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!*