WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS

61st ANNUAL WACO CONVENTION AND TRADE SHOW

MARCH 13-17, 2024

New Owners Meet-Up!

Meet with other new owners and get advice on what is most important to attend for the day! Held in the Top Shelf bar between the hotel and convention center, just outside the Kids Kamp room (aka - Little Bar). Meet on Wednesday at 8am - Thursday & Friday at 7:30am.

Led by The WACO Young Professionals Group!

Annual Meeting Full Report

If you would like the full Annual Meeting Report, please stop at the WACO Registration Desk!

Holiday Inn Hotel & Convention Center
1001 Amber Avenue Stevens Point, WI 54482
Phone: (715) 344-0200

WACO Board Of Directors

Be our eyes & ears! If you hear or see something that needs to be corrected, let your Board Members or Exec. Director know!

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2023-2025 Ist Term

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2023-2025 Ist Term

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2021-2024 Ist Term

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2018-2024 2nd Term

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Adam Malsack, Chair Elect
Legislative
Lake Arrowhead Campground
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920-295-3000
Appointed Term 2016-2023

Lori Severson, Executive Director
Severson & Associates
lori@seversonandassociates.com
608-792-5915

Our goal is to make this conference easy for you to attend and enjoy. Please don't hesitate to tell a staff member immediately if you need assistance. Our members mean the world to us and we are happy to help in any way we can. If you have an experience that is not world class, please let a member of the WACO Board or your Executive Director know immediately. Your experience here is important to us. If you are new to the convention – just look for a STAFF member or a Board Member. There are no silly questions – we are happy to help!

How May We Help You?

Lori Severson – *Executive Director*
Address: P.O. Box 228, Ettrick, WI 54627
Email: lori@seversonandassociates.com
Phone: 608-525-2327
Fax: 608-525-2328
Cell phone: 608-792-5915

Mark Hazelbaker- *Attorney*
Address: 559 D'Onofrio Drive, Ste. 222 - Madison WI 53719
Please email or call the WACO office or use the JotForm below to contact Mark!

NEW! Use our online form to send legal questions to Mark!
Our legal hotline is one of your best member benefits. By submitting your questions to the WACO office first, we are best able to track and report on Mark's answers to questions that may be an issue for many members and put that data in one central place for you to refer to anytime! Should you choose to NOT use the hotline and contact Mark Hazelbaker directly, you will incur costs to your campground.

SCAN ME

Have a question? We have the answer!
Call any number below!

WACO Executive Director
Lori Severson 608-792-5915

WACO Staff
Danielle Todd 608-386-0752
Tina Severson 608-386-3673
Lisa Black 608-317-9238

Registration
Laurie Smith
608-399-4817

General Convention Questions
WACO Office
608-525-2327

Vendor Set-up And Direction
Ryan Lipke 608-484-1045

Kids Kamp
Becky Lipke 608-317-9237

Danielle Todd

Tina Severson

Lisa Black

Laurie Smith

Ryan Lipke

Becky Lipke

Carla Brown

Bonnie & Mickey Wood

Mary Zeigler

Kiley Smith

Michelle Forsyth

Our members are out of this world! ...Tell us how to make your experience amazing!

Tuesday Evening Check-in & Registration

Tuesday evening early registration will be open from 5:00pm - 7:00 pm. Our registration area is open 7:30 am on Wednesday, Thursday, Friday, and Saturday for your convenience. Registration is set up at the Holiday Inn Convention Center, directly outside of the Trade Show area. The hotel has the schedule of convention activities at the front desk if you have a question. The auction items and baskets should be taken to the registration table where they will be logged in.

Need Lori? Text her at 608-792-5915

Consulting Options

New Owners Meet Up: Wed. at 8a – Thur. & Fri. at 7:30a

Location: Top Shelf Bar (aka Little Bar) – *Outside Kids Kamp 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's most important to be a part of for the upcoming day!

Need to know more about all the great OHI or WACO Benefits?

Text Jim Button, your OHI Area 3 Representative at **(920) 570-0764** to set up a time to chat about how both OHI and WACO can benefit you and your business!

QuickBooks Consulting with CSAW Associates

Chris Metcalf

Andrew Metcalf

Set up a time to learn more about how QuickBooks works, upgrading or getting started.

Stop by the Lemonade stand near the WACO registration to chat with Chris or Andrew Metcalf *(WACO Accountants)*!

Private Legal Consultations with Mark Hazelbaker WACO Attorney

Talk about your personal legal issues! Ask about agreements, review mobile home licenses, park regulations, employment issues, or general legal questions. You can see the work Mark has done with our forms, waivers, agreements, etc in the Members Only section of our website!

Mark will be available in the ***Pointer Room*** beginning on Wednesday afternoon (past the hotel elevators, towards fitness center & pool). Stop by to chat with him or set up an appointment!

Reminder: Legal hotline questions need to be directed to the WACO office first. Should you choose to NOT use the hotline and contact Mark directly, you will incur costs To your campground. Scan the QR code to submit legal questions!

SCAN ME

Know Your Numbers with John Jaszewski - Bring your P&L report to convention and John will show you, ***AT NO CHARGE***, exactly what your park is worth now and will show you quick and easy ways to increase the value of your park. **He's set up by Thursday, so book early!** Knowledge is Power. Whether you're thinking of selling or need more leverage for refinancing or expanding the park, schedule a confidential consultation and John can show you exactly what the Banker and Appraiser will be looking for. Schedule an appointment at convention by texting John at 507-450-5626.

Update Your WACO Membership

NEW THIS YEAR! Set it, and forget it!

Stop by the WACO Membership booth (across from the Lemonade stand) to chat with Danielle or Tina and go through the membership checklist! This list will help to make sure you are taking full advantage of your WACO membership and all of the benefits available to you!

Danielle Todd

Tina Severson

Stop by for a quick 10-minute chat to…

- Check your WACO website listing to be sure everything is up-to-date. Be sure to bring photos on a flash drive if you need to update or add photos *(up to four)* to your listing!
- Sign up for any advertising you want to participate in for the 2025 season.
- Calculate your dues for the 2025 season and schedule your payment date to save you the 3% for the early bird discount!
- Make sure you're in our Members Only Facebook group.
- Be sure you have access to our Members Only section of the website!
- Ask any questions you may have about membership, how certain benefits work, who to contact for certain questions, etc. Bring the questions - we'll find the answers!

2024 Speaker Bios

New this year! Check out our online speaker bio library!

We'd like to give a BIG thank you to all of our 2024 speakers for providing top-notch industry education and knowledge to our WACO Convention attendees!

To read more about any of our great presenters, please use the camera on your smartphone to scan the QR code and view their bios on our

SCAN ME

WHY AM I NOT GETTING WACO EMAILS?

Sometimes a member accidentally "unsubscribes" from our WACO email lists. When that happens, the office is able to send a ONE TIME link to add you back to our distribution listing. This does require you to "accept" the link and we cannot do it without you accepting it on your end.

IF YOU FEEL LIKE YOU'RE NOT GETTING INORMATION, GIVE US A CALL AND WE WILL CONFIRM WHAT EMAILS WE HAVE ON FILE FOR YOUR CAMPGROUND!

MISS A SEMINAR?

Head to the tables right next to the registration desk to find any available extra handout materials from seminars!

If you're looking for something you don't see, ask a staff member to put you on our list to email you the presentation and/or handout you're looking for!

As our membership grows, the need for increased efficiencies grows!

At Severson & Associates, we've installed a phone system with a mobile app service, allowing our staff to take calls from anywhere. Calls coming into the general office line at (608) 525-2323 are immediately routed to various staff members. The system tracks calls coming in, going out, and messages received. Voicemails are automatically emailed to all staff associated with that particular client!

We also use Asana for project tracking and assignments, allowing our office to task staff with emails and member requests efficiently.

These new systems ensure your questions are sent to the proper staff member quicker - so you'll get the answers you need!

HELLO
MY NAME IS...
BILL W.

Friends of Bill W. - Meets in the Bayba Boardroom (Located next door to Kids Kamp)
Wednesday – Thursday – Friday at 5pm

Things You Need To Know

Money Made Simple

- Find your personalized bid number behind your name tag in your show badge! This number has been specifically assigned to you. This can be used to "charge" any auction/raffle items. Please be sure you receive a receipt with all of your purchases. Simply show our staff member your bid number and sign for the charge.
- Your bid number can be used to bid on silent auction items, live auction items, buy raffle tickets, etc.
- PAC (Political Action Council) items are the only exception **(they must be paid by personal check or cash).**
- You may check your balance at any time during the convention by asking at the registration desk.
- You can pay your balance by check, credit card, cash, WACO bucks or a combination!
- Plan to have your account balance settled ***no later than 9:00 am on Sunday.***
- Not from Wisconsin? No problem! We take all "out of state" currency!

Valet Directory Pickup

Pick up your Wisconsin Association of Campground Owners directories at the show. Simply ask any trade show associate for help loading them to your vehicle. It can be done any time throughout the tradeshow. (Note: only throughout daytime hours please.) Distribute them to your community while getting our directories in the hands of your guests.

Earn 20 $3,000 WACO Bucks entry tickets by picking up your directories!

Visit the WACO Website!
Scan me!

Silent Auction Rules

- To place a silent auction bid, write your bidding number in the starting bid space or on the line following the highest current bid.
- Indicate your bid in the appropriate space on your bidding row.
- In order to be valid, all new bids must be higher than the previous bid by at least the minimum raise indicated at the top of the bid sheet. $5.00 is the usual amount but please check each auction item.
- A bid is construed as an agreement to purchase the listed item(s) at the amount indicated.
- All bidders must be 18 years of age or above.
- All winning bids must be settled before 9:00 am on Sunday by cash, check or credit card.
- In order to protect the integrity of all bidders, please do not scratch out bids. Simply contact one of our volunteers for assistance if you wish to withdraw your bid.
- The auction will close at the announced time at which time the highest bid on each bid sheet will be declared the winner. If multiple people are still interested in bidding at the end – a final bid off will be allowed where each participant puts in a final sealed bid on a piece of paper. The highest final bid will be awarded the item.
- **Don't leave the convention without written documentation of what you have purchased and won.**
- **Bids may only be voided by an auction volunteer or staff member.**

See something that needs our immediate attention?
Call Lori at 608-792-5915
Sunrise to sunset!

Things You Need To Know

Can't Attend a Seminar?

All seminars and information (if provided by the speaker) are available for our members. If you were unable to attend a session, please feel free to pick up the materials near the WACO desk. This information is available on a first come, first serve basis and if seminar information is provided prior to convention. Information from seminars will also be available on the WACO Website in the "Members" tab two-weeks post convention.

Basket Social

Bring the best campground basket and win bragging rights! Earn the traveling trophy for the basket with the best sales numbers on Friday night! The basket winner also gets **$1000** to spend at any supplier on Saturday! And EVERY campground that brings a basket gets tickets to win a $1,000 gift card. If you enter multiple baskets the **TOTAL** is added together! Ask your suppliers and communities to contribute and earn your community/campground a mention on the WACO Campground website & directory! Last year the winner was **VISTA ROYALLE!**

Earn up to $8,000 to spend at the 2024 trade show!

WIN BIG!

Check out how you can earn chances to win $$$ to spend at the trade show!

- **TWO WINNERS - Win $1000 if you have the basket or combination of baskets, that raises the most money Friday Night! Yes, you can combine several baskets!**
- **Win $1000 if you win the PAC auction gift card!**
- **Earn up to $1000 by participating in our social media contest in the WACO member group, telling us your best convention takeaway over the years!**
- **Earn up to $1000 by playing our buying game on Friday night!**
- **EIGHT WINNERS DRAWN - Win $500 to spend at the trade show if you purchase from the right supplier! Winners drawn Saturday at from 2-4p!**
- **Win an extra $1000 to spend at any Show Sponsor! Pulled at our Trade Member Dinner Friday Evening.**

ALL money is to be spent at the 2024 trade show (ends Saturday at 4:30p!)

How To Earn Tickets to Win $3,000 in WACO Bucks!

20 tickets for Registering before February 7th
20 tickets for stopping by the Membership Update Area by Registration
20 tickets for presenting a class!
50 tickets for every auction item you bring.
50 tickets for every $200 sponsorship level!
50 tickets for purchasing raffles from registration
20 tickets by picking up your directories.
50 tickets for each bottle of liquor you donate
50 tickets for bringing a bottle of wine!
5 tickets for each educational course you attend.
5 tickets for each course evaluation turned in.
50 tickets for bringing a basket.

20 tickets for any PAC fund donation you make.
20 tickets for every $100 you spend at the auction
10 tickets for each raffle item you purchase.
30 tickets for attending the round tables on Sunday
30 tickets for returning Convention critique on Sunday
20 tickets for participating in any Basket Raffle
20 tickets for attending the Wednesday night event
20 tickets for completing the WACO survey!
25 tickets for participating in the PAC auction!
25 tickets if you registered in advance!
5 tickets for introducing a new member!
30 tickets for every vendor you purchase from.
Bring your receipts to registration.

Participants are responsible for collecting their tickets. Sunday morning simply rip your tickets in half. You keep one half and the other half goes in the bucket for the drawing. Must be present on Sunday at 11:00a to win!

Win $3,000 in WACO Bucks! Earn your tickets!

Go High Tech - QR Codes

Sometimes having everything on your phone or tablet can be convenient. We understand that. You are now able to download each convention day's schedule onto your mobile device to ensure you are in the loop for that days activities. ***Open the camera on your Smartphone or a QR Code Reader App, scan the codes above and watch as each day appears!***

Wednesday	Thursday	Friday	Saturday	Sunday

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's looking to interview many parks for the following topics – stop at the registration desk or scan the QR code below now to sign up for an interview time!

- Campgrounds that have Packer appearances
- Fundraising – Best practices and most successful events
- Areas that Wisconsin campgrounds give back
- Shoulder season activities that are not just Halloween!
- Water in Wisconsin – Wisconsin campgrounds with fun water activities
- Campgrounds with unique activities
- Wisconsin's New and Expanding campgrounds
- Wisconsin Parks adding new amenities
- WACO Campgrounds that have been owned and operated by the same family for generations

Scan this code with your smartphone to sign up for an interview time online!

Feelin' Social? Tag Us!

#CampWithWACO

@wicampgrounds **/wicampgrounds**

WACO Members who helped with a presentation for the WACO conference get 20 $3,000 WACO Bucks entry tickets per session! Please get them at Registration! Thanks so much for helping us all be a great industry!

Want to volunteer to help with WACO projects? Contact WACO or your Board of Directors!

If you would like information from any WACO seminar – please email Danielle@seversonandassociates.com to request the class materials if available!

2024 Special Camping Weekends

Sign up now to participate, and be included in the advertising for these weekends on the WACO website and our Facebook page!

Scan here with your smartphone camera to sign up now online!

SCAN ME

Heroes Weekend | May 17-19, 2024

This is a weekend that campgrounds typically offer free camping for heroes, including Military, Emergency personnel (Police, Fire and EMT's) and more. It is up to each campground who is considered a "hero" to take advantage of this deal. Some campgrounds include healthcare workers and teachers.

Camping For Kids Weekend | May 31-June 2, 2024

This is a weekend that campgrounds host different events throughout the weekend that raise money for the Gilbert Brown Foundation which supports over 156 children's charities throughout Wisconsin.

GILBERT BROWN FOUNDATION

Join The Facebook Party!

Ever wonder how campground owners get information quickly from so many resources? Join us in our Facebook group...

WACO Campground Members

It's a private group where you can ask anyone a question and they will give you their opinion! You can buy and sell, ask questions, create a survey or show off something new in your park!

There is also an Activities Group specifically for WACO members as well. Gather up some great ideas any time of the year! We currently have over 270 members. Come and join the party!

CIRCUS CIRCUS

Check out some of the amazing auction items donated by our Trade Members! See more on page 31!

Donated by Lynkris Patio Furniture

Donated by Phelps Honey Wagon

Foam Cannon donated by Entertainment FX

Summer Cooler donated by Neuman Pools!

Includes a 60 qt. cooler, two beach towels, two insulated drink holders, beach balls, adult and a kids pool float, volleyball & badminton set and a Thermacell!

More being added daily!

Schedule - Wednesday (3/13)

The two day long seminars (ServSafe & CPO Pool School) REQUIRE pre-registration!

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:30am – 9:30am	**Survey Savvy** *Angie Servi, JAMPS Strategic Development*	**CPO – Pool School** *Neuman Pools* ***Note that lunch will be from 12:00 – 12:30pm if you registered for this course.* **Test will be taken on Thursday.**	**New Owners: Get the most out of convention!** *Young Professionals & WACO Office*	**Building & Cabin Inspections** *Jerry Anderson*	**ServSafe** *(8:30am–4:15pm)* *Russell Reeves* ***Participants do not need to bring laptops as testing will be done with a paper test.* *****NOTE NEW CLASSROOM LOCATION!*****
9:45am – 10:45am	**Time Mastery: Increase Your Productivity** *Angie Servi, JAMPS Strategic Development*		**Get the most bang for your WACO Membership buck!** *Tina Severson and Danielle Todd, WACO Office*	**Personality Styles** *Lori Severson and Carla Brown*	
11:00am – 12:00pm	**Peaceful Campgrounds: Navigating Conflict** *Angie Servi, JAMPS Strategic Development*		**Writing a Great Press Release** *Jeff Crider* **Bring your laptop for a more hands-on session!**	**CLOSED FOR LUNCH SET-UP**	
12:00pm - 1:45pm	**Lunch & Learn Session: Campground Victory with Lori Severson** *(Banquet Room)* Are you ready to take a strong look in the mirror? This lunch & learn session is a reality check on where you are in your business. What to look at your personal actions and behaviors to see what needs to change to allow your business to sky-rocket. Learn to how to believe, engage, act, and teach, to take your employees and customers to the next business level. **Free Lunch Sponsored By: Gilbert Brown - Pizza Donated By: Brew Pub – Lotzza Motzza Pizza, Bullhead's, Salad , Pasta, Dessert & Milwaukee Pretzels**				
2:00pm - 3:00pm	**Cracker Barrel for Large Parks (100 Sites or More)** *Moderated by Jim Button*	**CPO – Pool School** Neuman Pools *(8:30am-4:15pm)*	**The Importance of Branding & Social Media in Today's World! -** *Sarah Krause, Tia Anderson and Emma Hanson*	**Scams & Fraud Targeting Small Businesses** *Jeff Kersten, DATCP*	**ServSafe** *(8:30am–4:15pm)* *Russell Reeves*
3:15pm - 4:15pm	**Man Cave: An Open Discussion** *Jim Button*		**Cracker Barrel for Small Parks (50 Sites or Less)** *Moderated by Adam Malsack*	**Cake Walk Decorating** *Help decorate cakes for tonight's Cake Walk!*	

Seminar Detail Information

SEMINARS - WEDNESDAY MARCH 13

Morning Seminar Descriptions

Survey Savvy	8:30 – 9:30a	Angie Servi	Harvest Room

Unleashing Insights for Success -- Learn how to leverage free and low-cost tools to design and launch surveys that capture valuable insights from customers. You'll also learn what to do once the results come back, to analyze data to boost overall satisfaction. You'll come away with a step-by-step guide to launching a free survey!

CPO - Pool School	8:30a - 4:15p	Mark Othmer	Woodland Room

The CPO seal of approval is assurance to commercially owned pool and spas that their facility and their swimmers are under the supervision of trained professionals. CPO certification courses are designed to provide individuals with the knowledge, techniques, and skills of pool and spa operations. Including pool and spa chemistry, testing, treatment, filtration, maintenance, automatic feeding equipment, government requirements and more. The CPO certification program requires participation in either a two-day class taught by a certified instructor or the blended format that combines an online Pool Operator Primer Course and a one-day Pool Operator Fusion Course. The CPO certification program requires participation in either a two-day class taught by a certified instructor or the blended format that combines an online Pool Operator Primer Course and a one-day Pool Operator Fusion Course. The CPO certification program requires an open book exam and is valid for five years. Successful completion of the certification program provides eligibility for CEU credits and is good for 5 years.

New Owners: Get the most out of convention!	8:30 – 9:30a	WACO Young Professionals & WACO Office Staff	Stonefield Room

Calling all newbies! Come learn how to get the most out of your WACO convention & trade show experience! Know what things are most important to attend and why; then ask all your questions!

Building & Cabin Inspections	8:30 – 9:30a	Jerry Anderson	Banquet Room

What do you need to build your own rental units? What is required if you acquired cabins in your park. How can you be sure you are meeting code. We will leave time for a Q&A with a guy who truly knows that cabin code!

ServSafe	8:30a - 4:15p	Russell Reeves	Trillium Room

The state of Wisconsin requires licensed foodservice operations to meet certain food safety and sanitation regulations, including having at least one manager or operator certified in food protection practices. Take this course at a reduced fee and be sure you can meet the State of Wisconsin Requirements.

(8:30a-4:15p) WI - ServSafe CFPM Course & Proctored Exam: This is an 8-hour classroom course that meets or exceeds state requirements. Includes the ServSafe CFPM Course book, 8-hour class, and Proctored ServSafe CFPM Exam.

(3:00-4:00p) WI - ServSafe CFPM Proctored Exam: Individuals interested in the ServSafe CFPM Exam for recertification. Includes only the Proctored ServSafe CFPM Exam. This piece is also for those who have taken the ServSafe CFPM Exam, and failed, and need to re-take the exam.

Seminar Detail Information

SEMINARS - WEDNESDAY MARCH 13 — Morning Seminar Descriptions

Time Mastery: Increase Your Productivity	9:45 – 10:45a	Angie Servi	Harvest Room

Learn time management techniques and supercharge your productivity. If you're ready to unlock more productivity potential, join this session for take-home tools you can apply at your business that will help you maximize the minutes in your day. We'll also play a game for a chance to win prizes!

Get the most bang for your WACO Membership buck!	9:45 – 10:45a	Tina Severson and Danielle Todd	Stonefield Room

Make sure you're taking advantage of all parts of your WACO Membership! Tina and Danielle from the WACO office will do an overview of your many member benefits and answer any questions you may have!

Personality Styles	9:45 – 10:45a	Lori Severson & Carla Brown	Banquet Room

In today's work environment you need an edge to keep your valued employees. It's not always about money. Learn about different personalities and how to best communicate to them. Determine how to make them feel valued and important so they remain loyal to you. Each personality has preferences, learning how to say it will make you the employer of choice! This system is great for working with family and employees

Peaceful Campgrounds: Navigating Conflict	11:00a – Noon	Angie Servi	Harvest Room

This workshop is designed to help you handle conflicts and have important conversations with less hostility. Learn practical strategies to resolve issues and improve communication and play a bingo game for a chance to win prizes. You'll get tools to defuse tension, resolve disputes, and foster positivity!

Writing a Great Press Release	11:00a – Noon	Jeff Crider	Stonefield Room

Former newspaper reporter, Jeff Crider has worked with the campground industry for about 25 years. Learn from his culmination of PR, journalism, and advertising! Review how to craft solid press releases and leverage activities and events to bring people to your park! Understand what stories Jeff will be writing and how you can contribute.

SEMINARS - WEDNESDAY MARCH 13 — Afternoon Seminar Descriptions

Cracker Barrel for Large Parks (100+ Sites - suggested numbers!	2:00–3:00p	Jim Button	Harvest Room

Join this Q and A whether you are a large park or are hoping to be one someday! Topics discussions include how to create profit centers, how to upsell, and how to create additional revenue from maximizing site types. How did other parks grow their business – what worked and what didn't? Best and worst ideas!

Seminar Detail Information

SEMINARS - WEDNESDAY MARCH 13

Afternoon Seminar Descriptions

The Importance of Branding & Social Media in Today's World!	2:00 – 3:00p	Tia Anderson, Sarah Krause and Emma Hanson	Stonefield Room
In this open discussion, session we will chat about branding and social media and why it's important for your business to have it covered in today's world. Our panel leaders will each have a couple talking points to get started but bring your questions on these topics to ask them and the rest of the room!			

Scams & Fraud Targeting Small Businesses	2:00–3:00p	Jeff Kersten - Outreach Specialist, Bureau of Consumer Protection/DATCP	Banquet Room
You spend a lot of time building your business. But, if all your hard work falls into the wrong hands, it can affect your reputation, your bottom line, your customers, and your employees. The more you and your employees learn about scams and fraud that target small businesses, the more protected your business will be. The Wisconsin Bureau of Consumer Protection will discuss the different types of scams and fraud, how to help prevent it, steps you can take to help protect your business, and what to do if you become a victim of a scam.			

Man Cave: An Open Discussion	3:15 – 4:15p	Jim Button	Harvest Room
What basic maintenance issues create problems – and what are the best solutions? What are the best man cave ideas you've heard? What have you implemented?			

Cracker Barrel for Small Parks (50 Sites or Less - suggested numbers!	3:15 – 4:15p	Adam Malsack	Stonefield Room
Topic discussions include: What does my park have to offer? Do I advertise it correctly? What activities can be done with little support or cost? How can I grow if I want to – what do I need to know if I don't want to grow? At what point will I be able to expand and what are the ways I can do it?			

Cake Walk Decorating	3:15 – 4:15p	YOU!	Banquet Room
Come help us decorate cakes for tonight's good ole' fashioned cake walk!			

SATURDAY 3/16 - 8AM - BANQUET ROOM

BE SURE TO JOIN US FOR OUR ANNUAL MEETING! LEARN WHERE THE ORGANIZATION HAS BEEN AND WHERE WE ARE GOING!

THIS MEETING IS OPEN TO WACO MEMBERS ONLY.

BREAKFAST SERVED BY JIM BUTTON & SCOTT GRENNON!

Wednesday (3/13) Evening Events

4:00pm

Cash Bar Opens!

Get your Loaded (Or Unloaded!) Bill's Lemonade from CSAW!

A true WACO Fan Favorite!

ONLY $5!

Featuring…

LEAP PREMIUM VODKA

Tonight's special pricing sponsored by: CSAW ASSOCIATES, LLC Coulee Region Bookkeeping & Tax

4:30pm

Welcome Reception: Under The Big Top! (*Banquet Room*)

Food tonight sponsored by: US. FOODS

SBVALUE

The Ringmaster will walk you through a ton of fun! Get great ideas you can use at your next circus and/or carnival themed weekend at your park!

- **Play our 'get-to-know-you' circus game:** Fill your board and get a chance to win $1000 to spend at the trade show!
- **Join the Monkey Race:** Get on a bike and race to the finish - winners get tickets for the $3,000 WACO Bucks giveaway!
- **Try your luck on the Poker Walk:** Grab your card for $10 then stop at each station throughout the room to draw your card. Winner gets their choice of Packer tickets or $1,000 to spend at the trade show!
- **Check out the Purse & Wallet Raffle:** Purchase your $20 purse or wallet – put half of your double sided ticket in the drawing basket where you could win a $500 Kwik Trip gift card!
- **Kids are Welcome:** Our kids station will have fun things like candy bar bingo, a sucker pull, glitter tattoos and more!

Get your frozen drinks courtesy of Island Oasis! Margaritas & Sangrias!

ISLAND OASIS

5:00pm

Ring Master Team Challenge

Some of your WACO Board Members, WACO staff, and your 2024 Convention Show sponsors are in competition to see which team can raise the most money for the association to win title of Head Ring Masters! Check out these fun stations:

- **Alcohol Ring Toss - with Team "Pour Choices"** *(Merry Mac Campground and Phil & Kim from FirstMid Bank)* – Play a classic game of ring toss, and win alcohol – woohoo!
- **Cake Walk – with Team "C&C Cakes"** *(Carla Brown and Crystal from Coverra Insurance)* – Win a cake that was decorated just for you! Some from adults, some from our talented Kids Kamp!
- **Horse Race Betting – with Team "Dee's Nuts"** *(Stoney Creek RV Resort and John from Campgrounds4Sale.com) – Choose your horse and place your bets! Cheer them on and see if your horse is the winner – win cash prizes!*

Schedule - Thursday (3/14)

	Harvest Room	Woodland Room	Stonefield Room	Banquet Room	Trillium Room
8:00am – 9:30am	**Social Media Basics** *Stevens Point Area CVB Staff*	**CPO – Pool School** *Neuman Pools* Remaining coursework and testing. *Testing will begin late morning.*	**A Beginners Guide to ChatGPT and How to Use it in Your Business!** *Sarah Krause*	**Handling Tips and Tip Credits** *Anders Helquist, CSAW Associates, Nikki Jandro and Chris Mehring*	**Clearing The Path: A Goal Setting Workshop – for life and business!** *Allyson Hurley* ***Note:*** *This is a hands-on workshop scheduled from 8:00 to 10:45am with a 15-minute break scheduled at 9:30am.*
9:45am – 10:45am	**Understanding Legionella and its Impact on Public Health** *Ted Tuchalski, DATCP and Bruce Meiners, DHS*		**Private Onsite Wastewater Systems and You!** *Katie Petzel, DSPS Representative*	**Finding Great Help!** *Lori Severson and Kiley Smith*	
11:00am – 12:00pm	**Pool Code Conversations** *Mary Ellen Bruesch, DATCP*		**Legislation Today** *Jason Culotta, President MWFPA*	**CLOSED FOR LUNCH SET-UP**	**Camping Units: Inspection Codes and Requirements** *Jack Wotruba, DSPS Representative*
12:00pm - 1:45pm	**Leadership Panel Discussion Luncheon (Banquet Room)** • **Presentation of Colors and Salute to WACO Members Who Have Served** • **National Anthem – Veterans please stand to be recognized!** *Sung by Sarah Krause* • **DATCP Awards and Recognition –** *Lori Severson & Tina Severson to present to our honored guests* • **Guest Speakers: Jerry Derr (WI Towns Association Board President), Jason Culotta (President, MWFPA), & Evan Umpir (Director of Tax, Transportation & Legal Affairs at WMC)** will cover: **Current Legislation and Economic Climate - What does it all mean for private business owners in WI?** **Special Guest:** **Secretary Randy Romanski**				
2:00pm - 3:00pm	**DATCP Updates and Food Safety Issues** *James Kaplanek, DATCP*	**Activities, Crafts and Games, oh my!** *Carla Brown and Kiley Smith*	**Electrical Code FAQs** *Craig Mulder, DSPS Representative*	**PR & How to Manage an Incident at Your Park** *Ben Quiggle, Woodalls*	**Maintenance Panel** *Joe Ledger (Mod.), Mark Stefan, Ben Stefan, and Matt Pargman*
3:15pm - 4:15pm	**DATCP Panel** *DATCP*	**Getting to Know the DSPS Amusement Ride Program** *Tim Condon & Andrew Amacher*	**The ABCs of SEO** *Stevens Point Area CVB Staff*	**Mastering the Art of Interview Questions** *LeaAnn Gieck*	**For the Love of All Things Seasonal** *Mark Hazelbaker*

Seminar Detail Information

SEMINARS - THURSDAY MARCH 14

Morning Seminar Descriptions

Social Media Basics	8:00 – 9:30a	Stevens Point Area CVB Staff	Harvest Room

In this hands-on workshop, dive into the fundamental aspects of social media to understand overall functionality and to create your own Content Calendar. You will gain insights into how to create compelling content, build an authentic online presence, and engage with diverse audiences. Through a hands-on activity, you will leave equipped with a plan to leverage social media effectively for the upcoming season. Whether you're a beginner looking to establish a digital footprint or seeking to enhance your social media presence, this workshop provides a base for navigating the dynamic landscape of social media.

CPO – Pool School	8:00a – Noon	Neuman Pools	Woodland Room

Remaining coursework and testing. The final testing will begin late morning.

A Beginners Guide to ChatGPT and How to Use it in Your Business	8:00 - 9:30a	Sarah Krause	Stonefield Room

Learn the many ways that ChatGPT, an AI-powered chatbot, can improve your business operations and customer service. Hear the numerous uses of ChatGPT, including marketing applications, social media content creation, automating routine office tasks, enhancing customer service with personalized recommendations and 24/7 assistance, and so much more! Join us to discover the life-changing benefits of utilizing the incredible ChatGPT for your business!

Handling Tips and Tip Credits	8:00 - 9:30a	Anders Helquist, CSAW Associates, Nikki Jandro and Chris Mehring	Banquet Room

Do your employees earn tips? Plenty of employees in Wisconsin do, including those who wait tables, serve and mix drinks, clean lodging, etc. In fact, some employees earn more in tips from satisfied customers than in straight wages paid by their employers. Hear from our panel of experts and fellow park owners on things like…to share or not to share? What are the pros and cons? What is your responsibility as an employer and what are other tipped businesses doing?

Clearing The Path: A Goal Setting Workshop – for life and business!	8:00 – 10:45a	Allyson Hurley	Trillium Room

Designed to be tailored to your personal or professional growth, this workshop will guide you through common steps of goal setting and equip you with the clarity and insight necessary to make thoughtful and adaptable improvements. Included in this workshop will be an opportunity to create and establish your own goals and roadmap through written reflections and group exercises.

Understanding Legionella and its Impact on Public Health	9:45 – 10:45a	Ted Tuchalski, DATCP and Bruce Meiners, DHS	Harvest Room

An overview of the bacteria Legionella - covering where it is found in the natural and built environment, how it impacts public health, and possible ways to reduce its growth.

Seminar Detail Information

SEMINARS - THURSDAY MARCH 14

Morning Seminar Descriptions

Private Onsite Wastewater Systems and You!	9:45 – 10:45a	Katie Petzel, DSPS Representative	Stonefield Room

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

Finding Great Help!	9:45 – 10:45a	Lori Severson & Kiley Smith	Banquet Room

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

Pool Code Conversations	11:00a – Noon	Mary Ellen Bruesch, DATCP	Harvest Room

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

Legislation Today	11:00a – Noon	Jason Culotta	Stonefield Room

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

Camping Units: Inspection Codes and Requirements	11:00a – Noon	Jack Wotruba, DSPS	Trillium Room

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

DATCP Updates and Food Safety Issues	2:00 – 3:00p	James Kaplanek, DATCP	Harvest Room

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

Activities, Crafts and Games, oh my!	2:00 – 3:00p	Carla Brown and Kiley Smith	Woodland Room

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

Seminar Detail Information

SEMINARS - THURSDAY MARCH 14

Afternoon Seminar Descriptions

Electrical Code FAQs	**2:00 – 3:00p**	**Craig Mulder, DSPS Representative**	**Stonefield Room**

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

PR & How to Manage an Incident at Your Park	**2:00 – 3:00p**	**Ben Quiggle**	**Banquet Room**

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

Maintenance Panel	**2:00 – 3:00p**	**Joe Ledger (Mod.) Mark Stefan, Ben Stefan, and Matt Pargman**	**Trillium Room**

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

DATCP Panel	**3:15 – 4:15p**	**DATCP**	**Harvest Room**

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

Getting to Know the DSPS Amusement Ride Program	**3:15 – 4:15p**	**Tim Condon, Safety Inspector & Andrew Amacher, Section Chief, Field Services DSPS**	**Woodland Room**

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

The ABCs of SEO	**3:15 – 4:15p**	**Stevens Point Area CVB Staff**	**Stonefield Room**

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

Seminar Detail Information

SEMINARS - THURSDAY MARCH 14

Afternoon Seminar Descriptions

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

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

Thursday (3/14) Evening Events

4:15p	**Cash Bar Opens – Beer Tasting & Root Beer Tasting by Point Brewery**
4:45p	**STEAK FRY & SHRIMP!** **BROUGHT TO YOU & SERVED BY YOUR WACO BOARD OF DIRECTORS!** **Sponsors: Vista Royalle Campground, Evergreen Campsites, Merry Mac Campground and Tunnel Trail Campground!** *This meal is included in your registration and will feature: steak, shrimp, beer brats, hamburgers, hotdogs, baked beans, salads, chips, pickles and dessert!* **Sponsored in part by Resort Forward – thank your for your sponsorship!**
5:30 – 6:15p	**OHI (formerly ARVC) Updates: Make 2024 Your Best Year Ever** ***With Paul Bambei*** *Hear how the value of OHI can bring new profits to your park.* *Paul Bambei will walk you through benefits that are simple to understand and apply, many of which you've never seen before. Bring your mobile phone to capture several QR codes that will be displayed on screen that will lead you to the resources that are the treasure of 2024.*
6:15 – 6:30p	**Legislative Efforts Update - *With Tina Severson*** *Regulations are on the rise, and so are the changes to Legislation! What can we do as the State and Federal government bodies, along with Towns, Cities, and Counties, continue to regulate our businesses and increase fees associated with our campgrounds?*
6:30 – 8:30p	**PAC Auction with the Weiss Family** **WACO PAC Fundraiser – Must Be paid By Personal Check Or Cash – Must be paid prior to end of convention - NO BUSINESS CHECKS ALLOWED.** **PAC Auction Paddle Sales:** Buy your paddles for $30 each or 6 for $150! **PRIZES INCLUDE:** • Jordan Love Autographed Jersey • $500 Kwik Trip Gift Cards • $100 Amazon Gift Card • Booze Basket • $500 VISA Gift Card • Brett Favre Autographed Framed Photo • Large Helmet Autographed by Romeo Doubs • Gift Card tree • Mystery box **The WACO PAC is a non-partisan fund supported by voluntary personal contributions by WACO members. For more information, pick up a PAC brochure.**

Schedule - Friday (3/15)

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

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

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

Seminar Detail Information

SEMINARS - FRIDAY MARCH 15

Morning Seminar Descriptions

Strategies From The Mouse	8:00 – 9:30a	Lori Severson and Carla Brown	Harvest Room
Learn the strategies used by the MOUSE team for years. Understand how your leadership style and ability to change makes all the difference in your business. Determine how to challenge yourself and your employees to be the best possible team!			

WI Sales Tax: The Skinny On Park Models & More	8:00 - 9:30a	Holly Hoffman	Woodland Room
Get the sales tax breakdown for park models from former auditor, Holly Hoffman. Learn more about sales and use tax to avoid audit! Ask your questions!			

Golf Car Rentals	8:00 - 9:30a	Jim Brandt	Stonefield Room
In this session we will go over, background of Jims golf cars, types of vehicles that we have to offer, pricing, maintenance, meeting the Jim's golf cars team and how golf cars can generate revenue for campgrounds.			

Increase Your Bottom Line: Step up your game on digital marketing; what works, what doesn't?	8:00 - 9:30a	Mark Koep	Banquet Room
Unlock the potential of your park's website to drive early-year bookings! This session focuses on innovative strategies and practical methods to turn your website into a powerful booking magnet. Learn how to engage visitors effectively, streamline their journey from browsing to booking, and implement conversion tactics that resonate with your target audience. Whether you're looking to optimize your website layout, refine your content, or employ persuasive calls-to-action, this session will provide you with the toolkit to elevate your online presence and boost your early season occupancy rates.			

WACO Young Professionals Round Table Discussions (Two Topics)	8:00 - 9:30a	Tia Anderson	Trillium Room
Topic #1 (8:00-8:45a): Unleashing the Power of User-Generated Content and Content Creators Join us for a round-table discussion that delves deep into the realms of user-generated content (UGC) and content creators, two pillars reshaping modern advertising. **Topic #2 (8:45-9:30a):** Navigating the New Age of Hiring Join us for a round-table discussion focused on navigating the evolving landscape of hiring in the digital age. Bring your tips and tricks to share as we explore how traditional hiring practices may no longer suffice in attracting and retaining Gen Z talent.			

How Up to Date is Your Hiring Process?	9:45 – 10:45a	Mark Hazelbaker	Harvest Room
In this session, we'll discuss resident managers and employee agreements, job descriptions, on-site housing leases, and performance metrics. We will also take a peek at the new Employment Verification Form and what you should know!			

Seminar Detail Information

SEMINARS - FRIDAY MARCH 15

Morning Seminar Descriptions

Hot 3 Legal Issues: Zoning, Waivers, and Reviews	9:45 – 10:45a	Anders Helquist	Woodland Room

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

Let's Talk Electrical	9:45-10:45a	Heidi Doyle & Paul Corteau	Stonefield Room

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

Stop Wasting Money: Step by step on how to measure, control & revise your marketing strategies.	9:45-10:45a	Mark Koep	Banquet Room

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

WACO Young Professionals Annual Meeting	9:45 – 10:45a	Tia Anderson	Trillium Room

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

Leveraging Recent Demographic Changes to make Broadband Wi-Fi a Profit Center	11:00a – Noon	Jeff McCaskill	Harvest Room

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

Navigating a Hard Insurance Market	11:00a – Noon	Jennifer Ring	Woodland Room

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

Seminar Detail Information

SEMINARS - FRIDAY MARCH 15

Morning Seminar Descriptions

Maximizing Income and Calling All Profits	11:00a - Noon	John Jaszewski	Stonefield Room

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

Elevate Your Business Using Canva	11:00a - Noon	Taylor Ward	Trillium Room

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

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

Use Hashtag #WACOcircus

/wicampgrounds

@wicampgrounds

Schedule - Friday (3/15)

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

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

NEW! TWO WINNERS DRAWN!

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

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

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

4:00pm – Beer Available at Sponsor Booths!

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

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

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

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

Dinner sponsored in part by AccessParks – thank you for your sponsorship!

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

8pm – Keynote Speaker, Joe Teti

Includes a Q&A and Photo Opportunity!

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

Following Speaker – Trade Show Shopper Drawing!

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

AccessParks	Campgrounds4sale.com	CampgroundViews
Coverra Insurance	FirstMid Bank	Harris Golf Carts
Jim's Golf Cars	Utility Supply Group	

Schedule - Saturday (3/16)

7:30 – 8:00am

Breakfast served in the Banquet Room!

Specially made for you and served by Jim Button & Scott Grennon!

8:00am - 9:30am

WACO ANNUAL MEETING – Banquet Room

Scott Kollock– Call to order
Secretary's Report - Approvals
Treasurer's Approvals
Nominations from the floor
Nominations / Elections
PAC Report
OHI update
Any other new business
Adjourn - Celebration & WACO Updates Board Member Recognition

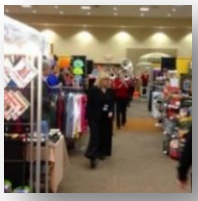
Learn where the organization has been and where we are going!

Bloody Mary Bar at Coverra Insurance Booth starts at 9:30am. Tips go to the Gilbert Brown Foundation!

9:30am - 4:30pm

TRADE SHOW OPEN!

Remember, placing orders at this show keeps your convention costs down! Please support our suppliers who support you and the association! And remember to thank your sponsors!



11am - 1:30pm

Grab–N–Go Lunch in the Banquet Room!
Vendors are welcome as well!

11am – 1pm

Meet & Greet with Packer, Romeo Doubs!

Stop over at the GBF Booth (L1 – near Amber Grill) for a meet and greet and autograph signing with #87, Wide Receiver for the Green Bay Packers, Romeo Doubs! Plus, get your GBF merchandise to raffle for the 2024 season!

2:00pm – 4:00pm

Circus Exhibitor Game

NEW THIS YEAR! Instead of one $1,000 winner like we've drawn for in the past, you now have **EIGHT** chances to win $500 with this special giveaway!

Make your purchases with vendors at the show (purchases made both Friday and Saturday before 2pm will count!) and for every purchase you make, you'll be entered into this special drawing, right at that vendor booth!

Then, starting at 2pm, we will draw a vendor name every 15-minutes. That vendor will then draw a name out of their bucket of entries at their booth, and that person will win $500 to spend with any vendor at the show!

If you're counting – that's EIGHT chances to win $500 for a total of $4,000 we're giving away! The more vendors you purchase from, the more chances to win!

Board of Directors Nominees

Ben Stefan – Grand Valley Campground – Running for 1st Term

I am Ben Stefan and my family has owned and operated Grand Valley Campground since 2005. I grew up working in the campground from a young age. As a second-generation owner I now work full time at the campground with my parents, brother, wife and sister-in-law. I also worked as a Systems Engineer in the IT department at Moraine Park Technical College for 10 years while working at the campground every weekend. WACO has helped my family grow our campground in so many ways. I hope to be on the WACO board to give back and share the knowledge that I have learned from WACO over the past 20 years.

Deneen Pedersen – Stoney Creek RV Resort – Running for 2nd 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.

Kristi Mlodzik – Duck Creek Campground – Running for 2nd Term

Kristi 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.

Board of Directors Nominees

Lea Ann Gieck – Skillet Creek Campground – Running for 1st Term

I hope this message finds you well. My name is Lea Ann Gieck, and I am writing to express my keen interest in joining the WACO Board of Directors. Having recently "retired" from my role as the Regional Vice President in Human Resources/Staffing, where I managed a team of 70 and oversaw operations across 20+ office locations, I bring a wealth of expertise in developing people, implementing system and process improvements, and leading teams to surpass financial targets. My professional background is complemented by my current role as co-owner and operator of Skillet Creek Campground, a venture my husband and I purchased in 2021. Over the past three seasons, I have successfully collaborated with government entities, contractors, engineers, and surveyors to expand the campground, adding over 100 RV sites, 9 rental units, and a 1-acre swimming pond. Additionally, I manage the front-end operations, including the camp store, reservations, customer service, and activities. My proficiency in marketing allows me to contribute to the businesses success with a keen eye for content and graphics. I take pride in my ability to excel in execution, consistently delivering high-quality products and services within deadlines. Joining the WACO Board of Directors is an opportunity for me to give back to an organization from which I have gained invaluable information, connected with the right resources and people, and continue to grow in the industry. I firmly believe that my diverse skill set and experiences make me a valuable candidate for the position. I am excited about the prospect of contributing to the success and growth of WACO, and I am confident that my background aligns well with the organization's mission. I appreciate your time and consideration and look forward to the possibility of discussing how I can contribute to the Board further.

Sarah Krause – C&D Hospitality – Running for 2nd Term

I am thrilled to be running for my second term on the Waco Board, drawing upon my eight years of invaluable experience at C&D Hospitality. Passionate about the camping industry, I have cultivated a deep appreciation for its intricacies and have been privileged to contribute to its growth. My journey at C&D Hospitality has not only honed my skills but instilled in me a profound love for the camping sector. Embracing the collaborative spirit of the industry, I find joy in learning from my peers and fostering a sense of community. As a current member of the board, I have relished the opportunity to actively contribute to shaping the future of the camping industry. Being part of the board allows me to play a pivotal role in creating cherished family memories through the growth and development of our beloved industry. Join me in this endeavor to continue building a thriving camping community that leaves a lasting impact on families and enthusiasts alike. Your support will propel us towards a future where the camping industry flourishes, making memories for generations to come.

Scott Kollock – Vista Royalle Campground – Running 2nd Term

Scott is a second generation owner of Vista Royalle 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.

Schedule - Saturday (3/16)

Be in the Banquet Room for the WACO Auction by 5:30pm and get 20 $1,000 WACO Bucks drawing tickets!

5:30pm - 7:00pm

WACO Auction Begins – Many items including things like…

- Autographed Romeo Doubs Helmet
- Two Indoor Club Seat Packer Tickets for the 2024 season
- Three nights in the Bunkhouse at Champions Riverside Resort + a $300 food and drink credit at the Bar & Grill – *Donated by Champions*
- Registration + Hotel for COE 2024 in Branson, MO – *Donated by COE*
- One full attendee registration for the 2024 OHCE – *Donated by OHI*
- RTIC cooler bag and hot/cold tumbler – *Donated by Phelps Honey Wagon*
- Digital Featured Ad Package on RVLife.com – *Donated by RVLife*
- 18 Freedomwear Co. hats – *Donated by Freedomwear Co.*
- Decorative Fire Ring – *Donated by Wisconsin Flowgate & Drainage*
- Fiberglass Rib Umbrella – *Donated by Lynkris Patio Furniture*
- Beach Cooler with various summer items – *Donated by Neuman Pools Inc.*
- Legal Preparation Package with Mark Hazelbaker (Includes Wills, Power of Attorney and Estate Plan)

…and more!

7:00pm — **Dinner is served!**

7:30pm — **Silent Auction Closes**

7:45pm

Ask the President everything you ever wanted to know about WACO but were afraid to ask! - *With Scott Kollock & Lori Severson*

Gilbert Brown Foundation Awards

- GBF Supporter Recognition - Top Campground Fundraiser Award
- Dates for the 2024 Camping For Kids Fundraiser Weekend!
- Foundation Awards
- Campground Awards Presentation

Evening Program

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

2024 Hall of Fame Inductee

Yogi Bear's Jellystone of Caledonia

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. Please settle up prior to 9am Sunday.

Sunday Wrap Up (3/17)

9:00am -10:45am - Structured Cracker Barrel

Lori Severson to facilitate. Listed presenters will bring some ideas to get the conversation started!

- Biggest sales tax audit issues to watch out for – ***Holly Hoffman***
- Learning Options: Other Conventions, Halloween shows, etc – ***Lori Severson***
- Year in review: Top 5 legal issues – ***Mark Hazelbaker***
- Best Activities – ***Tiffany Pargman & Deneen Pedersen***
- Social Media Trends – ***WACO Young Professionals***
- Amusement Ride Registration Process – ***Tina Severson***
- Store Merchandise Trends – ***Coming soon!***
- Quickbooks Online and Credit Card Surcharges – ***CSAW Associates***

10:45am – Kids Kamp Graduation

Watch the WACO Kids Kamp graduates get their certificates and fun gifts!

11:00am – $3,000 WACO Bucks Drawing

Get your tickets ready and see if you're a winner of the $3,000 in WACO Bucks! At this time, we will also wrap up all other conference drawings that have not been drawn already. Please pick up your items before leaving!

Before you leave, be sure to…

Pick up any hand outs that are still available, drop off your badges at registration and say your good-byes, good-lucks and farewells!
We wish you all a successful 2024 season!

We hope you enjoyed the WACO Circus this year! Wishing you the best in your own circus this upcoming season!

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- Scenic Ridge Campground
- Silver Springs Campground
- Wilderness Campground
- WRVDA (WI Rv Dealers Alliance)

My Notes and Ideas