

Lori Severson 608-792-5915

WACO Staff

Danielle Todd 608-386-0752

Tina Severson 608-386-3673

Carrie Geary 651-356-5404

Lisa Black 608-317-9238

Registration

Laurie Smith 608-399-4817

Vendor Set-up And Direction

Ryan Lipke 608-484-1045

Kids Kamp

Becky Black 608-317-9237

General Convention Questions

WACO Office 608-525-2327



**Danielle
Todd**



**Tina
Severson**



**Carrie
Geary**



Lisa Black



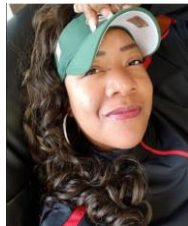
**Laurie
Smith**



Ryan Lipke



Becky Black



Carla Brown



Bonnie & Mickey Wood



**Mary
Zeigler**



**Karen
Radomski**



Michelle Forsyth



SEVERSON & ASSOCIATES STAFF

Severson's Team Proficiency's

TOGETHER OUR TEAM IS PROFICIENT IN:

- QuickBooks
- Record keeping
- Data-base management
- Meeting management
- Communication methods
- Financial preparation
- Cash management
- Meeting Coordination
- Office skills
- Fundraising
- Membership support
- Conference planning
- Administrative Support
- Board Support Services
- Strategic planning experience
- Training creating
- Industry connections
- Celebrity Connections
- Social Media Services
- Marketing Plan Development and Execution



Severson's Facility

- Mobile App and Online Phone system offering quicker connection to the proper WACO staff contact
- Cell phone system
- 12 Computers
- 2 professional copy/print/fax machines
- 20,000 square foot facility
- Office space
- Warehouse space with loading dock & fork lift



SEVERSON & ASSOCIATES DUTIES

- Perform all administrative duties such as providing a PO Box, record keeping, e-mail services, fax service, automated answering system, etc..
- Attend all Board Meetings and Membership meetings:
 - Create agendas, provide minutes and providing reports as needed.
 - Secure meeting space, or prepare virtual space via online options such as Zoom.
- Handle all correspondence and communications typically within one business day.
- Assist officers, directors, and committees with association activities.
- Develop all print materials, promotional materials, and communication memo's.
- Mail requested literature from campers and press.
- Create and compile a directory of all campground members.
- Organize and execute Fall Workshops in coordination with Membership Committee.
- Utilize database specifically created for WACO that tracks communication for efficiency and record keeping.
- Utilize email communication software to track email statistics including open rate, bounce rate and click rates.
- We have a healthy track record educating WACO members on other organization benefits such as ARVC, Small Business Association, Score, Wisconsin Fairs, WMC (a legislative group) The Tavern League of Wisconsin, Wisconsin Towns Association, Wisconsin Institute for Law and Liberty to name a few.
- Build relationships with State officials so we can be a resource to our membership.
- Severson has extensive experience working with both large corporations and small business people. We have a proven track record in navigating the red tape and politics of every organization.
- We study the industry and watch the trends to look for opportunities for our members.
- Personally created & presented over 50 seminars that have been delivered to campground owners on profitability, shoulder season, snack shack, game rooms, customer service, preparing to sell, restaurant, bar, craft rooms, activities, guest services and social media.
- Created and conducted guest services training for campground owners and their team members, they can attend at no charge as part of the membership.
- We attend conferences like IAAPA, Fair Association, State Conferences and ARVC to keep on the cutting edge of what's happening in the industry.
- Created bulk printing programs to offer printing solutions to our members with bulk purchase discounts.
- Formed relationships with RV dealers to get booth prices reduced from \$600 to \$350 per booth for our membership.
- Working on a program to bring J1 students to the US already trained for our industry.
- Produce an annual report for the membership.
- Identify, assess, and inform the Board of Directors of internal and external issues that affect the organization
- Act as a professional advisor to the Board of Director on all aspects of the organization's activities
- Act as a spokesperson for the organization
- Represent the organization at community activities to enhance the organization's community profile
- Participate in fundraising activities as appropriate
- Provide IT assistance at convention.



SEVERSON & ASSOCIATES DUTIES

- Build social media platforms for our members to exchange ideas and information. We have included our attorney and accountant to help with the tricky answers!
 - This platform allows members to ask questions day or night and just compare their best practices.
- Created a Kids Kamp that educates our campground owners children at an early age. 7 of our members are now running their own campgrounds!
- We have a Young Professionals group where members can talk about issues that relate very specifically to them, such as raising a family on a campground, advanced social media etc.
- Severson & Associates has compiled more than 1000 ways to raise funds in campgrounds.
 - We understand the relationship between philanthropy, guest satisfaction and creating an experience that becomes valuable to the campground owner.
- Severson & Associates has mastered the art of using celebrities to enhance the experience for the guest and create revenue streams for the campground.
 - We can expand and work with other organizations and their State celebrities. We brought Rocky Bleir to PA for their conference.
- We can source local and National music talent.
- Create sponsorships that are valued by the suppliers and association.
 - Create a successful campground convention event building from 36 vendors to 192
 - We understand how to coach campground owners on getting sponsors during the time they are closed so they have time to develop solid relationships that last for years, grow their community awareness and develop partnerships.
- Vast experience networking with legislators, attending special events and fundraising for PAC money.
- Developed and implemented Media & marketing plans creating additional nonpaid advertising.
 - Created press releases and have a good working relationship with media throughout the State.
 - Use PSA's to create more excitement for the industry.
- Work with employer partners to distribute camping guides and gain interest in the industry.
- Call on partners to distribute camping guides such as gas stations, sporting goods stores, special events and festivals.
- Attend RV shows, creating opportunities to partner and become important to the show.
- Visit member and prospective campground owners.
- Create and send out surveys to members, prospects, & suppliers.
- Create monthly newsletters with information that campground owners can use.
- Create and update member only website information.
- Update and keep a campground owner booklet with valued information.
- Oversee the planning, implementation and evaluation of the organization's programs and services.
- Coordinate information to the WACO attorney.
- Ensure that sound bookkeeping and accounting procedures are followed.
- Work the financial committee to prepare a comprehensive budget.
- Work with the Board to secure adequate funding for the operation of the organization.
- Research funding sources, oversee the development of fund-raising plans and write funding proposals to increase the funds of the organization.



STRATEGIC PLANNING REPORT

WACO ORGANIZATION STRENGTHS:

(This category was not voted on for most important to least important.)

- Creating a convention
- Motivating our members to show up
- Legislative support
- Willingness to share information
- Helping other members
- Dealing with government regulations - combating unreasonable regulations
- Diversity of all of the members as well as the board - old, new, young, big, small, etc.
- Mutual respect among members
- Love of the industry
- Connections with the right people
- Everyone seems like family
- Providing educational opportunities
- Advocacy for the support of the industry
- The ability to maintain good leadership - ie and Exec. Director
- Longevity of our organization - willingness to adapt
- Educating consumers/non-campers on the industry
- Mentoring between members
- Communication
- Fundraising
- Providing an effective advertising platform
- Family run businesses supporting each other
- Connecting with vendors
- Consistency (board, etc)
- Helping each other to grow in the industry
- From one generation/administration continuity - learn from the past - history
- We're the recognized authority in the industry
- Financially solid - loan free

OUR OFFICE WILL GO OVER THESE WITH THE NEW FULL BOARD AFTER CONVENTION From that conversation we will make adjustments, review completed items and determine what successes we've seen – and where we can improve and keep moving forward!



STRATEGIC PLANNING REPORT

WACO ORGANIZATION WEAKNESSES:

(Listed from most important to keep focusing on to least important)

- Getting people to understand what WACO is (general public)
- Communication with the membership
- A lot of understanding on the board but not necessarily conveyed to membership
- Lack of a plan to transition from the directory - eventually paper will be less important
- How to find the validity of the complaints from members
- Demonstrating the value proposition
- Outgrown our “fish tank” at Convention
- Hard to talk to some owners - seems to be some cliques
- Too busy
- Major pride in our organization - sometimes you're not willing to see the weaknesses
- We try to please everyone and that's not always possible and sometimes hinders our growth
- Because we are so close, sensitivity can happen

WACO ORGANIZATION OPPORTUNITIES:

(Listed from most important to keep focusing on to least important)

- Finding free money/grants
- App for finding campgrounds in Wisconsin (WACO App)
- Opportunities of education for prospective new owners
- Potential vendor education on who we are
- Outreach to higher education to address labor
- Change over in Government - PAC Fund
- Continuing to grow membership
- Partnership for labor with southern states/Internship program
- Creating peer review groups (20 groups but local)
- More cost-effective advertising options (low / no-cost)
- Generational succession
- Opportunity for mid-year networking/cracker barrel
- Lifestyle changes - people selling houses and going to RVs full time
- Growth of new vehicles - what will we do?
- Growth within campgrounds and campers
- Opportunities for new board members

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STRATEGIC PLANNING REPORT

WACO ORGANIZATION THREATS:

(Listed from most important to keep focusing on to least important)

- Local Government
- Government regulations
- Work ethic in the up-and-coming generations - Lack of employees
- Electric vehicles
- Public - local public relations - neighbors
- Supply chain - Rising costs of everything
- Corporate consolidation of the industry - Growth of mega resorts - competition
- Surge of new and unfamiliar campers
- Negativity - Members wanting to stay stuck - how can we help?
- Lack of high-level general manager pool
- Changing demographics
- Lack of campsites versus campers
- Taxes - always new ones
- Viable financial opportunities

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STRATEGIC PLANNING REPORT

SEVERSON & ASSOCIATES STRENGTHS:

(Listed from most important to keep focusing on to least important)

- Expertise - Having the #1 Exec. Dir. - getting on RVAI was a homerun
- Relationships with KOA, COE, CAMP, GBF etc. brings a lot to the table
- Unity you have with the campgrounds
- Directory - Advertising options - Free pens
- Government relationships
- Conscious behavior - thinking through everyone's feelings/views when making decisions
- Newsletter

(These items were not voted on for most important to least important.)

- Convention - Fall Tours
- Teamwork - Everyone is very diverse in their own skill sets - All the girls - Lori's large family
- All the time put in for WACO
- Vision and collaboration

SEVERSON & ASSOCIATES WEAKNESSES:

(Listed from most important to keep focusing on to least important)

- Could be hindered by the same things as WACO (negativity, etc.)
- Lack of lower-level task do-ers
- Too much paper
- Too many tasks to do
- Too nice

OUR OFFICE WILL GO OVER THESE WITH THE NEW FULL BOARD AFTER CONVENTION From that conversation we will make adjustments, review completed items and determine what successes we've seen – and where we can improve and keep moving forward!



MENTORSHIP PROGRAM

- Membership is retained once members come to “something”. Our goal is to help new members discover the benefits of belonging to WACO.
- With this, WACO has created a binder full of information to help a campground member succeed. This binder will be available to all new members of WACO. Information included in the binder covers all aspects of the campground world including:
 - Legal Topics (New campground code, service animals, shore land zoning, personal property tax, etc..)
 - Job Description examples
 - Campground forms (rental agreement, seasonal agreement, termination letter, check-in and out slips, necessary new hire documents, etc..)
 - Creating your mission
 - Themed Weekends
 - Advertising opportunities
 - Branding
 - Online presence (Website, social media, reviews, etc..)
 - And much more!
- Leaders and membership are helpful to other members when they have issues. The concept is that many times a member will be forced to become the “expert” because of a problem they have. The goal is to share the information and be able to give that information to other campground owners who have the same issues.
- WACO has developed several ways to keep all campground members informed and able to ask each other questions. Tools such as email blasts, private Facebook groups, convention round tables, cracker barrels, fall workshops are a perfect example of giving campground members the opportunities to ask other owners for opinions or ideas.
- Board Members who are willing to donate their time and energy to make things work.



New Owners Meet Up: 15 minutes prior to each meal time!
Location: New Owners Table in the Banquet Room

Calling all rookies and newcomers! This quick meet up is hosted by the WACO Young Professionals group. Meet, greet and network with others in the same new position as you are! Find a mentor and see who knows what, and how you can get the most out of your WACO convention experience! Chat about what you’ve learned so far and what’s up next for the day!



PARTNERING WITH OTHERS



WRVDA - The Wisconsin Recreational Vehicle Dealers Alliance is a trade association newly formed to address the business interests of the RV industry. They are advocates for any issues that arise at the Capitol, they hold a convention every winter, provide educational offerings for industry members and are looking into a discount program for insurance.

If you have any suggestions or would like to join the WRVDA, contact Amy Bliss at (608) 255-3131.



WACO attended the RVIA conference and are working with RV Dealerships to become better partners with them and work on our legislative synergies.

Both Executive Directors are working together and attending each others conferences. Data is a powerful thing, that allows us to make great decisions.



WACO attends the Wisconsin Towns Association with Gilbert & other players, along with several Board Members.

- **WMC**
- **Wisconsin Towns Association**
- **WI Housing Alliance & WI RVDA**
- **Tavern League**
- **Wisconsin Counties Association**
- **ATV Association**
- **WAA - Wisconsin Department of Natural Resources**
- **State Inspector Conferences**
- **Department of Tourism**
- **Membership Services**
- **Snowmobilers Association**



Kasieta
Legal
Group, LLC



Mark Hazelbaker

Provides Association Legal Services to WACO and Members



WACO is introducing an important new service for members through arrangement with Hazelbaker & Associates, S.C., a Madison law firm. The firm, headed by 30-year veteran attorney Mark Hazelbaker, will be advising the Association board on association business. But the firm will also answer member questions about legal issues through a new legal hotline. And, WACO members will be eligible for discounted legal services from the firm dealing with individual legal issues encountered by campground owners.

Hazelbaker & Associates has a strong emphasis on employment, zoning and local government law, areas WACO members often deal with. "I started out my career advising county officials, and I've been involved in zoning and employment cases ever since," Hazelbaker said. "It's exciting

to work with WACO and its members because I share their experience and frustrations as a small business owner myself."

The legal hotline, which starts immediately, is a service under which Hazelbaker and his team will answer short questions about legal topics. Legal hotline information is not legal advice, but it can help resolve simple issues or identify the need for legal counsel.

In order to obtain legal hotline information, email tina@seversonandassociates.com. The service is free for WACO members, and includes a short consultation and information.

Mark will also be working with WACO on improving zoning of campgrounds and building more effective member services. Mark has also created and advised the membership with job descriptions, seasonal agreements, termination letters, and more.

Mark also works hard for us on zoning and regulatory issues at the County level, which unfortunately seems to be more and more popular as our industry grows. Those updates and information are available in the newsletter archives in the Members only section of the website.



WACO HALL OF FAME MEMBERS

- Spike Horn Camps
- Benson's Resort
- Evergreen Park & Campsites
- Conroys Bear Lake
- Lake Lenwood Beach & Campground
- Lynn Ann's Campground
- Safari Downs
- Springstead Family Campground
- Dells Camping Resort
- Shady Oaks Travel - Trailer & Camping Resort
- Klondike Campground
- Pleasant Lake Lodge
- Leesome Pine Lake Campground
- Weavers Campsites
- Holiday Shores Camp Resort
- Wilderness Campgrounds
- Lake Arrowhead Campgrounds
- Vista Royale Campground
- Maple View Campsites
- Lake Chippewa Campground

2012 HALL OF FAME

- Silver Springs
- Indian Trails

2013 HALL OF FAME

- Pride of America

2014 HALL OF FAME

- Sky High Camping

2015 HALL OF FAME

- Vista Royale Campground

2016 HALL OF FAME

- Buffalo Lake Campground

2017 HALL OF FAME

- Evergreen Campsites

2018 HALL OF FAME

- Smokey Hollow Campground

2019 HALL OF FAME

- Scenic Ridge Campground

2020 HALL OF FAME

- Milton KOA

2021 HALL OF FAME

- Crazy Horse Campground

2022 HALL OF FAME

- Beantown Campground



WACO CHAPTER MEMBERS

CHARTER MEMBERS

- **Mr. & Mrs. Edward C. Augustine**
 - **Spike Horn Campground**
 - **Mr. & Mrs. Keith Kindschi**
 - **Wallace Plzak**
 - **Mr. & Mrs. Lynden E. Duescher**
 - **Fred Becker**
 - **Pleasant Lake Lodge John Kaishian**
 - **Safari Downs**
 - **Springstead Family Campground**
 - **John J. Sciacco**
 - **Mrs. WM. J. Benson**
 - **Mr. Philip H. Chase**
 - **Mr. Robert R. Conroy**
 - **Mr. & Mrs. Dricken**
 - **Mr. and Mrs. R. Helpap**
 - **Leesome (Pine) Lake Campground**
 - **Mr. Vernon Gruenwald**
 - **Mr. & Mrs. H. Weaver**
 - **Lynn Ann's Campground**
- Milwaukee**
 - Baileys Harbor**
 - Klondike Campground**
 - McHenry Ill.**
 - Brookfield**
 - Frankline**
 - Lac Du Flambeau**
 - Park Falls**
 - Harvard, Ill.**
 - Century Camping Resort, Inc**
 - Evergreen Park and Campsite**
 - Bear Lake Campground**
 - Lake Lenwood Beach Campground**
 - Shady Oaks Campground**
 - Spooner**
 - Dells Camping Resort**
 - Weaver's Campsites**
 - St. Germain**