



LETTER FROM THE EXECUTIVE DIRECTOR

Lori Severson, Executive Director of WACO



Dear Members,

Most of you have made it through the season! The easiest thing to do is kick back and take a minute, and that's perfectly fine! Just remember how important it is to market to your campers today to set yourself up for success in 2025! We have seen plenty of data throughout the US that tells us many campgrounds were flat or a bit above for 2024.

Now is the perfect time for campground owners to reflect on successes and growth areas. One thing can't be overstated: the importance of a proactive marketing strategy. Marketing directly to our customers isn't just about boosting short-term sales; it's about building lasting connections, attracting repeat visitors, and setting up your campground for a profitable 2025. Our benefits package has grown, so let's ensure we all use it! If you are using constant contact, check out that discount – and then email all your guests and tell them, "Thank you for camping with us in 2024." Schedule this to get sent out just prior to Thanksgiving. Start early to see early results!



Marketing isn't a one-size-fits-all solution, and it's most successful when it's consistent, which means starting now before campers start planning their summer adventures and being ready to capture their attention as early as possible. Early marketing allows you to build anticipation, secure early bookings, and name recognition

INSIDE THIS ISSUE

LETTER FROM YOUR E.D.	1
A WORD FROM OUR PRESIDENT	4
MADISON RV SHOW	3
MEMBER BENEFITS & MUSIC LICENSE	5,7, 14-15
KEEPIN' IT LEGAL	8-13
OHI UPDATE (ARVC)	14
SPECTRUM UPDATE	15
SOCIAL MEDIA & WEBSITE	18-20, 22-23
EMERGENCY PLANS	21
GBF UPDATES	24
BOARD OF DIRECTORS	25





when potential guests begin planning their travels.

Guerilla Marketing Ideas: Get Creative, Stay Local

We forget sometimes to market in our own backyard! For small businesses like campgrounds, guerilla marketing is a low-cost, high-impact approach that can set you apart. **Here are a few ideas to engage customers in unexpected, memorable ways:**



1. Set Up Campground Scavenger Hunts – Create a fun, social media-based scavenger hunt that visitors can participate in by sharing photos of their experience. Offering a small prize for those who complete it can motivate guests to return and talk about it to others. During those long winters, campers need something to look forward to!



2. Local Partnerships – Collaborate with local businesses to create unique experiences. For example, you can team up with local breweries, coffee shops, or food trucks to host special events or offer exclusive discounts to campers. Look at what customers you want to attract and create partnerships with businesses in that area. They will love the discounts for their employees and customers, and you will get free distribution. A win-win for everyone involved!



3. Community Events – Find ways to sponsor local events that expose your campground to potential campers. Sponsor a booth, get involved with a holiday show, set up at a grocery store where you want customers, or even start a seasonal event in your area.

4. Surprise and Delight - Little extras go a long way. For example,

offer door prizes at RV shows, leave personalized welcome packages for customers or seasonals you know you will see, or offer a free camping night during low seasons to entice returning customers.

For a bit now, several of you have shown your WACO loyalty by continuing to make our Wisconsin Association of Campground owners stronger, even though you may not have necessarily felt the need to advertise. I predict it's time to start filling the sales funnel. While some people think print is dead – that's far from the case with our directory. We continue to have customers tell us they just paid \$8 to come and get their free directory. Especially this year, campgrounds all over the US said that the Fall shoulder season was down slightly in terms of occupancy and reservations. Note what you can do to ensure it isn't your park next year. Advertise any specials you have in the directory. Create a coupon, distribute it at the RV shows, and create excitement for your shoulder season events.

This year, Madison falls at the same time as the Green Bay Show. Do your best to attend both if you can. If not, be sure to sign up for the RV distribution program to hit all the markets that are important to you! Madison's show has let us organize our piece for the last few years. This show costs \$675 if you aren't a WACO member but only \$350 if you are! That's a great member benefit! Trade shows give you face-to-face opportunities with potential customers and partners, letting you showcase what makes your campground unique. Bring promotional materials like brochures, booking discounts, and giveaways when attending trade shows. Consider setting up an engaging booth display that transports attendees to your campground, perhaps with images or

videos and experiences. When they can imagine themselves in your scenic environment, you're already halfway to securing their booking. Show off what you have; we are all different in some ways, and we have customers who will be attracted to what you have to offer.

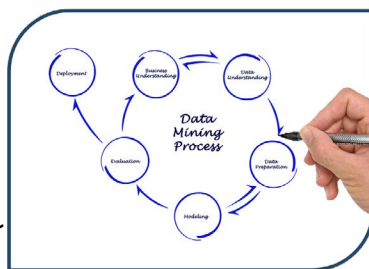
We all know that printing brochures is much cheaper than actually distributing them! So, look for ways you can get those directories in the hands of RV dealers, local tourism groups, attractions, and other businesses who have the type of customer you want. Invest in our printing program and directory to ensure your name is in front of your guests and potential customers.

Get into data mining: Know Your Customer, Know Your Opportunities!

Data mining is key to understanding who your customers are, what they're looking for, and how they interact with your marketing. This information provides:

- A foundation for smart marketing decisions.
- Allowing you to track trends and identify peak booking periods.
- Popular amenities.
- Activity preferences.

WACO is working hard to provide you with many sources for gathering data. We work with KOA, RVIA, OHI, and reservations systems to help provide you with this valuable industry data. Once you are hyper-focused on your target audience, you can then tailor your messages for families, adventure seekers, event groups, or those just looking to do nothing but relax. Personalized marketing efforts make customers feel seen and valued, increasing the likelihood of bookings. Now that you can step back and analyze feedback, look at any form of feedback, reviews, or customer surveys, and honestly judge what you can improve on and where you excel!



Be sure to take every educational opportunity to help you learn and grow! It's so critical to continue to improve. Remember, if you aren't growing, you are shrinking – there is no staying the same! Looking forward to keeping my suitcase packed all November!

I'll bring back all the great ideas I can!

Lori

Lori Severson, Executive Director of WACO
Champions Riverside Resort

Madison Camper and RV Show & Sale January 31 – February 2, 2025



WACO MEMBER BENEFIT: Early Bird Booth Price – \$350.00

All campground booths will be in space in lobby. WACO members will be eligible for the early bird price of \$350.
(Non-WACO members fee will be \$675.)

Must secure your booth via the online form or postmarked to WACO Office by deadline of January 2, 2025.

After January 2, 2025, the booth price is \$675!



**REGISTER ONLINE NOW
and opt to pay with
CC, check or request
invoice.**

**We are still working with hotel to
secure booking link & will update
you when its available!**

A Word from the President

Scott Kollock, WACO Board President



Dear Members,

In today's changing landscape, unity within our state association is essential. We share common goals:

- to provide exceptional experiences,
- grow our businesses, and
- build a strong industry for future generations.

To achieve these goals, we must work together, advocate for our interests, and harness the collective strength of our community. Any way you look at it - there is just too much information needed to run our businesses without getting support.

One of the most impactful ways we can do this is through advertising and promotion. In a region crowded with tourist recreational options, it's essential that our campgrounds have visibility. Our directory does this for all of us. This year our directory is taking on a new look, along with some great additional distribution and marketing options. Not only does this attract guests to our individual campgrounds, but it also raises awareness about camping as a premier vacation choice, fueling interest in our lifestyle and amenities. By joining forces, we can amplify our messages and tell a compelling story that captures the essence of our campgrounds. Whether it's through coordinated marketing efforts, social media campaigns, or joint events, we can make a lasting impression on our target audiences.

Equally important is our ability to engage with legislators and policymakers who influence our industry. Laws and regulations regarding land use, zoning, environmental policies, and business operations impact our campgrounds directly. Building relationships with legislators enables us to share our stories, educate them on campgrounds' unique needs and contributions, and ultimately ensure our

voices are heard when decisions affecting our businesses are made. Engaging with local and state representatives can be as simple as attending town meetings, joining advocacy groups, or organizing informational tours at our campgrounds. Every conversation is an opportunity to make our case, foster understanding, and secure support that will benefit all members of our Association. Tina is doing a fantastic job of keeping WACO in front of all legislators on both sides of the aisle. She has registered as a lobbyist, and Jason Culotta and Mark Hazelbaker are helping her learn the ropes. Tina shares information gathered with Bob Weiss, who continues to oversee and assist with PAC fund donations to candidates supporting our industry.

The power of showing up is another critical factor in strengthening our Association. Whether attending association meetings, joining industry events, or simply engaging with other campground owners, showing up demonstrates commitment and enthusiasm. It creates an environment where ideas and best practices are shared freely, and we develop collective strategies. Our Association thrives when members actively participate. Each voice brings a unique perspective, enriching our conversations and helping us make informed decisions. We contribute to a shared vision by showing up and setting the stage for a stronger, more united community. I feel strongly that WACO offers plenty of opportunities to show up and gather information, whether it's on fall tours, Convention or cracker barrels. Use your benefits, and you will see that this organization saves you money! Every chance to interact with members is a chance to learn something new.

In addition to showing up, creating an environment where information is openly shared is invaluable. Our Association provides a space to discuss successes, challenges, and

strategies that can lead to meaningful improvements in our operations. Whether through newsletters, workshops, or online forums, sharing information creates a continuous learning environment where members can benefit from each other's experiences. This open communication helps each of us become better business owners and service providers.

The strength of our Association lies in our unity, advocacy, and commitment to mutual growth. By promoting our campgrounds, building relationships with influential leaders, actively participating in our community, and fostering an environment of collaboration, we secure a bright future for our businesses and our industry. Let us remember that together, we are stronger. Through unity, we create resilience; through advocacy, we gain influence; and through engagement, we foster growth and success for everyone involved. Let's continue to work hand in hand to elevate our campgrounds, support each other, and show the world the strength and passion behind our Association. Together, we can accomplish great things.

Have a great start to your winter months, everyone, and as always, if you have any questions, I'm happy to answer as best as possible!

Scott
Scott Kollock,
Board President of WACO,
Vista Royale Campground



WACO continues to partner with Hospitality Connections to offer our Members NEW BENEFITS weekly! You should start seeing emails from Member Savings Program highlighting these benefits.

[An example email is available here.](#)

Check out more benefits in this newsletter and for full details on how to access benefits, [check out our WACO landing page here.](#)



THANK YOU to all our Campground hosts and tour stops on the September and October Fall Workshops! Special "Thank you!" to Danielle for holding things down for the Oct session!

LOOK

for updates in November's Newsletter to see a full summary on both Workshops!

WOW GUESTS WITH YOUR WATERFRONT!

Ask us "What's New?" at WACO

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MEMBER SAVINGS PROGRAM



**LEVERAGING THE BUYING POWER OF 150,000 MEMBER PURCHASING ALLIANCE
WITH NEW DISCOUNTS BEING ADDED WEEKLY!**



MEMBER SAVINGS PROGRAM
GROUP BUYING POWER

**10-75%
DISCOUNT**

HOW MSP CAN SAVE WACO MEMBERS MONEY:

BatteriesPlus+

- Save up to 73% off Regular Retail Pricing on approximately 85 core items
- Access an assortment of 60,000 quality batteries, light bulbs, accessories & more
- Commercial discounted rate on all items
- Special Device Repair Program keeps your critical devices up and running
- Recycling services for your spent batteries & bulbs
- Delivery options based on your location & order size - fees may apply
- Facility Lighting Site-Walks help identify energy company rebate programs available to you

DISCOUNTS FROM BRANDS YOU KNOW

**DISCOUNT
TIRE**



**Office
DEPOT**

FASTENAL

ACE
The helpful place.



FedEx
Office

WasteFocus
Focused on environmental solutions

Staples

cardconnect.
A I P
Actively Improving Profitability

CLICK HERE TO SEE MORE BENEFITS & HOW TO ACCESS THEM!



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. Give the WACO office a call first to vet your question, and Lori can provide direction on the next steps.

WHAT MAKES A DECK, PORCH OR SHED TAXABLE?

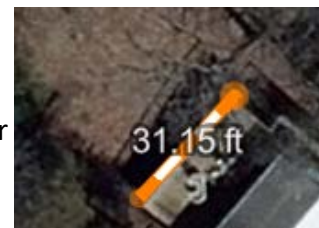
Based on Guidance from the Department of Revenue

Respectfully Submitted By Attorney Mark Hazelbaker, WACO Legal Counsel

As WACO continues to gather information from our membership, mostly recently at the Fall Workshops, we asked Mark to put together a guide explaining how your assessors may view decks. It's essential to have proper information to ensure you're asking the right questions and be prepared for potential requests for review. WACO is also continuing work with Jason Culotta and Evan Umpir on how to approach any potential legislation on this topic best.

ASSESSMENT:

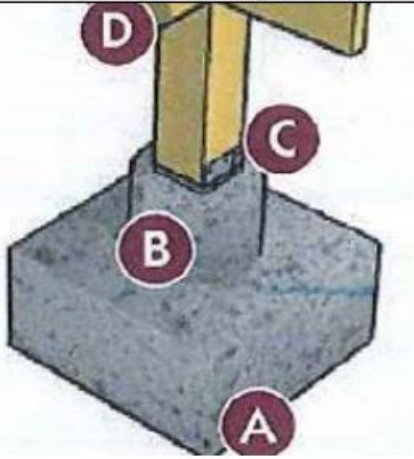



The determination of taxability is made by your local assessor. The assessor bases their determination on an inspection, which you should allow. If you refuse to allow the assessor to inspect the property, the assessor is allowed to estimate the value from public sources (known as dooamage). They can use aerial photos, among other information. Working with the assessor allows you to present information that helps you.



REAL OR PERSONAL PROPERTY? THE DOR'S THREE FACTORS:

PHYSICAL ANNEXATION	ADAPTATION TO REAL ESTATE	INTENT OF THE OWNER
<p>Is the deck attached to the walls and foundation of a structure, and/or built into the structure?</p> <p>Is the deck interconnected through electrical systems?</p>	<p>Is the deck adapted to the exact purpose of the real property?</p>	<p>Would the average person under similar circumstances intend to make the deck permanent?</p> <p>The "intent" is judged by how the deck is adapted to the principal use of the land and buildings.</p> <p>Is the objective and presumed intent of an ordinary person that the deck and integrated equipment are permanent parts of the real property?</p>

PHYSICAL ANNEXATION:

Permanent Footing -- Taxable	Floating Mount – Not Taxable
	
Connected Wiring -- Taxable	No permanent wiring – Not Taxable
	

ADAPTATION TO THE USE:

Integrated to the RV	Freestanding
	

INTENT:

- No definite standards are provided by the DOR.
- Assessor is to decide if it appears the deck is permanent.
- Based on a “reasonable person” standard.

Undeniably, some decks/porches/screen houses are as permanent as the RV.

THE PARADOX:

What is the logic of treating a deck or porch as real property because it is attached to an RV that is, by law, tax exempt [unless it is permanently mounted]?

THE VALUATION ISSUE:

Even if a deck or porch is taxable, you should still note that it is not worth much. Its value is NOT its replacement or construction cost. Its value is its market value. This may take a test case.

Statutory references:

Wis. Stats. § 70.015

Wis. Stats. § 70.119 (19(b) and (28).

LESSONS FROM AN EVACUATION

Campground Preparedness

Respectfully Submitted By Attorney Mark Hazelbaker, WACO Legal Counsel

You may think you're ready for an emergency until you actually experience one. After my wife and I evacuated from our Florida home in response to Hurricane Milton recently, a few observations which may be useful for campground owners emerged. I am also drawing on training and experience I had as a county administrator and attorney involved in emergency operations.

WHAT HAPPENED?

Monday, October 7 at noon, our phones sounded with an alarm from Lee County Emergency Management. We were ordered to evacuate our home, which is at the edge of the flood zone. We were expecting the order; news reports warned that Hurricane Milton was growing in size and strength. Saturday night, I filled the gas tank on our car in anticipation. Sunday, we began packing a suitcase to leave. We took five days' clothing, medicines, charging equipment, a laptop and emergency supplies I had assembled long before.

We decided to head north out of Florida. On Interstate 75, we became part of a swarm of more than 500,000 people leaving. Even though the State opened the left shoulder of the 3-line interstate, traffic was heavy and frequently stopped. As the day passed, traffic grew heavier. Using GIS navigation, I left the interstate to drive on Highway 41, which was less crowded but nonetheless delayed. We noticed most gas stations were sold out of gas. Many restaurants and convenience stores were jammed. Their garbage containers were overflowing. Lines to restrooms were lengthy.

Fortunately, everyone we encountered handled the experience with civility and even good humor. I saw no hostility or fights. The staff at the places we stopped were exhausted but soldiered on. Eventually, we made it to Atlanta, well away from the hurricane, to ride it out. Fortunately, Milton was much less serious than forecasted. We returned after

a few days and found our house and neighborhood in Bonita Springs were not damaged.

Much of what I had done in advance was appropriate. I intend to do more for the future. This article offers some insights from the experience. Here are the main points:

Everyone will face an emergency in their business. If you plan before an emergency, you can lead when a crisis comes. If you lead in a crisis, you greatly increase the chances of your family, staff and campers coming through the emergency safely.

If you lead your campground safely through an emergency, you will strengthen the business in ordinary times.

EMERGENCIES ARE UNPREDICTABLY ROUTINE:

Follow the news and you'll see that almost every day, someone is confronting an emergency. Emergencies are part of life. If you're in business long enough, something that disturbs the ordinary calm of your campground will occur. Wisconsin may not have hurricanes, although we've experienced heavy rain from the remnants of hurricanes drifting north. We do have floods, intense thunderstorms, tornadoes, bitter cold and ice storms. The need for responses to these kinds of emergencies is more localized than a hurricane, but no less essential.

In short, the question is not whether you'll have to be ready, but rather, when. Since it could be tomorrow, get ready today.

Planning for emergencies is not a luxury. You need to do it. It may cost money, but the failure to plan will be far more costly to your financial and reputational position. Don't expect it will make you popular. The campers who complain about an additional \$10 charge are going to be the ones who bitterly attack you after the fact if you did not spending money on advance preparation for emergencies. Correct or not, your guests expect you to think for them and be ready for emergencies. Planning includes readying the campground,

PLANNING FOR EMERGENCIES IS PART OF MANAGING A CAMPGROUND:

but also, trying to ready the campers. You need to be involved in both tasks. In Florida, the TV news constantly stresses the need for every household to prepare for disasters. The media regularly urge people to have water, food and other emergency supplies. Because I listen and have that lingering Eagle Scout training to "Be Prepared," I did get ready starting years ago. I keep emergency supplies of water and non-perishable food. I have a big toolbox of first aid supplies. I have a small packable tent, sleeping bags and gear, as well as flashlights and batteries. When we evacuated, I knew I was ready to take care of my wife and me, and to help others.

You can't do this when the need arises. Hurricane Milton showed you can't expect to run to the grocery store when the need arises. On Saturday, when Hurricane Milton was merely a likely possibility, bottled water, gas cans, and most convenient foods were already gone from the shelves. By Sunday, gas stations were running out of fuel.

Campgrounds need to remind campers that they need to be ready for emergencies. A suggested list of supplies would be great. That needs to be stated repeatedly if you have any hope of campers hearing it.

When an emergency happens, campers are going to look to you for help and guidance. On our way to Atlanta, I was waiting to use the rest room when I saw a very elderly gentleman with a walker looking around, confused and lost. I helped him find his way into and out of the restroom. In the process, I made a new friend of this 90-year old man who was evacuating with his wife. Your campers will also be lost and confused and looking for guidance.

Long before an emergency, work out what you will do if your guests are forced to leave. If they ask you where they should go, what will you tell them? If they ask you for water, food or gas, where will you direct them? Your guests may not know the vicinity or what is available. A handout with possible routes they can take, hotels or motels they could go to and gas stations might help. Some information will feel better than none. If you have thought through what you will do, you can handle the situation with much more confidence.

BE READY TO CARE FOR YOURSELF.

Be realistic. If you're not ready to take care of yourself, you won't be able to help others. You'll be thinking of your family and your employees. It will be difficult to attend to others. Get an emergency generator for the Campground office and your residence if you're on the campground. Have water, emergency rations and first aid supplies adequate to care for your family and the campground staff. Make sure you can move people in whatever emergency you're likely to face. Maybe that means you actually need a big truck with raised suspension.

If you need help coming up with preparation ideas, reach out to your County emergency management office. These offices are usually great resources for thinking ahead.

Train Yourself, your family and staff. You can have people sign waivers and agreements that exonerate you from liability for caring for them. They will still expect you to be the leader in an emergency. Your family will be expected to share in that duty.

If you have a plan, you're ready to lead.

YOU ARE THE ADULT IN THE CAMPGROUND: EVEN MORE SO IN AN EMERGENCY

Leadership in emergencies is a mix of confidence and competence. Confidence is your awareness of the plans and resources you have developed for just this moment. Competence is your ability to communicate with campers and others and execute the plan.

Confidence flows naturally from knowledge and preparation. You've gained experience in leadership from everyday situations. That same experience will work in emergencies. Draw on what you know. Admit that what you don't know. If you lose your credibility with your campers, it will be difficult to regain it. Don't put yourself in the position where you must, in honesty, admits to your campers that they're on their own because you've made no plans.

In an emergency, people are confronting the unknown. They are scared and nervous. People do not behave at their best under those conditions. It's the time for you to step up and demonstrate the leadership skills we've talked about at many conventions and seminars. Being a leader is almost entirely a matter of attitude. Show that you are thinking about the situation. Be better than the doom-sayers and negative people. Don't be afraid to listen to suggestions, but do not let anyone other than people in authority take charge.

Competence is simply drawing on your skills. It should be second nature to you. You use skills all the time in running your campground. Most of what you do in an emergency does not need different skills. It requires the ability to make decisions under stress and the press of time.

If you have a plan, you are far ahead of the many who don't. If you expect the plan to work without modification, you will be disappointed. In the military, it is said that no battle plan ever survives first

Keepin' it Legal, Cont'd

contact with the enemy. That certainly is true of emergencies. Things will go in many directions you did not anticipate. Be flexible and responsive.

Be prepared to deal with people who are scared, anxious and demanding. You will need to de-escalate potential conflicts, reassure scared people and lead some people by the hand to what they need.

In an emergency, the person who has information and applies that knowledge will save lives and keep order. Your ability to draw on your knowledge of the vicinity, resources available around the area, and how people react – these are what will make you successful. When you come through an emergency, you will have gained enormous trust and credibility with your guests and your community.



**ALL LEGAL HOTLINE QUESTIONS
SHOULD COME TO: 608-525-2327 or
tina@seversonandassociates.com**

**EMAIL THE OFFICE AND WE WILL ROUTE ALL REQUESTS!
The WACO office also set up a [Hotline JotForm](https://form.jotform.com/240223765436051) for easier
information gathering - check it out:**

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

WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS

WACO
CONVENTION
AND TRADE SHOW

62ND ANNUAL

MARCH 12-16, 2025

ADVENTURE AWAITS

ARE YOU REGISTERED FOR THE 2025 WACO CONVENTION?



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

FORGETTING SOMETHING?



- Membership Renewals ARE PAST DUE!
- Directory Listings and Ads are PAST DUE!
- Print Program Needs & Ads are DUE!

Send in your forms ASAP to ensure you're included in the 2025 Directory with a new look and new distribution plan!

MEMBERSHIP ONLINE FORM
ADVERTISING FORM



UPDATES

HELPING OUR INDUSTRY WHEN HELP IS NEEDED

OHI and the OHI Foundation are working hand-in-hand with the Carolinas Association of RV Parks and Campgrounds (CARVC) and other organizations in the southeast region to help the outdoor hospitality industry rebuild after Hurricane Helene and Hurricane Milton. The need is great and the OHI Foundation is asking for your help. The Foundation has a goal of raising \$200,000 for its Disaster Relief Fund—100% of all donations to the Fund go back to RV parks and campgrounds who need it most. I will personally match all donations from Wisconsin campgrounds up to \$5,000, so please give what you can today, and your donation will be doubled.

OHI ATTENDS NCSL TO ADVOCATE FOR INHERENT RISK AND OTHER LEGISLATION

OHI recently attended the National Conference of State Legislatures (NCSL) Summit in Louisville, KY—an event hosted over 5,300 attendees, including legislators, legislative staff, lobbyists, exhibitors and government affairs professionals from across the country. OHI was focused on promoting introduction of state legislation on Inherent Risk of Camping, Guest ejection and Adoption of the NFPA 1194. Jeff Sims, OHI's senior director of government affairs, was joined by Matt Rose, executive director from Indiana. "I was thrilled to be invited to participate in NCSL alongside Jeff Sims," Rose said. "This was my first NCSL and I enjoyed learning more about how OHI is out there advocating for our nation's campgrounds and RV parks. I had a terrific experience and always appreciate the opportunity to contribute and learn something new."

OHI FORMING A NATIONAL COALITION TO NEGOTIATE SPECTRUM ISSUES

If you have been affected by the recent issues some campgrounds are experiencing with Spectrum regarding the termination or possible termination of Wi-Fi service, OHI is working actively to find a nationwide solution. OHI is in the process of forming a coalition of the leading national hospitality and lodging associations also affected by this issue to increase our voice and our negotiating power with Spectrum. We have also tapped into the expertise of industry subject matter experts who have offered their guidance, which you can [read more about here](#).

PEDESTAL ISSUE AVERTED

In a great example of state and national association working together with a positive result, an issue in North Carolina that could have quickly expanded nationally, was averted when OHI and CARVC joined forces to contest an officials' interpretation of the National Electric Code 70 Article 551.71 (F) GFCI Protection as applied to Recreational Vehicle Pedestals and ultimately the outdoor hospitality industry was spared considerable cost and disruption. The interpretation required RV Parks in NC to modify the 30 and 50 -amp pedestal receptacles by adding a Class A GFCI device for any new or upgraded electric pedestals. The campgrounds that made the requested changes quickly found it just doesn't work. With this unnecessary change, the breakers trip almost immediately because the appliances used within the recreational vehicle can create leakage at the supply receptacle(s) that could exceed the limits of a Class A GFCI device. For the campgrounds in NC, this change resulted in newly installed or upgraded pedestals not servicing guests with electricity. As all outdoor hospitality industry professionals know, no electricity means no guests so multiple campground owners were either forced

to close or unable to open at all. The combined efforts of the state and national working together collectively resulted in the passage of a new law that states GFCI devices are only required for 125-volt, single-phase, 15 and 20-amp receptacles.

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

With less than a month to go before the 2024 Outdoor Hospitality Conference & Expo® in Oklahoma City, registrations continue to track ahead of last year. Don't delay and register for conference today!

<https://ohi.org/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/>

More on Spectrum▶



Another informative resource for campgrounds affected by this issue that we recommend watching is a recent townhall, hosted by Campground Views owner Mark Koep who was joined by TengolInternet's Stumberg and other industry experts from Access Parks, RV Park TV/It's All About Satellites, the Towne Law Firm PC and Smart Tech Consulting, as well as State Execs and members. The video can be viewed here.



WACO put out a survey in our last newsletter and we haven't recieved any responses! If we do get members with concerns, we will !encourage them to participate in OHIs survey, and pass our findings along to our board of directors!



TAKE SURVEY HERE!

MUSIC LICENSE



The discounted music licensing program offers WACO members music licensing. The open enrollment period for Hospitality Connection's 2025 discounted music licensing program will begin on October 1, 2024 and end on January 15, 2025. **No license can be secured outside of the license period.** Don't miss out on this unique opportunity to secure your music licenses – at our exclusive discounted rates – and help protect your park from liability and costly fines.



**UP TO 50%
DISCOUNT**

Annual Spend on Live and Mechanical Entertainment Costs	Annual Cost of License:
\$0-\$4,999.99	\$325.00
\$5,000.00-\$12,499.99	\$650.00
\$12,500.00-\$24,299.00	\$1,075.00
\$25,000.00+	\$1,575.00

ASCAP Music License Discounts up to 50%. 975,000 songwriters, composers & music publishers.
[View their catalog here.](#)

BMI IS ALSO AVAILABLE! CALL OR EMAIL OFFICE FOR MORE INFORMATION!



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DISCOUNT**

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DISCOUNT**



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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.](#)

ANNUALLY - \$1.50 PER SITE



ALLTRACK

Worry-free ability to play all of our music on an unlimited basis with one convenient annual blanket license.

[Catalog of songs available here.](#)

Annual Spend on Live and Mechanical Entertainment Costs	Annual Cost of License:
\$0-\$4,999.99	\$150.00
\$5,000.00-\$12,499.99	\$275.00
\$12,500.00-\$24,299.00	\$475.00

SITES	MONTHLY	ANNUAL
Less than 100	\$69	\$207
100-200	\$99	\$297
200+	\$139	\$417



Music License Facts At a Glance



We don't have live music in our park, so we don't need a license.

If you play recorded music for your guests, you need a music license. But there are many ways to obtain a license that fits the needs of your park.

FALSE

FALSE

We have to be licensed through all music agencies if we provide live music.

You can control the music your musicians play by letting them know the companies you are licensed with so they can design their set lists accordingly.

The only way I can be licensed to play music is through an association.

If you are only playing music in your camp store, club room, or office you can utilize a music subscription service. The business version of these services come with a license and is typically less costly than a standard license.

FALSE

TRUE

Your membership with Wisconsin Association of Campground Owners offers a discounted license for live music and recorded music, i.e. karaoke, 80's nights, luaus, special events, but you can also go direct to the music organization for a license.

There are many misconceptions surrounding the licensing requirements for music.

Hospitality Connections and Wisconsin Association of Campground Owners are here to help you make the proper licensing decisions to meet your needs. Email or give us a call to-day to renew your license or discover the right one for your park!

Check out the amazing options WACO is able to offer our members in terms of music licensing!

Hospitality Connections
care@hospitalityconnections.net | 610-767-5026

Wisconsin Association of Campground Owners
tina@seversonandassociates.com | danielle@seversonandassociates.com
lori@seversonandassociates.com
608-525-2327

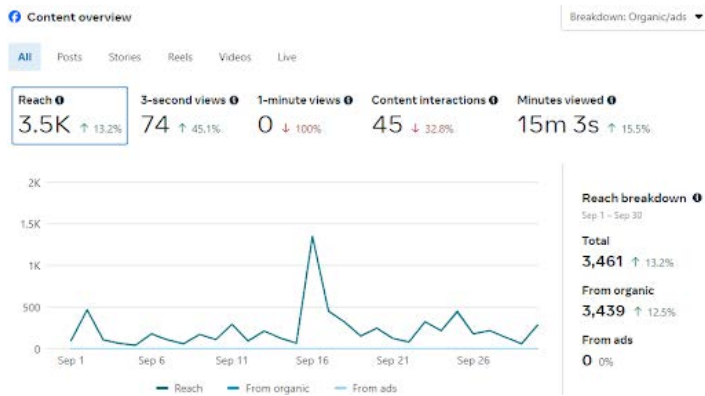


WACO Web Stats & Social Media Trends



Facebook/Instagram Insights - September
 FB Lifetime Followers: 10,399 (New way of reporting)
 IG Lifetime Followers: 602 (New way of reporting)

Last 90 Days FB



September IG



Top Posts in September 2024

Reach 30 **Impressions** 30 **Interactions** 2

September IG

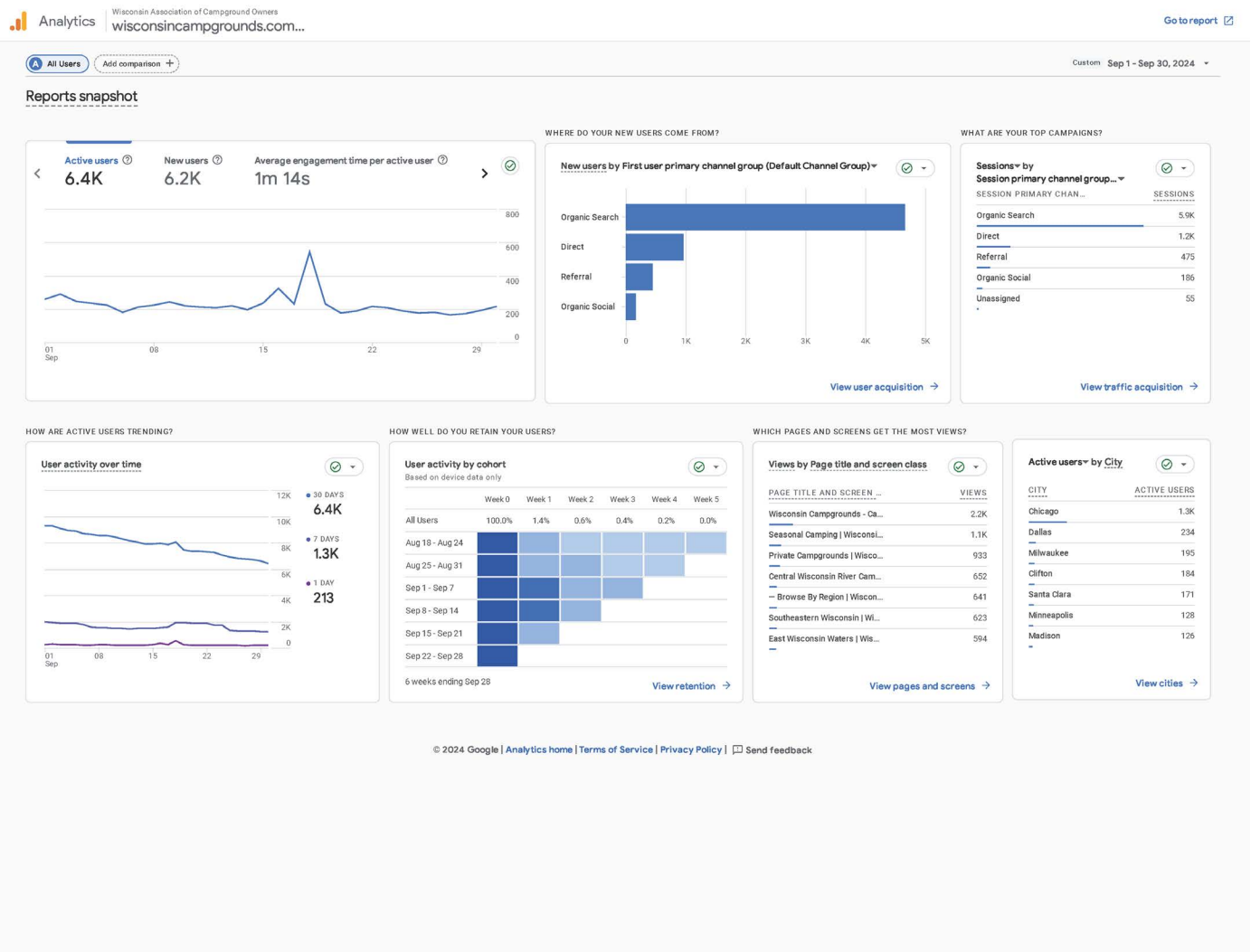


September FB

WACO Web Stats & Social Media Trends



September 2024 WEB MONTHLY SNAPSHOT



WACO Web Stats & Social Media Trends



YTD thru September 2024
Reflects July-Sept with new G4 Analytics

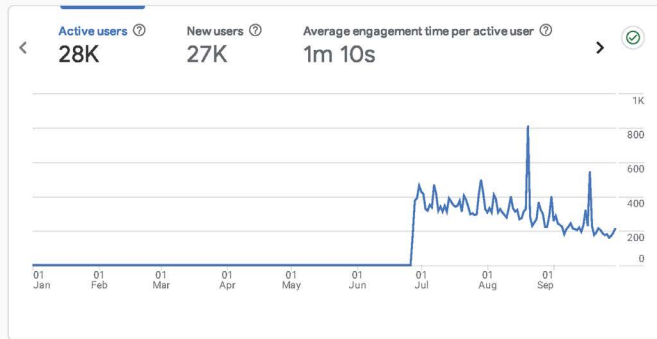
Analytics Wisconsin Association of Campground Owners
wisconsincampgrounds.com...

Go to report

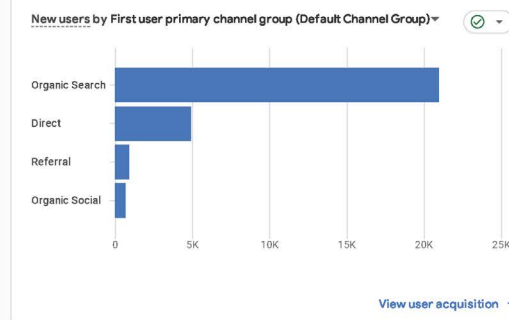
All Users Add comparison

Custom Jan 1 - Sep 30, 2024

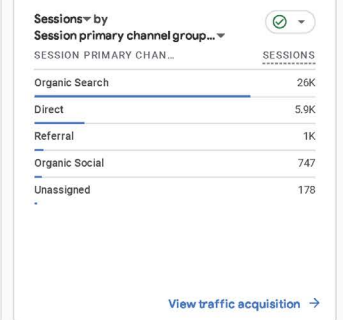
Reports snapshot



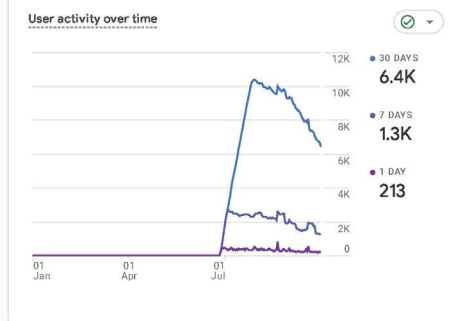
WHERE DO YOUR NEW USERS COME FROM?



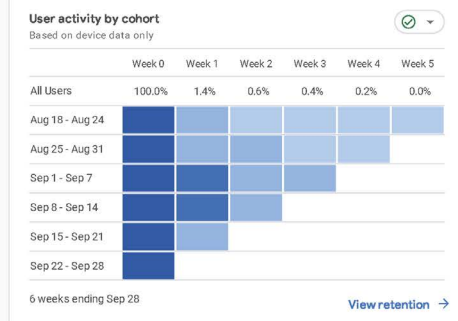
WHAT ARE YOUR TOP CAMPAIGNS?



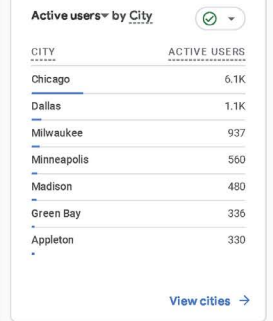
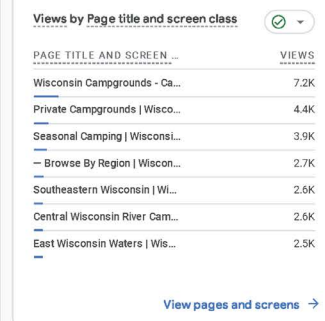
HOW ARE ACTIVE USERS TRENDING?



HOW WELL DO YOU RETAIN YOUR USERS?



WHICH PAGES AND SCREENS GET THE MOST VIEWS?



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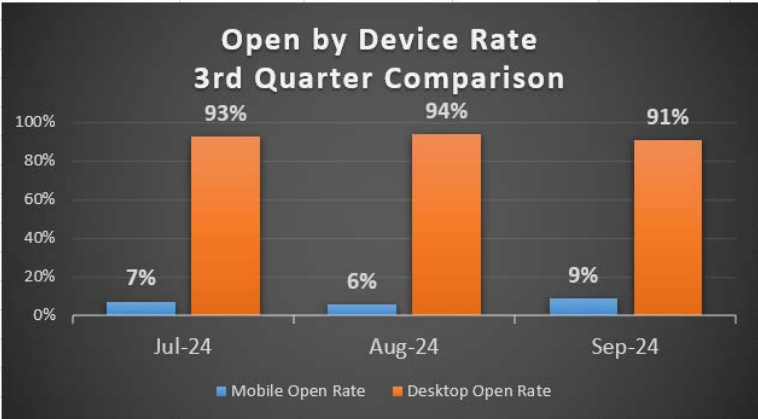
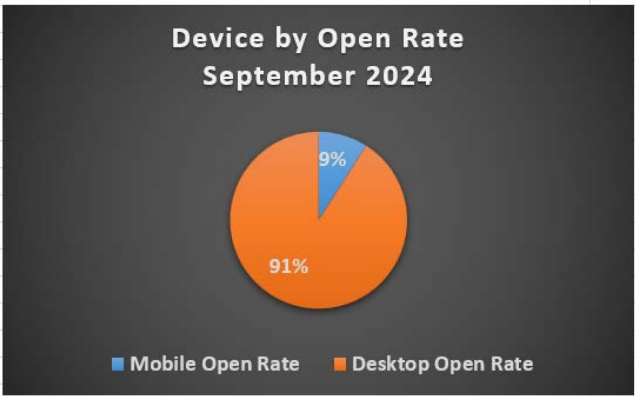
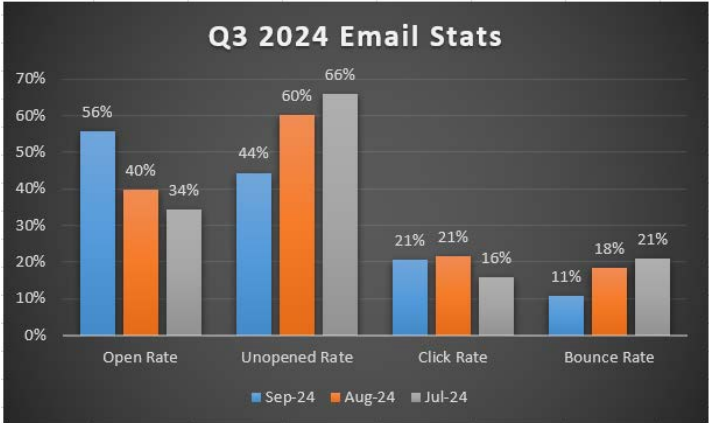
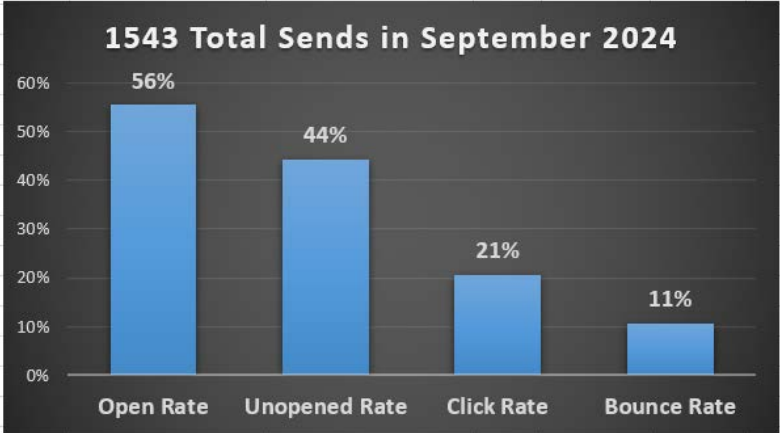
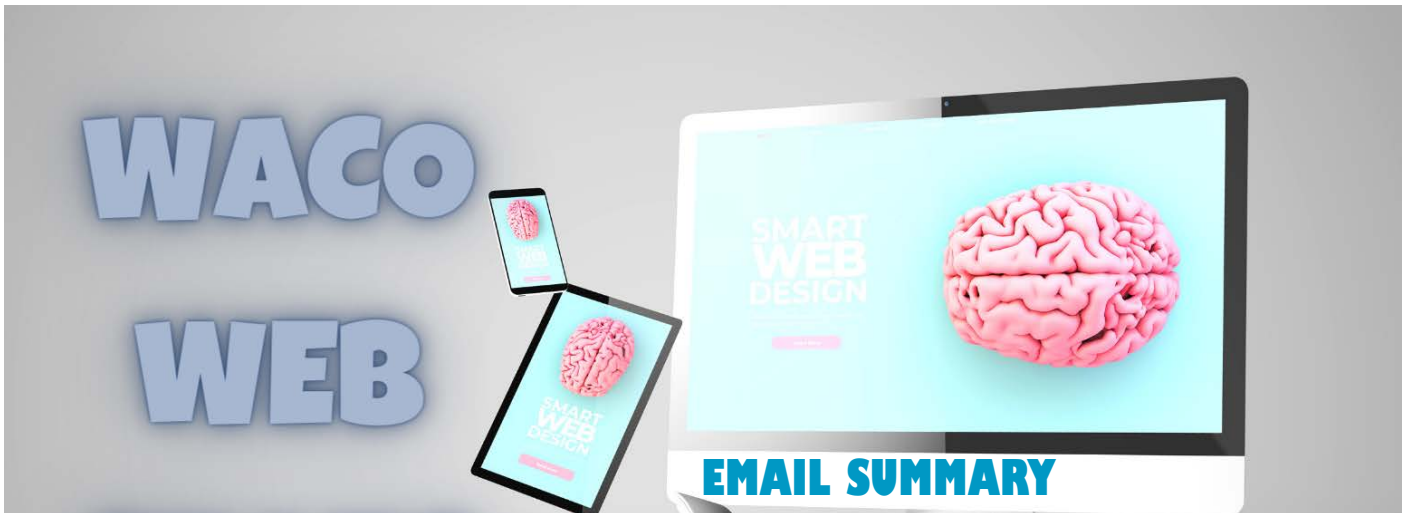
John Jaszewski | Owner/Broker - MN & WI
Campgrounds4Sale.com
724 E. Broadway | Winona, MN 55987
507-450-5626

john@campgrounds4sale.com | www.campgrounds4sale.com



A CAMPGROUND EMERGENCY RESPONSE PLAN SHOULD INCLUDE:

- **Communication:** Establish clear lines of communication with external emergency response teams and within the campground. Designate a communication center, assign roles, and regularly test communication equipment.
- **Evacuation plan:** Create multiple evacuation plans that account for different potential fire locations. Include maps with landmarks and site references, and identify potential hazards. Post evacuation plans in communal areas and give campers a copy when they check in.
- **Emergency contacts:** Create a list of emergency contacts, including local authorities and medical services. Ensure everyone in the group has access to the list.
- **Roles and responsibilities:** Assign specific roles to individuals, such as first aid and emergency equipment.
- **First aid:** Have a first aid kit on hand and basic first aid skills.
- **Scenario-specific plans:** Have plans for specific scenarios, such as severe weather, active shooter situations, and sheltering in place.
- **Review and update:** Review and update the plan annually, and make sure staff are aware of it.



Top Emails by Open Rate for September 2024

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
2024 Fall Workshops - REGISTER NOW	260	152	65.50%	14.00%	86.00%	39	16.80%
WCA Event 2024 - Volunteers Needed	259	150	64.90%	9.30%	90.70%	4	1.70%
2024 Fall Workshops October - REGISTER NOW	259	142	61.50%	8.20%	91.80%	23	10.00%
September 2024 WACO Newsletter	506	279	61.30%	10.70%	89.30%	93	20.40%
Winter Availability & Dues Reminder	259	135	58.70%	3.10%	96.90%	18	7.80%



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or email brian@sepub.com

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MORE REVENUE.**



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- Water Hydrants & Meters
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Wisconsin Rapids, WI 54494

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GBF Member Donations 2024



TOTALS FOR YEAR

(As of 10/28/24)



Campground	Total Funds Raised
Great River Harbor	\$43,587
Duck Creek	\$24,255
Rustic Ridge Resort	\$11,665
Wilderness Campground	\$11,425
Huckleberry Acres	\$10,429
Stoney Creek	\$8,435
Grand Valley Campground	\$8,198
Kinney Lake Campground	\$7,925
Snug Harbor	\$5,185
Buckhorn Campground & Resort	\$5,005
Vista Royale Campground	\$5,000
Pride of America	\$4,679
Rivers Edge	\$4,185
Emrick Lake Campground	\$3,680
Maple View Campsites	\$3,547
Wishing Well Campground	\$3,024
Chapparral Campground	\$2,505
Champions Riverside Resort	\$2,275
Hitts Wildwood Resort	\$2,270
O'Neil Creek Campground	\$2,245
Jellystone Fort Atkinson	\$2,164
Buffalo Lake	\$1,851
Lake Arrowhead	\$1,519
Timber Trail	\$1,400
Green Lake Campground	\$1,385
Evergreen Campsites	\$1,125
Yukon Trails / ELS	\$795
Lake Lenwood Beach and Campground	\$500
Arrowhead Campground	\$460
Sky High Campground	\$395
Dells Camping Resort	\$355
TOTAL FUNDS RAISED	\$181,468

THANK YOU
FOR YOUR
CONTINUED
SUPPORT OF
THE GILBERT
BROWN
FOUNDATION!

If you still have
funds to turn
in, please do
so ASAP so
we can plan
accordingly for
"Thank you's"
at our upcoming
Convention in
March!

REVIEW
THIS LIST
AND MAKE
SURE WE'VE
GOT YOUR
TOTAL LISTED
CORRECTLY
TOO PLEASE!



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
715-335-6860
2024-2027 1st Term



Bud Styer, Past President
Red Barn Campground
mrbud@budstyerassociates.com
608-592-2128
2024-2025



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



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



Kristi Mlodzik, 3rd Vice President
Duck Creek Campground
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608-429-2425
2021-2024 1st Term



Julie Michaels, Treasurer
Scenic Ridge Campground
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2022-2025 1st Term



Deneen Pedersen, Secretary
Stoney Creek RV Resort
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2021-2024 1st Term



Patricia Lombardo, Director
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2022-2025 2nd Term



Christina Kornetzke, Director
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Christina_Kornetzke@equitylifestyle.com
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2023-2025 1st Term



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2023-2025 1st Term



Tiffany Pargman Director
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2022-2025 1st Term



Lea Ann Gieck, Director
Skillet Creek Campground
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2024-2027 1st Term



Ben Stefan, Director
Grand Valley Campground
info@grandvalleycampground.com
920-369-6393
2024-2027 1st Term



Jim Button, OH Representative
Evergreen Campsites and Resort
evergreencampsites@gmail.com
920-622-3498



Adam Malsack, Chair Elect
Legislative
Lake Arrowhead Campground
adam@lakearrowheadcampground.com
920-295-3000
Appointed Term 2016-2023



Lori Severson, Executive Director
Severson & Associates
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