

# WACO NEWS



HELLO  
AUGUST

## LETTER FROM THE EXECUTIVE DIRECTOR

Lori Severson, Executive Director of WACO



Dear Members,

### STRENGTH IN NUMBERS: THE POWER OF COLLABORATION AND KNOWLEDGE IN THE CAMPGROUND INDUSTRY

In the world of campground ownership, the importance of “strength in numbers” cannot be overstated. As owners, we often wear many hats—marketers, managers, maintenance workers, etc. While we may be well-versed in some aspects of the business, no one person can excel in all areas. That collaboration of personalities and ideas is where the collective strength and skills of others come into play, offering an invaluable resource to motivate, inspire, and drive our businesses forward. Associations should be a collection tool for all the ideas, information, and numbers to make a difference in our business worlds. In the case of WACO, we are so much more than that! We are indeed a family. Sometimes, it is a bit dysfunctional, but it is always a family.

We can disagree about politics and the processes, but ultimately, we all want to do what’s best for our industry and businesses. When one of us is in trouble, we have the support of the rest of the team. Your State Association is the most essential Association you can belong to. It’s your best and most potent insurance plan ever. It allows you to understand and know what’s happening in your State, who to talk to, and how to navigate waters that can be new and scary. No one knows how to make things work, what to do or not to do better than your peers who have been there and done that! Before you do anything else in your busy day, sign up to be a WACO member for 2025. We have done our best to make it easy, and I think

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NEW  
MEMBER  
BENEFITS

TIME TO RENEW  
YOUR WACO MEMBERSHIP!



once you understand the new benefits, you will be pleased with the ROI you are getting!

### **HARNESSING COLLECTIVE STRENGTH AND SKILLS**

The beauty of collaboration lies in its ability to bring together diverse strengths and perspectives. By tapping into the knowledge and skills of others—whether they be fellow campground owners, professionals from different industries, or even our staff—we can unlock new ideas and solutions that we may not have considered on our own.

For instance, consider the expertise of a marketing professional specializing in social media. While you may have a general understanding of social media platforms, this person's deep knowledge and experience can help you craft targeted campaigns that reach your ideal customers more effectively. Similarly, partnering with someone with a hospitality management background can provide insights into improving guest experiences, leading to higher satisfaction rates and repeat business. Our vast generational spread of campground owners helps us understand all the demographics. I also believe that, like using ChatGPT, which I fondly call CHAT, you get great IDEAS from other sources. Sarah might put out a social media post, Tia might tweak it a bit, and Ashley might make a weekend out of it. That's the beauty of collaboration versus competition!

The cross-pollination of ideas from different industries can also spark innovation. A campground owner who collaborates with a tech-savvy

entrepreneur might discover new ways to incorporate technology into their operations. Our members are so vastly involved in activities that we have no idea about, but it sheds light on new ways of looking at things, what's important, and how we can better serve our customers. Everyone has a skill or talent, whether you own a considerable campground or are just starting. I remember talking to Rose at Enchanted Forest when they first opened up, and she told me, I don't know how much we can bring to the organization; we are just starting. I told her then (and I'd tell her now) that your knowledge of what you don't know will help us help other

people when they start. And Rose, look at you now! I think that's the key! Rose has a fantastic daughter who shares her activities with kids in our organization. She has her finger on the pulse of the trends kids are looking for and what they are interested in, being a teacher! What a gift that is to have among us! I was shocked at reading this amazing article about Emily from Lake Arrowhead. <https://www.hearingloss.org/magazines/summer-2024/>

It's fantastic to see what our members have conquered and can do, personally and professionally. I knew this was a wonderful family from the day I met Phil, who pulled me aside and said, I don't know everything, but I've picked up some skills along the way, and I'm happy to share them if you need them. I never realized the skills would be not only his but his fantastic family as well. Linda Malsack caught me crying at the convention because someone said something that hurt my feelings. She never brought it up but came to me later and said, it's okay to cry; it makes us girls stronger. It meant the world to me, especially after her health battles came into play later on. Every member has unique and special talents that we can all learn from! Mike from Lake Lenwood and Scott from Tunnel Trail often tell me to solicit the young campground owners as they will bring fresh ideas, and they do! But we still need our history. We need to know where we have been and how to grow. We need corporate park owners and leaders, mom-and-pop owners, and young, inexperienced, and experienced owners all working together to make things happen.



We get the best ideas, but any time you have many different personalities working together, you must work through conflict. If we all remember, each member has fundamental skills, and they don't always get it right or say it right, but know they mean it right! No one wants to harm or hurt the membership. Everyone is working to make it better. This old dog has learned a ton of new tricks over the years.

The memories we have all created and the robust exchange of information are valuable and irreplaceable. I've learned from my girls, watching Mindy, Tia, Scott, and many others, that you can make time for family, raise babies, and be a successful campground owner. I say that with a smile because I think it's essential to keep on learning. Always keep your mind open to unique ideas from people who will never steer you wrong! We can always learn something that will help us in our personal lives, enhance the guest experience, or set ourselves apart in our businesses.

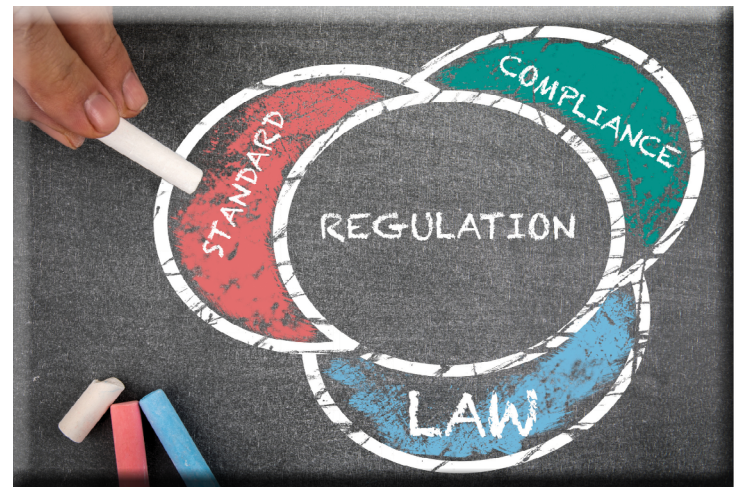
***While collaboration is essential, it is equally important to ground your business decisions in industry-specific knowledge, particularly within your State. Wisconsin has its own regulations, market trends, and consumer behaviors that can significantly impact your campground's operations and success. I have learned so much about that through CAMP Campground Association Management Professionals. We need to acknowledge that Wisconsin is its little camping world. Our regulations are different; our demographics are different, and what our customers and seasonals want is different. Our job as an association is to keep you updated on what's happening in all the areas that are impossible for one business to monitor.***

### **UNDERSTANDING YOUR LOCAL, STATE, AND NATIONAL MARKETS IS THE FIRST STEP IN MAKING INFORMED DECISIONS.**

Other factors include staying updated on state-specific tourism trends, which can inform your marketing strategies and help you attract the right clientele. For example, in Wisconsin, people travel here to experience our beauty, see our football team, eat our brats, and drink our beer - pretty much in that order - which is not the case in every State. Understanding

why people visit and how to engage our current guests is essential.

State regulations are a critical area where knowledge is power. Compliance with local health and safety standards, zoning laws, and environmental regulations is non-negotiable. By staying informed about these regulations, you can avoid costly fines, ensure the safety of your guests, and maintain a positive relationship with local authorities. These relationships are built over years, not months. We have worked hard to be sure our relationships are solid, and I want to thank each of you for having a hand in making this happen over the years.



As campground owners, it's vital to understand government officials' and legislators' roles in shaping the environment in which we operate. These individuals make decisions that can affect everything from taxation and land use to environmental policies and tourism funding. Therefore, building relationships with your state's legislators and staying informed about their positions on issues that impact your business is crucial, which can be hard to do when you are one person and one business! Please thank your board of directors for allowing our involvement as an association management company. Business in this world is done by who you know and who knows you! Engaging with your local Government can take many forms, and you should try to know everyone on your county board, local law enforcement, first responders, firefighters, mayor, and township folks. Those of you who do this regularly understand how much energy it takes to get to know the political people in your



backyard, much less our Senators and other Legislators! Our Association location is blessed with people who love to talk to our government leaders, and they are such a tremendous asset to us all.

**THE SAYING “STRENGTH IN NUMBERS” HOLDS TRUE IN THE CAMPGROUND INDUSTRY ON MULTIPLE LEVELS. BY LEVERAGING THE STRENGTHS AND SKILLS OF OTHERS, WE CAN ENHANCE OUR OWN BUSINESSES, STAY AHEAD OF INDUSTRY TRENDS, AND CONTINUE TO OFFER EXCEPTIONAL EXPERIENCES TO OUR GUESTS.**

At the same time, grounding our decisions in state-specific knowledge ensures we remain compliant, competitive, and connected to the broader community. Furthermore, building relationships with government officials and staying informed about legislative developments empower us to advocate for our industry and influence policies that support our businesses. In a world where the landscape constantly changes, unity and knowledge are the cornerstones of success.

I am blessed and honored to work with such a fantastic group of people. I've witnessed many associations discuss helping each other and not being competitive. At WACO, we demonstrate this, not just talk about it! I appreciate the personal support I have gotten from you over the years, forgiving our mistakes and helping us improve! You are all amazing!

See you on the tour!

*Lori*

Lori Severson, Executive Director of WACO  
Champions Riverside Resort

## A Word from the President

### Scott Kollock, WACO Board President



Dear Members,

Hopefully, every member is doing great this year and focusing on the result! The weather has been interesting for sure! It's membership drive time again, so I wanted to take a minute to focus on some things regarding our benefits. As a campground owner, your membership in industry associations and networks is not just an expense—it's an investment with the potential for significant returns. WACO is no exception. However, evaluating your membership's return on investment (ROI) is crucial to ensure you maximize the benefits and your involvement.

**Here's why it matters and how you can gauge its actual value.**



**One of the key benefits of your WACO Membership is the State Campground Association's legislative advocacy.**

This is the collective power we all need when it comes to zoning and decisions that affect our businesses. Working alone, it could take hours or even days to contact legislators, understand the nuances of relevant legislation, and build relationships with state officials who govern your business. Your membership includes WACO working with Mark Hazelbaker, Jason Culotta, and Tina's efforts in lobbying that represent your interests, saving you valuable time and ensuring your voice is heard. We can gather information from those sources along with OHI and others to help us be informed for you.

**Building Relationships is a crucial benefit for every WACO member.**

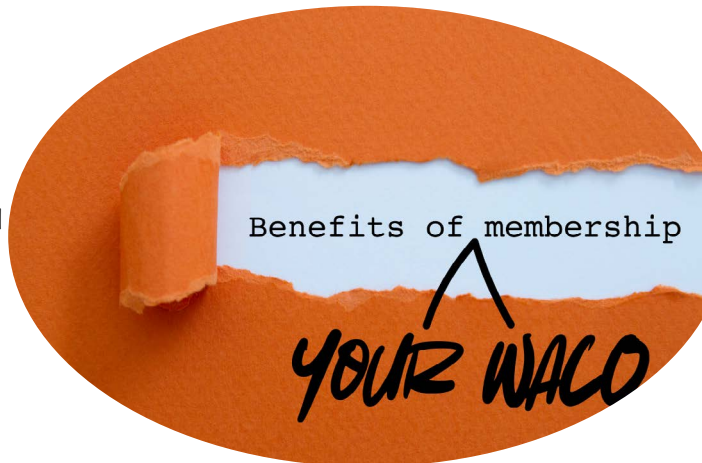
Developing relationships with state officials and industry regulators is essential but time-consuming. WACO facilitates these connections through events, forums, and direct introductions. These partnerships not only save you time but also ensure you connect with the right people who can have a positive impact on your business. Lori and her team have worked hard to ensure we have solid relationships with DATCP. Tina is working hard on DSPS to ensure we can create those same types of relationships. These would be hard to come by if you had to try and develop them yourself.

**Market Research is another huge benefit.** The alliances with other organizations (NJCOA, PACOA, TACO, Camping Carolinas, AZARVC, etc.), as well as the National partners in our industry, such as:

- OHI - Outdoor Hospitality Industry
- KOA- Kampgrounds of America
- RVIA - Recreation Vehicle Industry Association
- RVDA - Recreation Vehicle Dealers Association
- WRVDA - Wisconsin Recreation Vehicle Dealers Association

- WMC - Wisconsin Manufacturers & Commerce (Wisconsin's Chamber), and
- Wisconsin Counties Association

These partnerships get us incredible data and information we can use for the banks, our marketing plans, and zoning and board meetings in our local areas. These things can help you make better decisions on expanding, seasonal, or overnight sites and where to market. The networking and educational piece is just so valuable.



**Networking with fellow campground owners and industry professionals helps you avoid common business mistakes and learn from others' experiences.**

It's really important to attend things like our Fall workshops and conventions. You can't get better support than your fellow owners. This peer-to-peer learning is invaluable and saves you

from the costly trial-and-error process. Most campground owners love talking about what worked and what didn't work! Marketing is more important than you think. Sometimes, it's hard to remember when you are full, but everyone needs a good funnel of seasonal leads and name recognition in the industry. It's always a good idea to keep your name out there and to support your association. The workshops we provide and the ideas from the newsletter are truly helpful. One of the most substantial benefits of membership is access to the expertise of industry leaders, and Wisconsin has many of these folks! If you read some of the newsletter articles and attend workshops led by seasoned owners who have been in the industry, you know knowledge is power. This expert knowledge can guide you in making strategic decisions, improving your services, and enhancing the guest experience at your campground.

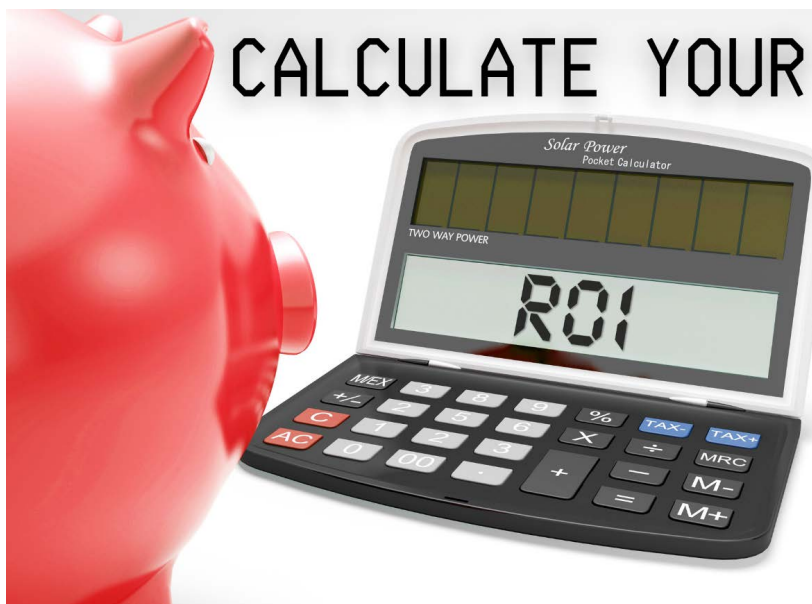
**Making sure you use our website, and your directory listing, to fill your sites is also important!** The experts will still tell you that campers continue to want and use a "hard copy" of the directory. Be sure your name is in ours and

that you use that printing program!

**Attending the best conventions, such as WACO, OHI, COE, IAAPA, and others, can be a game-changer for your business.** These events gather industry leaders and experts who share insights, trends, and innovative ideas. The knowledge and connections gained from these conventions can significantly impact your business operations and growth.

**When calculating your WACO return on your investment, consider these costs:**

- Asking an attorney a hotline question - \$300 average
- Having an attorney review your seasonal agreement - \$300 Average
- Saving on the printing program - \$300 to \$2500 savings.
- Asking a sales tax question - Could save an audit!
- US Foods program - has some campgrounds saving 20-50% on items
- Saving \$\$ on batteries, constant contact, activities, services
- Using the music license - 50% off savings.



**You have to ask yourself – can I afford not to be a member?** Judging the ROI on your campground membership involves looking beyond the immediate costs to the long-term benefits. From legislative advocacy and building relationships to market research, networking, and learning from industry leaders, the value provided by a strong membership can be immense. By taking full advantage of these benefits, you can ensure your membership is a worthwhile investment that drives your campground's success.

See you at the fall workshop!

*Scott*

Scott Kollock, Board President of WACO, Vista Royale Campground

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# IMPORTANT LINKS

2025 membership information was sent via USPS mail in July, and the packets included forms to update your membership listing in the directory, membership renewal forms, the fall workshop tour registration & links for the upcoming convention & tradeshow. We also followed up with emails and facebook posts!

**DID YOU MISS THE INFO? NO WORRIES!**  
**CLICK BELOW TO TAKE CARE OF BUSINESS TODAY!**

## MEMBERSHIP DUES FORM



Visit this link to view on  
a desktop computer:  
[bit.ly/2025WACODues](https://bit.ly/2025WACODues)

## FALL TOUR/ WORKSHOP FORM



Visit this link to view on  
a desktop computer:  
[bit.ly/2024FallTour](https://bit.ly/2024FallTour)

## ANNUAL CONVENTION & TRADE SHOW + HOTEL



REGISTRATION



HOTEL

Visit these links to view on a  
desktop computer:

[bit.ly/2025convention](https://bit.ly/2025convention)  
[bit.ly/2025WACOhotel](https://bit.ly/2025WACOhotel)

# SIGN UP TODAY

*Fall Workshops  
& Tours*





# WACO FALL WORKSHOP/TOURS

## October 8-9

## Central WI

Host Campground:  
**Grand Valley Campground**

UPDATE

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## Full Itinerary Coming Soon!

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# 2024 Fall Workshop Registration Form



Please be sure to pre-register for this event!

Mail To: PO Box 228 | Ettrick, WI 54627

Email To: [danielle@seversonandassociates.com](mailto:danielle@seversonandassociates.com)

Or, scan the QR code here to easily register online!



You are welcome to bring family and employees to this event. The fee is the same no matter if you have 1 or 20 members from your campground!

## WACO MEMBER FEE:

\$50 FOR ONE WORKSHOP

\$95 FOR BOTH SEPTEMBER AND  
OCTOBER WORKSHOPS

## NON-MEMBER FEE:

\$65 FOR ONE WORKSHOP

\$125 FOR BOTH SEPTEMBER AND  
OCTOBER WORKSHOPS

**\*\*MEALS & LODGING COSTS ARE NOT INCLUDED\*\***

## Registration Information:

Campground Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Number of People Attending In Your Group: \_\_\_\_\_

## Workshop Choices:

- ☐ September Workshop Only
- ☐ October Workshop Only
- ☐ Both September & October Workshops

WHILE THERE IS NO CHANGE IN PRICE, IF THE NUMBER OF YOUR ATTENDEES SHOULD CHANGE, PLEASE CALL OUR OFFICE AT (608) 525-2327 TO LET US KNOW. WE USE THIS NUMBER TO PLAN MEALS SO WE APPRECIATE YOUR HELP IN KEEPING OUR MEAL COUNT ACCURATE.

**Total Amount Due:** \$ \_\_\_\_\_

## Payment Method:

☐ Please Invoice Me – Email to: \_\_\_\_\_

☐ Check Enclosed

Check #: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Card Type:

☐ MasterCard

☐ VISA

☐ Discover

☐ AmEx

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_



# 2024 September Fall Workshop

## September 10–11, 2024

### Frontier Wilderness

**Your Campground Host: Todd Rasmussen**  
4375 Hillside Road, Egg Harbor, WI 54209  
frontierwildernesscampground@yahoo.com  
(920) 868–3349

OR

**Your Hotel Host:**

### Beach Harbor Resort

(920) 743–3191 | 3662 N Duluth Ave,  
Sturgeon Bay, WI 54235

#### Camping Option:

##### Camp at Frontier Wilderness

Lodging is available, as well as RV sites! Call the reservation line and tell them you're with WACO

Fall Workshop/Tour to reserve at the  
(920) 868–3349 – OR – when you complete an  
online reservation, you can enter in WACO in the  
notes so they know you're with our group!

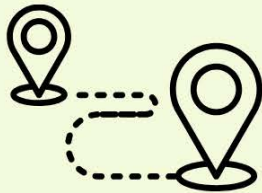
#### To set up reservations:

**[www.beachharborresort.com](http://www.beachharborresort.com)**

- Click the "Book" button on the top right side of the web page. A calendar box will pop up. On the bottom left of the box, click "I have a group number" and enter: **999935310259930**
- Please note that there are two separate Waco Groups. One is for the standard rooms and the other is for King units and Deluxe Units.
- Guests are also more than welcome to call to set up their reservations at (920) 743–3191.

### MEMBER TOUR STOPS INCLUDE:

- Frontier Wilderness
- Harbour Village Campground & Waterpark
- Tranquil Timbers Campground
- Beach Harbor Resort
- Fish Creek Campground & RV LLC
- Wagon Trail
- Beantown Campground
- Baileys Grove Travel Park & Campground



### SPEAKERS:

- James Kaplanek, Section Manager for Retail Food and Recreational Programs, Division of Food and Recreational Safety
- DSPS UDC Consultant
- Jeff Crider, be ready for interviews!
- Anders Helquist, Attorney from Weld Riley
- Mark Hazelbaker, WACO's Attorney



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# TAX TALK



**Sales & Income**  
TAX ADVISORY NETWORK



## **Q : CHARGES FOR RENTAL DAMAGES: ARE THE CHARGES TAXABLE? RESPECTFULLY SUBMITTED BY, HOLLY HOFFMAN**

**A** : Generally, the service of repairing a boat, bike, golf cart, RV or other tangible personal property is subject to Wisconsin sales tax, unless an exemption applies. Section 77.52(2)(a)10., Wis. Stats., imposes a tax on the service of repair, service, alteration, fitting, cleaning, painting, coating, towing, inspection, and maintenance of tangible personal property.

However, if you charge a customer for the repair of a golf cart that you rented to the customer, your charge is not taxable, providing the customer has already returned the golf cart to you. This tax treatment is the same, regardless of whether the repair service is furnished by you or by a third-party repair facility. The reason that the charge to your customer is not taxable is because the customer that returned the rented golf cart is not receiving the benefit or enjoyment of the repair services.


This tax treatment is consistent with the Wisconsin Tax Appeals Commission's February 28, 2000 decision in *City of Milwaukee v. Wisconsin Department of Revenue*. The Dane County Circuit Court affirmed this decision on July 20, 2000.

Note: If the repair services are performed during the rental term, the charge is taxable. Such a charge is taxable under sec. 77.52(2)(a)10. Wis. Stats., regardless of whether the repair service is furnished by you or by a third-party repair facility.

Holly Hoffman is the owner of Sales Tax Advisory Network where she provides sales tax compliance support and training. Prior to starting her business, she was a former WI Dept of Revenue auditor and head of the Dept of Revenue's Speaker's Bureau. She has presented at WACO conventions for almost 10 years. Contact Holly Hoffman for the Sales Tax Audit Protection Plan to get guidance like this and audit defense protection.

Thank you!

Holly Hoffman  
Sales Tax Advisory Network, LLC  
[holly@salestaxlady.com](mailto:holly@salestaxlady.com)



# Keepin' it Legal

*Let's be honest. No one loves legal concerns, but we sure do love having access to a 27-year veteran like Mark Hazelbaker, our WACO Attorney, when those pesky legal troubles rear their head.*

*We've created an email specifically for your legal questions at [wacolegal@gmail.com](mailto:wacolegal@gmail.com). Give the WACO office a call first to vet your question, and Lori can provide direction on the next steps.*

## Somehere Between Exasperation & Frustration

### DEALING with ABANDONED RVs

Respectfully Submitted By Attorney Mark Hazelbaker, WACO Legal Counsel

**D**ealing with abandoned RVs is not a straightforward matter. It's a common issue that presents a unique set of challenges, often leading to calls to our Hotline and requests for assistance. The complexities of RV ownership and use make it one of the most prevalent issues we deal with, and we understand the frustrations it can bring.

- **While initially expensive to purchase, RVs often depreciate in value over time.** This can lead to financial strain, especially considering that many campgrounds refuse seasonal sites to RVs older than 15 years. As a result, many owners find themselves in a position where they must decide whether to keep their RV or let it go.

An RV can depreciate to the point where the owner no longer thinks it is worth keeping. It is possible for people's financial circumstances to change so that they can no longer afford the RV. At the other end of this spectrum, though, people sometimes form completely irrational attachments to objects like RVs. These attachments can lead to complex situations, such as trying to hold on to them to prevent an ex-spouse from getting the RV.

- **RVs are portable; they can be towed from one end of the continent to the other.** A few years ago, the president of the Alaska Campground Owners Association told me that he had a significant number of guests who brought their trailers from South Florida to Alaska for the summer.

When the property is valuable but portable, theft and fraud are much easier. That's why RVs are titled motor vehicles and have vehicle identification numbers. The model and color of two Jayfeather® trailers of the same year might be identical, but each will have a distinctive VIN.

- **RVs, like cars, are often bought on credit, with the promise of paying later.** However, as the RV ages and the novelty wears off, the loan payments can become a burden. This can lead to owners trying to sell their RVs to someone who will 'take over payments.'



# Keepin' it Legal, Cont'd

Banks and finance companies are as eager to make RV purchase loans as they are reluctant to foreclose on them. That's a matter of economics. If the borrower on an RV loan defaults, the Bank has to go to court to foreclose the mortgage and get title. Then, they must gain access to the RV, move it to a dealer, and sell it. As you well know, every one of those steps involves a bank spending cash out of pocket. It's pretty easy to imagine a bank spending \$15,000 to take back and sell it. There's no point if the Bank has a \$15,000 or less loan balance. Additionally, when a bank forecloses an RV and takes it back, it has to record the value of the RV in its accounts at market value – which is far less than the RV was deemed to be worth in a campground, even if no payments were being made. The old saying goes that success has a thousand parents, but failure is an orphan.

These realities work together to lead campers to abandon RVs and banks to ignore attempts to resolve the status of the RV. People get divorced. Neither spouse can afford the RV, so they walk away. In many divorces, people are already taking a financial beating. Another delinquent loan may not matter much. And it will be off their credit report in a few years anyway. Sometimes, people go bankrupt or have financial problems.

Frustratingly, too often, people do not communicate. They sign a seasonal agreement and show up in April, but divorce or bankruptcy is filed in June. If they'd call, the campground might be able to work something out. But they don't.

If campers are reluctant to communicate, banks and finance companies are often worse. I have written banks on behalf of campgrounds numerous times to no avail. It seems like people want to avoid the unpleasant reality.

There are, of course, additional wrinkles and condition issues. When people are in financial trouble, they often stop maintaining their property. RVs are often a lower priority. The RV may not only be abandoned, but it may also be in challenging condition. The one thing the banks and former campers seem to agree on is that it's the campground's problem.

## SO, WHAT SHOULD A CAMPGROUND DO? BASED ON EXPERIENCE, HERE'S THE BEST ADVICE WE CAN GIVE.

### 1. **GET INFORMATION UP FRONT.**

The model seasonal agreement from WACO requires campers to list the RV's make, model, year, VIN, title number, state, and the name and address of any lien holder. If it were up to me, I would demand a photocopy of the RV title for my file.

### 2. **MAKE SURE AGREEMENT PROTECTS YOU.**

The model agreement contains provisions that protect you from delinquent campers. These provisions allow you to declare a camper abandoned after various events of default. There is also language allowing you to move the camping trailer and giving you a lien for unpaid charges.

### 3. **MANAGE ARREARAGES.**

Folks, you are campground owners, not banks. You are not in the business of lending money. If people need money, they should borrow it from lenders. Small businesses should not become involuntary lenders to assist their guests.



Every campground needs to have a collection policy. That policy needs to require timely payments with only minimal grace periods. RV camping is important, but it's discretionary spending. If your campers are in financial trouble, they can't expect you to carry them through it. Remember that the campers' debts to you will almost certainly be discharged if they go bankrupt. Ask yourself if the camper would agree to go without a paycheck or a social security check. Their payments to you are just as much income as to the campground.

Sometimes, though, financial problems are unavoidable. People declare bankruptcy suddenly. They stop paying, and you cannot find them to try to collect. That puts you into the collection process.

#### **4. PURSUE COLLECTION INTELLIGENTLY.**

If you are trying to collect unpaid charges, start by thinking it through. If someone has left the campground, you need to contact them seeking information and payment, as provided by your collection policy. Make sure you keep track of your collection efforts.

You need to decide what to do if you get no response or payment. If it seems like the RV may have some value, it's worth spending money to get its title. If the RV is older and/or in poor condition, the goal is to get rid of it. There's no clear formula for deciding this. But if the value of the RV is not at least 2 - 3 times the cost of getting the title, don't waste time.

## **STEPS TO PURSUE COLLECTION**

### **A. SEND NOTICE OF ABANDONMENT.**

There is a WACO form for this. Send the camper notice that the RV will be deemed abandoned if they do not retrieve it. Send these by certified mail. Send a copy to the lienholder if there is one. If you have a phone number and/or email, try to call and email the camper.

It makes sense to do a Google and CCAP search of the camper. You may find an obituary or the camper may be involved in a divorce. There will also be an up-to-date address on CCAP.

### **B. TRY TO NEGOTIATE**

If you reach the camper or the Bank, negotiate. If matters have reached this point, the camper probably cannot hold on to the RV. The easiest way to get the title is for the camper to sign it over to you. You might offer a nominal sum of money – but you'll want to inspect the RV first, of course. If you're dealing with the bank, ask them if they will sell you the trailer, but don't offer them more than it is worth. Remember, the bank will have to spend a fortune to repossess and sell it.

### **C. OBTAIN TITLE INFORMATION.**

You need to know whether there are liens against the RV's title. Even if you obtained that information from the camper, it's possible they refinanced or took out a title loan.

To obtain the vehicle records, use Wisconsin DMV form 2896. You don't need a certified record. You will need the RV year, make, VIN, and plate number.

The title information will tell you if there is a lien and who holds it. If there is, and you have not already notified the lienholder, you need to send them the notice of abandonment. If the lienholder refuses to release the lien and it is worth pursuing, contact an attorney.

If the lienholder will not release the lien or is unreasonable (such as demanding full payment to give a release), demand that the lienholder come and take the RV. In one instance I am aware of, a campground wound up towing an RV to a bank parking lot. If you can't get a realistic agreement from the bank, get the trailer off your property so you can make the site available to someone else.

# Keepin' it Legal, Cont'd

## D. OBTAIN TITLE

If an RV is abandoned, you have given notice, and no one has stepped forward, you can then attempt to get title to the RV. [Use DOT Form 2881](#). You will see that the form is for "Abandonment of Property to a Landlord." Several years ago, in discussions between WACO and the DOT, DOT told WACO that campgrounds should use this form, even though we told them our campgrounds are not landlords.

You will be asked on the form whether you sold the trailer at auction or privately. You can sell the trailer to yourself. But you need to set a reasonable price on it, and you can deduct the unpaid charges you are owed. The abovementioned factors affect the reasonable price – the cost of fixing, moving, and obtaining title. The MV 2881 directs you to send the net proceeds, if any, to the Wisconsin Department of Administration, which will use it for homeless services.

You will also need to file a form MV1 application for title to specify which person or entity will receive the new title to the RV.

That's certainly an exhausting process, but our government gives us this option. Of course, you're always welcome to call the WACO hotline for advice and guidance.



**ALL LEGAL HOTLINE QUESTIONS  
SHOULD COME TO: 608-525-2327 or  
[tina@seversonandassociates.com](mailto:tina@seversonandassociates.com)**

**EMAIL THE OFFICE AND WE WILL ROUTE ALL REQUESTS!  
The WACO office also set up a [Hotline JotForm](#) for easier  
information gathering - check it out:**

**<https://form.jotform.com/240223765436051>**



**POTENTIAL FUTURE  
Legislation**

**If we continue to see so many issues with using the DOT form provided here, Legislative changes may need to come from our office!**

**Stay tuned and keep us updated with your experiences!**



# UPDATES

## **OHI REPRESENTS THE OUTDOOR HOSPITALITY INDUSTRY AT THE NATIONAL CONFERENCE OF STATE LEGISLATORS**

OHI's government affairs team descended on Louisville, Kentucky last week for the National Conference of State Legislators and met face-to-face with legislators and staff from more than 20 states, including Wisconsin. Representing OHI were Jeff Sims, OHI's senior director of program advocacy, and Matt Rose, executive director of the Indiana Campground Owners Association. Primary issues focused on were inherent risk and guest ejection legislation. OHI will continue to build these relationships with state legislators, working in collaboration with state associations, for the benefit of the entire outdoor hospitality industry.

## **HEAR THAT? THAT'S THE SOUND OF INCREASING ANCILLARY REVENUE AT YOUR PARK.**

OHI's discounted music licensing program offers OHI members the most comprehensive licenses with all four PROs—ASCAP, BMI, SESAC and Global Music Rights—at the best licensing rates in the industry. Period.

## **THE OPEN ENROLLMENT PERIOD FOR OHI'S 2025 DISCOUNTED MUSIC LICENSING PROGRAM WILL BEGIN ON AUGUST 12, 2024, AND RUNS THROUGH JANUARY 15, 2025.**

If you held a music license in 2024, you'll receive an invoice directly to easily renew your license. If you need a new license or need to make changes to your existing licenses, contact us at

[ohi-membership@ohi.org](mailto:ohi-membership@ohi.org).

Learn more about OHI's music licensing program with best-in-industry pricing at

<https://ohi.org/music-licensing/>.

## **THE 2024 OUTDOOR HOSPITALITY CONFERENCE & EXPO® IS RIGHT AROUND THE CORNER!**

With less than three months to go before the 2024 Outdoor Hospitality Conference & Expo® in Oklahoma City, registrations tracking ahead of last year and hotel rooms in the Omni Hotel adjacent to the Convention Center are filling up fast.

**REGISTER HERE**

**Don't delay and register for conference today!**

<https://ohi.org/event/ohce/>

**Did you know there is an easy way to attend OHCE® for FREE!** When you register, apply to be a Hosted Buyer. The program is open to owners, operators and managers who make purchasing decisions. Simply meet with a handful of participating exhibitors and we cover your registration cost.



You also get to attend as a VIP—enjoying exclusive Expo time before other attendees, fast check-in lines at registration onsite, and VIP receptions so only Hosted Buyers can network. It's the BEST way to attend OHCE®!

**Learn more and apply to be a Hosted Buyer:** <https://ohi.org/hostedbuyer/>

## LOOKING TO DRIVE YOUR RV TO OHCE®2024? CHECK THESE PARKS OUT!

Planning your stay for the 2024 Outdoor Hospitality Conference & Expo® in Oklahoma City? Whether you're a seasoned OHCE® enthusiast, an OHCE® first-timer, or anything in between searching for the ideal lodging, here's a list of eight great OHI-member parks close to the Oklahoma City Convention Center to take into consideration, with miles from the convention center included!

<https://ohi.org/ohi-blog/your-guide-to-an-oklahoma-city-park-stay-for-ohce%ef%b8%8f2024/>



## BE PREPARED TO VOTE ON TUESDAY, NOV. 5, 2024

**As we draw closer to election day, it's important to know who is on your local ballot and what decisions you'll have to make come election day! Here is a link to check your voting info, update your contact information, find your local polls, and more.**

<https://myvote.wi.gov/en-us/>



### DON'T FORGET TO RENEW YOUR 2025 WACO MEMBERSHIP TODAY!

- Memberships are DUE NOW!
- Directory ads are due Sept 1st!
- Check your membership form sent via email and USPS mail to ensure your Directory listing is up to date!

**CLICK the image to the right to fill out your form online.**





# PROPERTY Maintenance

**ARE YOU CONSISTENTLY UTILIZING A PROPERTY MAINTENANCE CHECKLIST?**

**THE END OF THE SEASON IS A GREAT TIME TO ASSESS YOUR PROPERTY MAINTENANCE AND REPAIR FOR THE OFFSEASON. CONSISTENTLY USING A PROPERTY MAINTENANCE CHECKLIST MAY HELP YOU AVOID UNNECESSARY CLAIMS IN THE FUTURE.**

**BELOW IS AN EXAMPLE CHECKLIST YOU MAY CONSIDER IMPLEMENTING INTO YOUR DAILY PROPERTY INSPECTIONS.**

Location	Yes	No	N/A
Is the property's address clearly visible from the roadway?			
Is the parking lot properly striped, free of any potholes and/or other debris or hazards?			
Is there proper lighting in the parking lot and walkways?			
Are there cracks in the pavement that need to be repaired?			
Is there a trash dumpster on-site and clearly marked?			
Are ash trays available near entrances? Or are "No Smoking" signs posted?			
Building Exterior	Yes	No	N/A
Are all entrances and exits properly marked?			
Is the building's roof in good shape?			
Is the exterior siding in good shape?			
Are "No Smoking" signs posted?			
Are emergency exits clearly marked and free of obstructions?			
Is there sufficient lighting on the building's exterior?			
Are there any cracks in the building's exterior walls?			
Are combustible materials kept away from the building?			
Are the gutters free of debris?			



<b>Landscaping &amp; Grounds</b>			
Are there any dead trees on the property?			
Are mowers/trimmers kept on-site in a locked storage building?			
<b>Electrical Systems</b>	<b>Yes</b>	<b>No</b>	<b>N/A</b>
Are all electrical boxes, outlets and switches properly covered?			
Are electrical panels properly covered and latched?			
Are electrical panels free of obstructions?			
Are extension cords used for temporary uses only?			
Do any extension cords run through walls, ceilings or doors?			
Are there any frayed wires in the building?			
Do all outlets located within 6 feet of sinks and exterior doors include ground fault circuit interrupters (GFCIs)?			
Is there a lockout procedure in place?			
<b>Fire Protection</b>	<b>Yes</b>	<b>No</b>	<b>N/A</b>
Are there any combustibles stored in the boiler room?			
Are all smoke alarms functional and tested regularly?			
Is smoking prohibited in the building?			
Are portable fire extinguishers readily available?			
Are fire extinguishers inspected regularly?			
Are fire evacuation diagrams posted throughout the building?			
Are there "EXIT" signs posted above exterior doors?			
Are flammable and combustible liquids properly tagged and stored?			

<b>Heating/Cooling System</b>	<b>Yes</b>	<b>No</b>	<b>N/A</b>
Is the boiler room kept locked?			
Are there any combustible objects kept near heaters?			
Are filters replaced regularly?			
Are heating and cooling ducts free of obstructions?			
Is the heating/cooling system set back when the building is unoccupied?			
<b>Housekeeping</b>	<b>Yes</b>	<b>No</b>	<b>N/A</b>
Are refrigerators emptied and cleaned at end of season?			
Are all combustible and flammable liquids stored properly?			
Is there any combustible storage in unprotected attics or crawl spaces?			
Are cabinets and containers containing chemicals properly labelled?			
Are spill-containment materials readily available in case of a spill?			
Are Safety Data Sheets (SDS) available for hazardous substances?			



*Coverra Insurance Services is the premier insurance agency for campgrounds, resorts, amusement parks and other entertainment venues, providing insurance solutions throughout the country.*

*We are here to help. Feel free to give me a call or send me an email if you have any questions or concerns about your unique exposures to loss.*



**Eric Haun, Vice President – Leisure & Hospitality**  
**(608) 269-2127**

[ehaun@coverrainurance.com](mailto:ehaun@coverrainurance.com)

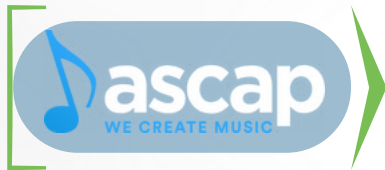
**Crystal Erickson, Commerical Agent**  
[cerickson@coverrainurance.com](mailto:cerickson@coverrainurance.com)

**PRINT THE FULL PROPERTY  
MAINTENANCE CHECKLIST FROM THE  
MEMBERS ONLY SECTION OF OUR WACO  
WEBSITE, HERE!**

# MUSIC LICENSE



WORKING TOGETHER WITH CAMP MEMBER STATE ASSOCIATIONS CONFIDENCE-BUILDING STRATEGIES & ENSURING MEMBER BENEFIT AVAILABILITY LEVERAGING NATIONAL OPPORTUNITIES TO SUPPORT CAMPGROUNDS & RV PARKS



**UP TO 50%  
DISCOUNT**

ASCAP Music License Discounts up to 50%. 975,000 songwriters, composers & music publishers.  
[View their catalog here or by using the QR code to the right.](#)



Global Music Rights Discounts up to 20%. Represents today's greatest and most popular music creators. 115,000 works. 100 + Billboard Top 100 #1s  
[Catalog of songs available here or click on the QR code to the left.](#)

**UP TO 20%  
DISCOUNT**



GLOBAL  
MUSIC  
RIGHTS



**UP TO 20%  
DISCOUNT**

SESCAC Music License Discounts up to 20% and access to over 1,000,000 songwriters, composers, and music publishers!  
[Repertory available here or by clicking on the QR code to the right.](#)



**OPEN ENROLLMENT WILL BE  
SEPTEMBER THROUGH JANUARY 20TH**





# BACKGROUND CHECKS



## Easy & Instant Background Checks



Are you doing enough to keep your campground guests safe? Uncover sex offenders, dangerous criminals, and fraud in seconds for only \$34.95.



### Identify Safety Risks

Run an instant criminal background check and show guests your campground is safe.



### Get Paid on Time

Don't get stuck with a guest that doesn't pay. Get a credit report to uncover late payments and eviction history.



### Hire a Good Employee

A bad hire can ruin a good thing. Hire confidently by verifying identity, criminal records, and more.

For Guest Screening visit [TenantAlert.com/Hospitality](https://TenantAlert.com/Hospitality)  
For Employee Screening visit [aGoodEmployee.com/Hospitality](https://aGoodEmployee.com/Hospitality)





Respectfully submitted by our  
Sponsor, CSAW Associates, LLC

## **HELLO AGAIN, WACO MEMBERS FROM YOUR FRIENDS AT CSAW ASSOCIATES, LLC!**

We're about halfway through our 2024 camping season, and many owners are beginning to think about year-end and upcoming tax filings. One of the best things you can do to make your year-end activities go smoothly is to ensure that your books are ready to go. With that in mind, here are some of the small businesses' biggest bookkeeping mistakes (and How to Avoid Them).

### **1. IGNORING YOUR BOOKKEEPING/PROCRASTINATION**

You've just got to do it. If you don't keep your books straight, every possible outcome is disastrous. You could have tax problems that strangle your business. You could be fined, assessed a penalty, or have the IRS place a lien on your business. Additionally, when you keep putting your bookkeeping tasks off to the side for later, you're eventually faced with a mountain of receipts to work through. That's a recipe for disaster — deadline pressure only makes a costly error more likely.

**The solutions:** Find a way to make bookkeeping a habit. Mark it on your calendar and keep the appointment. Whether you hire a bookkeeper whose sole responsibility is to correctly record your income and expenses or use software to capture and organize receipts and financial documents quickly, you are saving time that could be better used doing other tasks as an owner.

### **2. ERRORS OF SIZE OR IMPORTANCE**

Many campground owners often focus on the big stuff — the most important things to keep the business moving forward. Whether this is an expansion, adding a pond, or replacing aged pedestals, many large projects are going on at any time. While we may focus on these significant expenses, it's essential to remember that if you're audited, you will need to produce receipts for all expenses, no matter the size.

**The solution:** Maintain everything. To keep it all organized and save space, take advantage of solutions that capture and manage digital versions of your financial documents simply and effectively.

### **3. NOT PREPARING FOR THE WORST**

If you keep your books physically, those files and receipts are subject to damage from fire, floods, coffee stains, or misplaced. If you keep your books in a spreadsheet, your hard drive could crash, your laptop could be stolen or lost, or you could accidentally delete vital data. Anything that you have one copy of could disappear forever.



**CSAW**  
Associates, LLC

Coulee Region  
Bookkeeping and Tax



The solution: Back everything up. If your business is small and straightforward, printing or copying vital records and keeping them off-site is clunky but workable. If your books are in computer files or spreadsheets, always make a backup copy to an external hard drive, thumb drive, or cloud-based platform. Capturing financial documents and storing them in the cloud or remote digital storage means you will have the data you need and the supporting documents behind that data — this will also make it easier to recover should a disaster happen.

#### 4. IMPROPERLY CLASSIFYING PEOPLE WHO WORK FOR YOU

As a campground owner, you may hire people as temporary help — either for a brief and finite period or continuously as part-time employees. It's essential to accurately record your relationship with them, for both your tax status and theirs. You must withhold federal income taxes for employees and remit them to the IRS. Contractors are responsible for their taxes, but what you pay them must be recorded and reported to them and the IRS.

**The solution:** The IRS provides an extensive set of resources on differentiating between different types of employees (like this one: <https://www.irs.gov/businesses/small-businesses-self-employed/independent-contractor-self-employed-or-employee>). Your bookkeeper or payroll provider can likely help if you aren't sure where someone may fall, and we here at CSAW Associates are always available to help WACO members.



#### 5. NOT REVIEWING YOUR BOOKS AND ACCOUNTS

Entering your invoices, receipts, and checks into your books is a job that is only half done. Whatever you enter into your accounts should be checked. The fancy word for this is reconciling. It's important because it will help find large and minor errors. If you accidentally added a zero to an invoice when entering it, you might think you've got more money coming in than you do. An error in inputting a receipt might cause you to take a more significant tax deduction than you are entitled to, leaving you open to fines and penalties. Missing an error in your checking account could lead you to lose track of your available funds.

**The solution:** Regularly review and reconcile or find a third party to do it for you.

#### 6. MIXING BUSINESS AND PERSONAL

Misidentifying a personal expense as a business expense and then deducting it could lead to IRS fines and penalties. Alternatively, misidentifying a business expense as a personal expense means you don't



take all the deductions to which you're entitled, and therefore, you'll pay more tax than you should.

**The solution:** Maintain separate banking accounts and credit cards for personal and business use.

## 7. NOT CORRECTLY SETTING UP YOUR CHART OF ACCOUNTS

Your Chart of Accounts is the backbone of your accounting system. It forms how your expenses and income will be organized and reported. While you will see some general accounts in almost any set of books from any industry, WACO owners generally have specific accounts set up

in their COA to track items specific to their business. Ensuring your chart of accounts is set up correctly is critical to tax filings and ensuring you get the data you need from your financial reporting. You can't improve what you don't measure. Every decision you make about your business will be better made by having accurate information available.

**The solution:** Set up your books' income and expense categories with analysis in mind. Ask yourself: Does your chart of account include items for anything specific you want to track? Do you have the accounts you need for tax filings and the general flow of your financial transactions? Do you have unused or duplicate accounts? When setting up your COA, the goal is to make sure you have all the accounts you need in place and then focus on what other accounts you might want.

.....

Owning a campground presents you with many opportunities, including opportunities to make mistakes. Success often depends on avoiding the obvious mistakes and minimizing other errors whenever possible. Take this list to heart, and you'll be well on your way to operating your business profitably and growing it purposefully. But if you find yourself needing an extra hand, need help working on your integration or rulemaking, or any other bookkeeping software or best practice questions, CSAW Associates is here to help. We here at CSAW Associates have a wealth of experience assisting new owners to get their books set for success and helping veteran owners get their books back on track. If you're interested in learning more about how you can set your books up for success or have any other bookkeeping, payroll, or integration questions, don't hesitate to contact us at 608-779-2143 or by email at [couleebookkeeping@gmail.com](mailto:couleebookkeeping@gmail.com). We love meeting new business owners and working with them to grow their businesses!



**CHRISTINE METCALF**

**(608) 779-2143**

**[couleebookkeeping@gmail.com](mailto:couleebookkeeping@gmail.com)**



**ANDREW METCALF**



# JULY RV SHIPMENTS TOP 24,000 SAYS RVIA

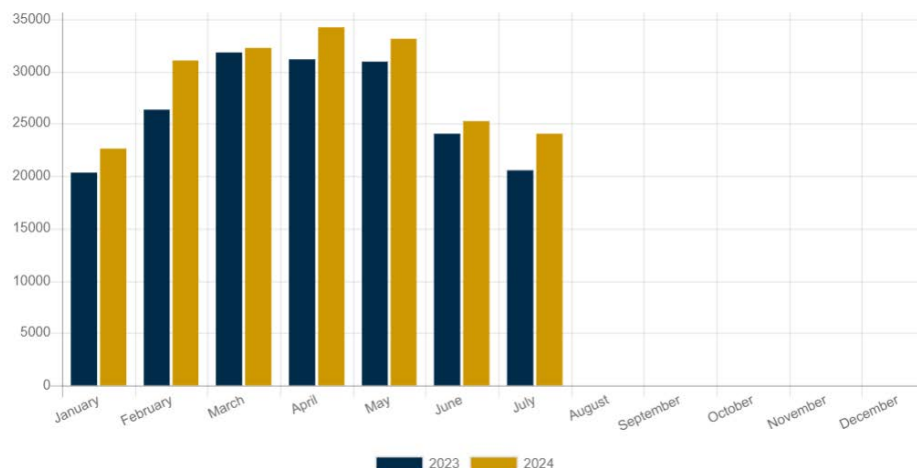
**R**esults for the RV Industry Association's July 2024 survey of manufacturers found that total RV shipments ended the month with 24,116 units, an increase of 17.5% compared to the 20,520 units shipped in July 2023.

**"July's shipments continue this year's moderate year over year gains," said RV Industry Association President & CEO Craig Kirby. "As the summer comes to a close and kids head back to school, 27 million Americans are planning to go RVing this fall to take in some of the best weather and enjoy outdoor experiences with family and friends."**

[SEE FULL REPORT HERE](#)

	JULY 2023	JULY 2024	YOY Last Year	YTD 2023	YTD 2024	YOY To Date
<b>Towables</b>						
Travel Trailers (ALL)	13,293	17,139	28.9%	119,268	143,254	20.1%
Travel Trailers - 5th Wheel	3,987	3,875	-2.8%	32,256	33,191	2.9%
Folding Camping Trailers	161	281	74.5%	3,335	2,588	-22.4%
Truck Campers	257	265	3.1%	2,176	1,934	-11.1%
All Towable RVs	17,968	21,560	21.8%	157,035	180,967	15.2%
<b>Motorhomes</b>						
Conventional (Type A)	595	470	-21.0%	6,095	4,197	-31.1%
Van Campers (Type B)	766	643	-16.1%	7,524	5,079	-32.5%
Mini (Type C)	1,461	1,443	-1.2%	14,696	12,469	-15.2%
All Motorhomes	2,822	2,556	-9.4%	28,315	21,745	-23.2%
<b>Total RV Shipments</b>	<b>20,520</b>	<b>24,116</b>	<b>17.5%</b>	<b>185,350</b>	<b>202,712</b>	<b>9.4%</b>

**Total Shipments Monthly vs. Last Year**



# WACO Web Stats & Social Media Trends

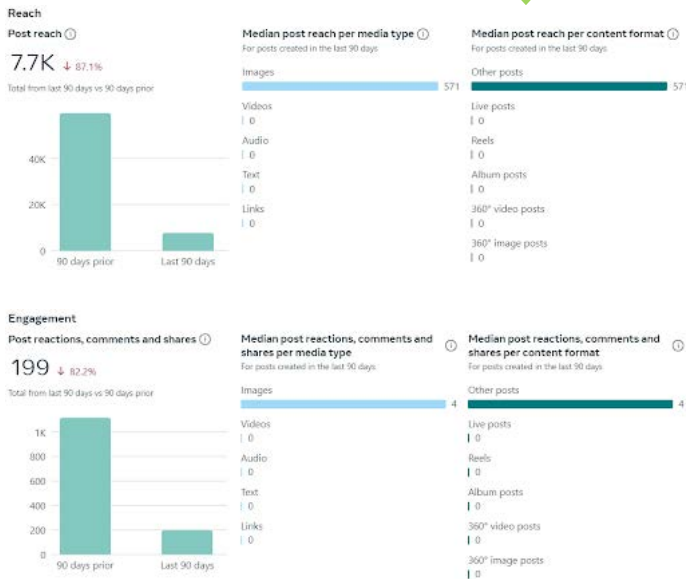


## Facebook/Instagram Insights - July

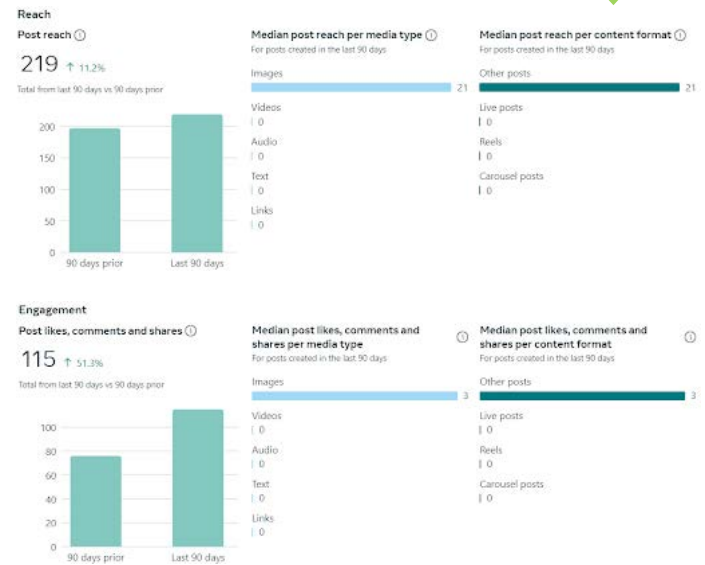
Total FB current likes: 10,412 (No change from June)

Total IG current followers: 599 (+3 from June)

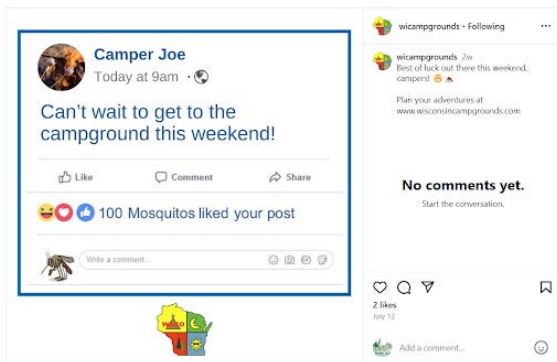
### Last 90 Days FB



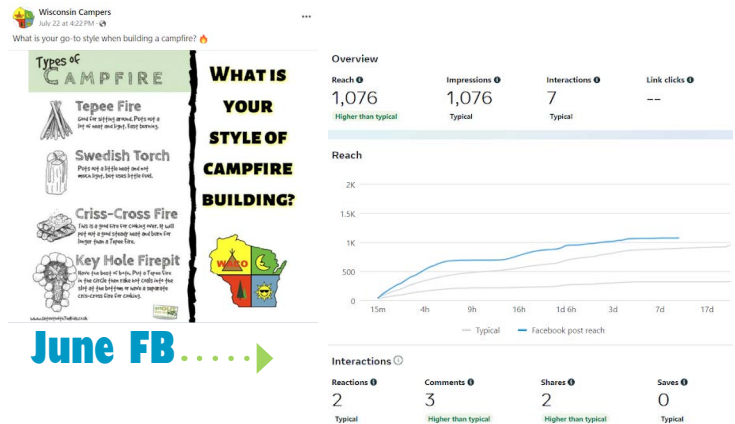
### July IG



## Top Posts in June 2024



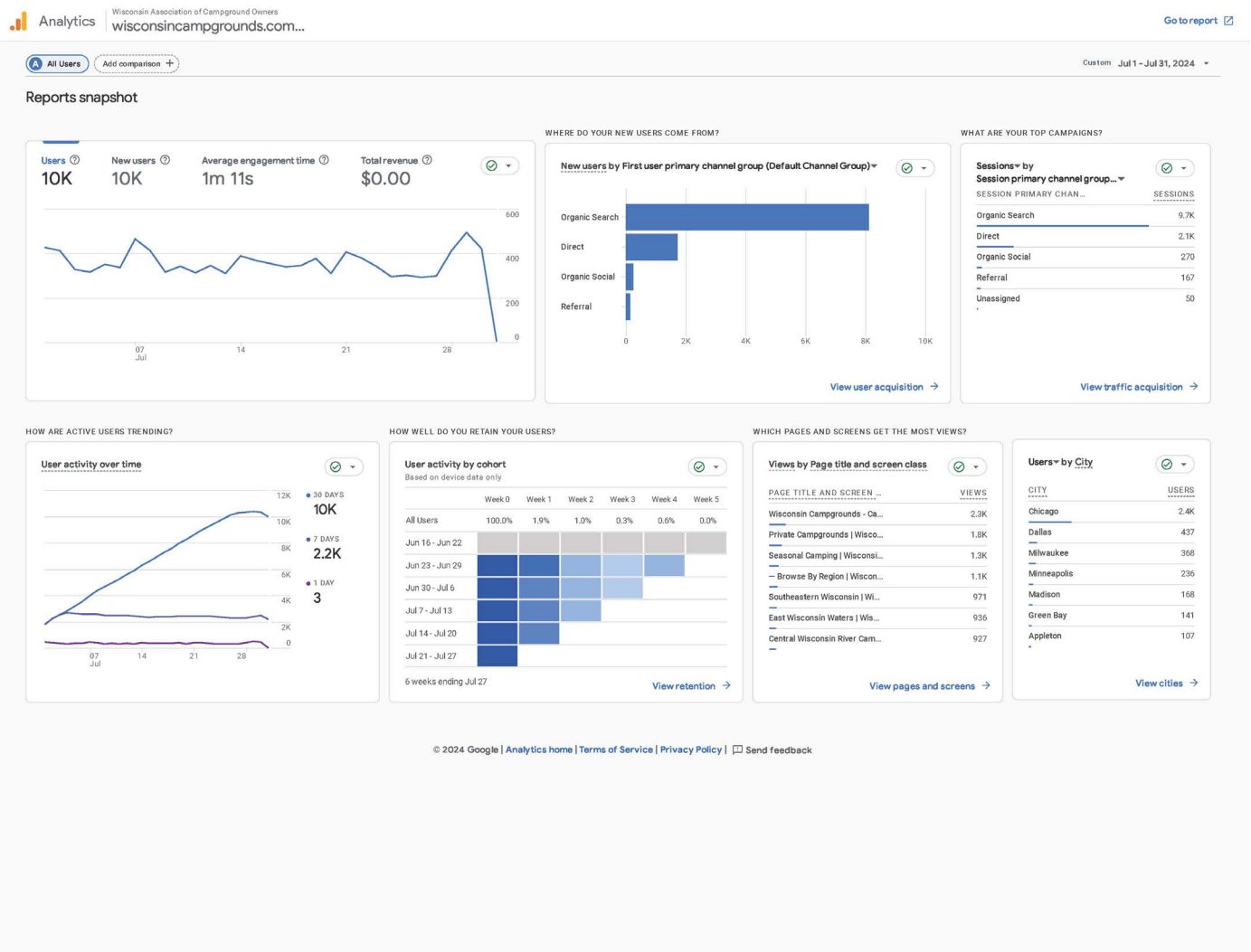
### July IG



# WACO Web Stats & Social Media Trends



## July 2024 WEB MONTHLY SNAPSHOT





# WACO Web Stats & Social Media Trends



## YTD Jan-July 2024 WEB MONTHLY SNAPSHOT

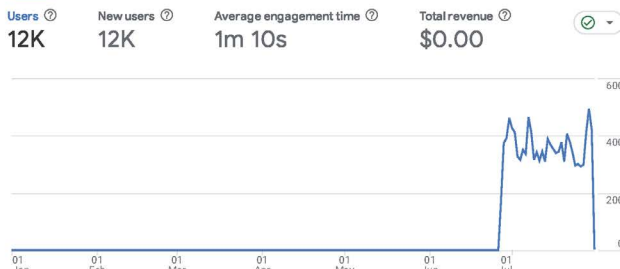
Analytics Wisconsin Association of Campground Owners  
wisconsincampgrounds.com...

Go to report

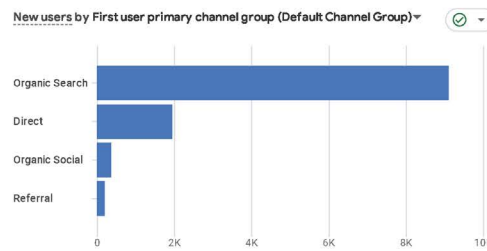
All Users Add comparison

Custom Jan 1 - Jul 31, 2024

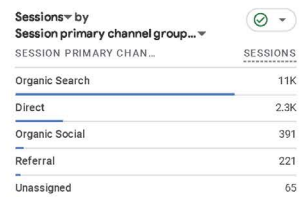
### Reports snapshot



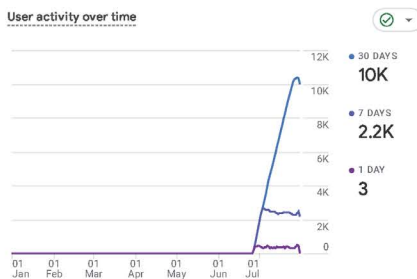
### WHERE DO YOUR NEW USERS COME FROM?



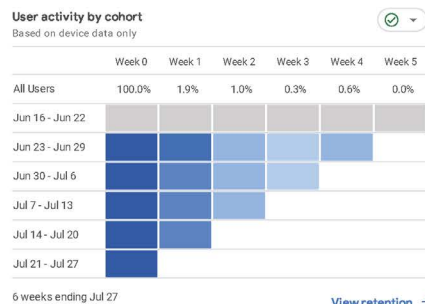
### WHAT ARE YOUR TOP CAMPAIGNS?



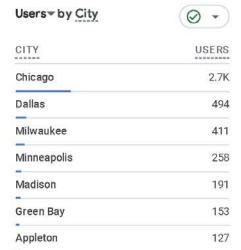
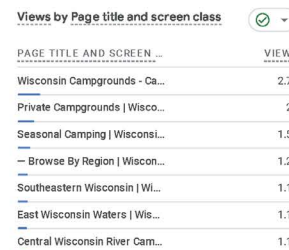
### HOW ARE ACTIVE USERS TRENDING?



### HOW WELL DO YOU RETAIN YOUR USERS?



### WHICH PAGES AND SCREENS GET THE MOST VIEWS?



# WACO Web Stats & Social Media Trends



## YTD (Jan-July 23 vs 24) WEB MONTHLY SNAPSHOT

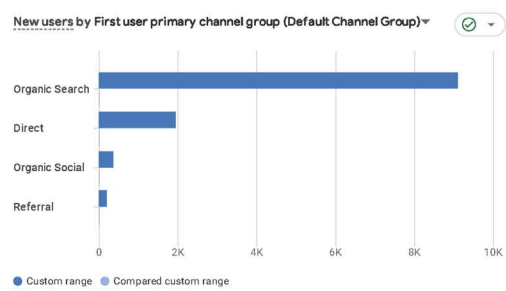
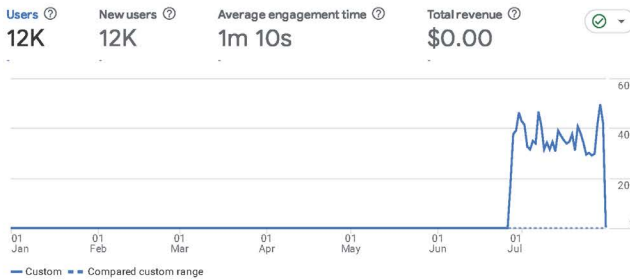
Analytics Wisconsin Association of Campground Owners  
wisconsincampgrounds.com...

Go to report

All Users Add comparison

Custom Jan 1 - Jul 31, 2024  
Compare: Jan 1 - Jul 31, 2023

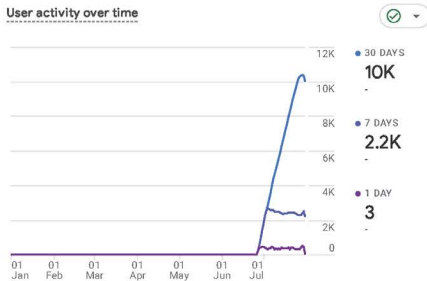
### Reports snapshot



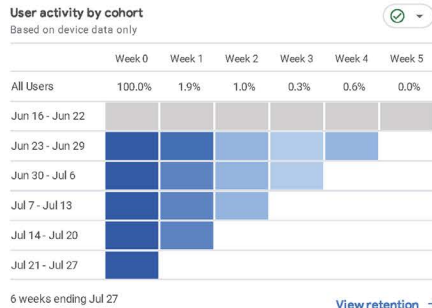
Sessions by Session primary channel group

SESSION PRIMARY CHAN...	SESSIONS
Organic Search	11K
Direct	2.3K
Organic Social	391
Referral	221
Unassigned	65

### HOW ARE ACTIVE USERS TRENDING?



### HOW WELL DO YOU RETAIN YOUR USERS?



### WHICH PAGES AND SCREENS GET THE MOST VIEWS?

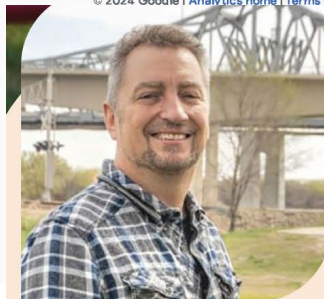
Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
Wisconsin Campgrounds - Ca...	2.7K
Private Campgrounds   Wisco...	2K
Seasonal Camping   Wisco...	1.5K
Browse By Region   Wisco...	1.2K
Southeastern Wisconsin   Wi...	1.1K
East Wisconsin Waters   Wis...	1.1K
Central Wisconsin River Cam...	1.1K

Users by City

CITY	USERS
Chicago	2.7K
Dallas	494
Milwaukee	411
Minneapolis	258
Madison	191
Green Bay	153
Appleton	127

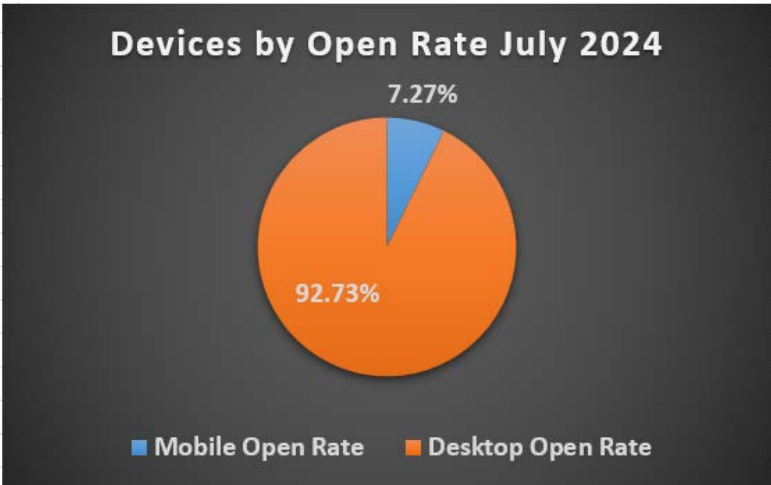
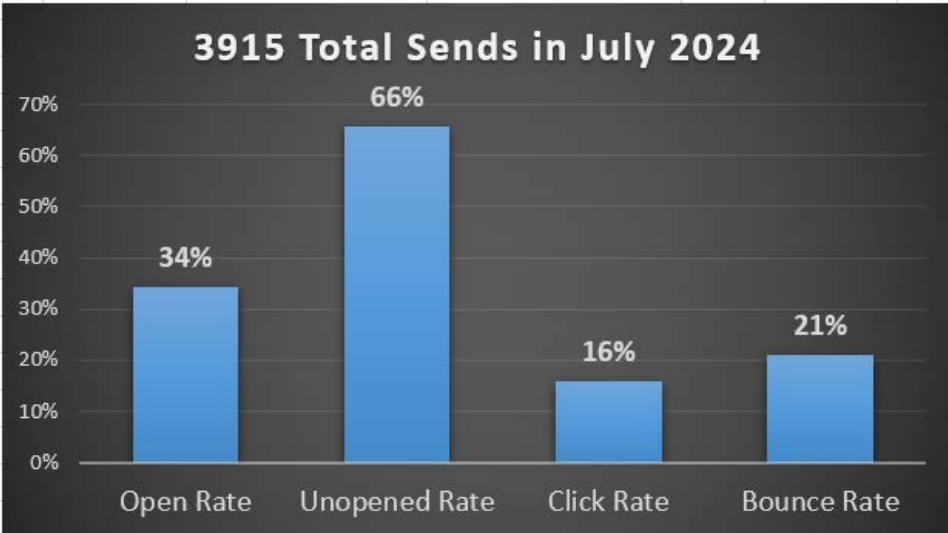
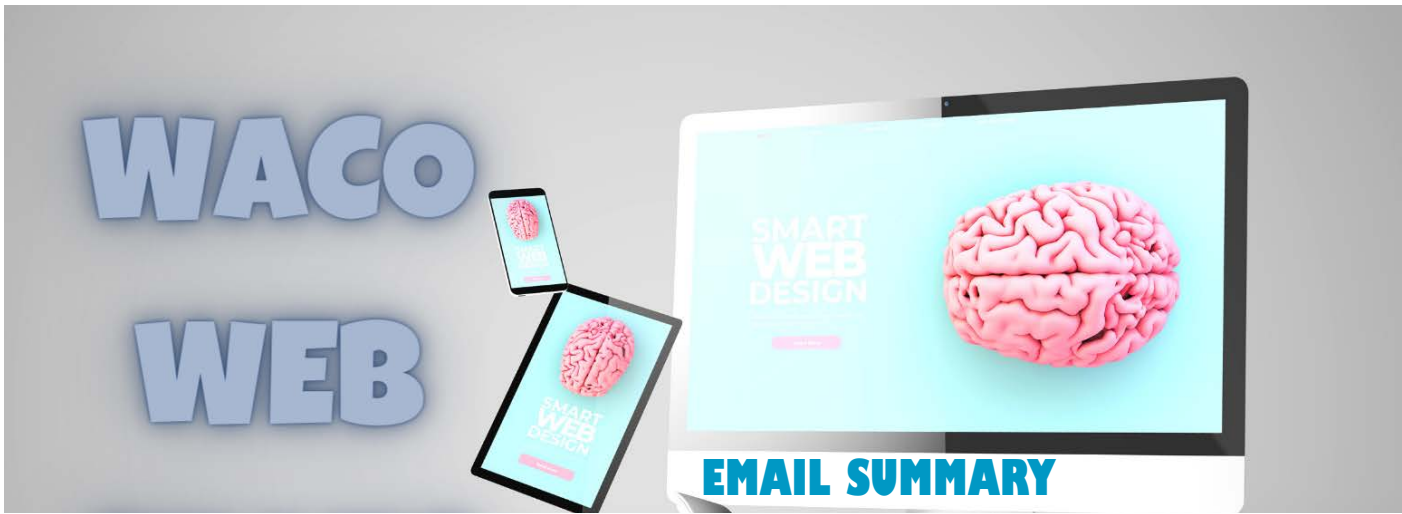
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john@campgrounds4sale.com | www.campgrounds4sale.com



### Top Emails by Open Rate for July 2024

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
2025 Membership Renewal - Current 2024 Members	259	125	53.00%	6.20%	93.80%	26	11.00%
Date Fix - 2024 Membership Renewal	259	118	50.00%	4.50%	95.50%	10	4.20%
André Jacque Fundraiser & Directory Distribution	260	101	44.10%	5.50%	94.50%	0	0.00%
REMINDER: André Jacque Fundraiser & Directory Distribution	260	100	43.90%	8.40%	91.60%	3	1.30%
July 2024 WACO Newsletter	505	192	41.60%	12.50%	87.50%	57	12.30%
2025 WACO Convention - Registration Now Open!	2372	704	41.40%	6.50%	93.50%	117	6.90%





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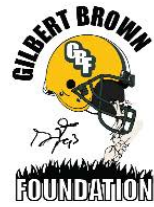
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# GBF Member Donations 2024

## TOTALS FOR YEAR

(As of 8/19/24)



Campground	Total Funds Raised
Duck Creek	\$24,255
Rustic Ridge Resort	\$11,665
Wilderness Campground	\$11,425
Huckleberry Acres	\$10,429
Buckhorn Campground & Resort	\$4,005
Snug Harbor	\$3,685
Emrick Lake Campground	\$3,680
Wishing Well Campground	\$3,024
Chapparal Campground	\$2,505
Pride of America	\$1,665
Buffalo Lake	\$1,407
Timber Trail	\$1,400
Green Lake Campground	\$1,385
Stoney Creek	\$1,210
Evergreen Campsites	\$1,125
Lake Arrowhead	\$810
Yukon Trails / ELS	\$795
Lake Lenwood Beach and Campground	\$500
Arrowhead Campground	\$460
Dells Camping Resort	\$355
<b>GRAND TOTAL</b>	<b>\$85,785</b>

Thank you to all the members that continue to raise funds for the Gilbert Brown Foundation throughout their camping season!

Be sure to keep tabs on this page monthly!  
We use this as a checks & balance for recognition  
at our Convention in March!





# Board of Directors

CONGRATULATIONS to your 2024-2025 Board of Directors! This dedicated group of members spend time and energy making decisions for your Association. If you have ideas, questions, or want to get more involved, reach out to one of them or the WACO office.



Scott Kollock, President  
Vista Royale Campground  
[skollock@uniontel.net](mailto:skollock@uniontel.net)  
715-335-6860  
2024-2027 1st Term



Bud Styer, Past President  
Red Barn Campground  
[mrbud@budstyerassociates.com](mailto:mrbud@budstyerassociates.com)  
608-592-2128  
2024-2025



Rob Brinkmeier, 1st Vice President  
Merry Macs Campground  
[camp@merrymacscampground.com](mailto:camp@merrymacscampground.com)  
815-541-4934  
2020-2025 2nd Term



Sarah Krause, 2nd Vice President  
River's Edge Campground  
[camp@riversedgewisconsin.com](mailto:camp@riversedgewisconsin.com)  
715-344-8058  
2021-2024 1st Term



Kristi Mlodzik, 3rd Vice President  
Duck Creek Campground  
[camp@duckcreekcampground.com](mailto:camp@duckcreekcampground.com)  
608-429-2425  
2021-2024 1st Term



Julie Michaels, Treasurer  
Scenic Ridge Campground  
[jmsrc@gmail.com](mailto:jmsrc@gmail.com)  
608-883-2920  
2022-2025 1st Term



Deneen Pedersen, Secretary  
Stoney Creek RV Resort  
[deneen@stoneycreekrvresort.com](mailto:deneen@stoneycreekrvresort.com)  
715-597-2102  
2021-2024 1st Term



Patricia Lombardo, Director  
Jenkins Org/Jellystone Park Warrens  
[Tricia@Jenkinsorg.com](mailto:Tricia@Jenkinsorg.com)  
773-294-3364  
2022-2025 2<sup>nd</sup> Term



Christina Kornetzke, Director  
ELS/Lake of the Woods  
[Christina\\_Kornetzke@equitylifestyle.com](mailto:Christina_Kornetzke@equitylifestyle.com)  
602-339-0698  
2023-2025 1st Term



Mike Dricken, Director  
Lake Lenwood Beach &  
Campground  
[mmdricken@gmail.com](mailto:mmdricken@gmail.com)  
262-334-1335  
2023-2025 1st Term



Tiffany Pargman Director  
Indian Trails Campground  
[camp@indiantrailscampground.com](mailto:camp@indiantrailscampground.com)  
608-429-3244  
2022-2025 1st Term



Lea Ann Gieck, Director  
Skillet Creek Campground  
[skilletcreekcampground@gmail.com](mailto:skilletcreekcampground@gmail.com)  
608-356-4877  
2024-2027 1st Term



Ben Stefan, Director  
Grand Valley Campground  
[info@grandvalleycampground.com](mailto:info@grandvalleycampground.com)  
920-369-6393  
2024-2027 1st Term



Jim Button, OH Representative  
Evergreen Campsites and Resort  
[evergreencampsites@gmail.com](mailto:evergreencampsites@gmail.com)  
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Adam Malsack, Chair Elect  
Legislative  
Lake Arrowhead Campground  
[adam@lakearrowheadcampground.com](mailto:adam@lakearrowheadcampground.com)  
920-295-3000  
Appointed Term 2016-2023



Lori Severson, Executive Director  
Severson & Associates  
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[danielle@seversonandassociates.com](mailto:danielle@seversonandassociates.com)

