

# WACO NEWS



## November



### LETTER FROM THE EXECUTIVE DIRECTOR

Lori Severson, Executive Director of WACO



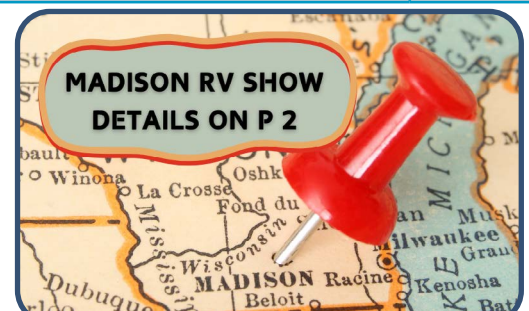
Dear Members,

As we reflect on the year, it's the perfect time to express our gratitude for the tireless efforts of campground owners. You dedicate countless hours to ensuring your spaces are havens for relaxation and community while navigating the complexities of running a successful business. Can you imagine doing all it takes to run your business without each other's support? This association means a lot more than just an organization to many of us. Many of you have childhood memories that include this organization. We have had the privilege of watching your children grow and, in some cases, become owners themselves. Ben (Grand Valley) is now on your WACO board, and just yesterday, he was trying his best to make Kids Kamp better. Lisa still says she would have never made it without him!

This organization is more than facts, information, and discounts. It's family. So many of you have dedicated pieces of your lives to this organization, like your parents before you! It's a rich culture that we will never forget. Being a part of a family takes work and effort. The dynamics are real, and the challenges are many, but at the end of the day – we are WACO strong. Today, that's a big deal. Look to other State organizations and see how one little change

### INSIDE THIS ISSUE

LETTER FROM YOUR E.D.	1
A WORD FROM OUR PRESIDENT	4
MADISON RV SHOW	2
MEMBER BENEFITS & MUSIC LICENSE	5-7, 18-19
DEPT FALL WORKSHOP HIGHLIGHTS	8-15
OHI UPDATE (ARVC)	16
RVIA UPDATES	17
SOCIAL MEDIA & WEBSITE	20-22, 24
MEMBER REMINDERS	23
GBF UPDATES	26
BOARD OF DIRECTORS	27



in leadership, one issue that seems so big, and in reality, isn't, can stunt or destroy an organization. Please recognize the board members who tirelessly give their time and efforts to ensure we are solvent, not only in dollars but in SENSE! We all know that families go through things together, and the great ones figure it out. My mom used a phrase that I try hard to remember. Ultimately, it doesn't matter who is right or wrong they are family. (By the way, I was always right, but I did listen to Mom!)

Please know that, for the most part, our members and Board members try to do their best. They do what they think is right for the organization, not their individual campground. I'm saddened when I look at

States we benchmarked against for years, to see where they are today. When they choose not to renew, members say, "Don't take it personally; it's not you." It is personal – it's personal to every one of us. Don't ever let a person or one issue cause you to lose what we have here! It's too good!

Can you imagine dealing with the burdens of handling regulations, zoning laws, and compliance with agencies like the DSPS (Department of Safety and Professional Services), DATCP (Department of Agriculture, Trade and Consumer Protection), and local zoning boards by yourself? It's so much information and details to learn and understand yourself. I've had multiple campground owners tell me things they never experienced who have been in the business for generations.

Thanks to all your efforts, we have a pretty great team! You might not be on the board, and you may never run, but I can tell you that if I ask for help, my members are right there! Every single time! You need to pat yourself on the back and know that we recognize that you are always available to help. You have no idea how amazing it is to get that text telling you, "This workshop was great." "Thanks so much for all you do." Trust me, I share them with the staff, and you are appreciated more than you know! During this holiday season, please thank the people who chose to sit on the board, who took the hard jobs and the criticism so we don't have to, and who can focus forward. These people are in the bus, pushing and pulling to make it run when we have an issue. Scott, thanks so much for driving! CAMP asks me all the time what our secret to success is. It's simple for all of you: asking the questions when you have them, putting in the work to gently help people understand the entire story, and being willing to help whenever you are called upon. We are Wisconsin strong.

I do think, from attending all the conferences, OHI, KOA, and RVIA in the last few weeks, that we are going to have to make some changes to our marketing. I think people are now fully aware of other vacation options.

## 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!**



Cruises have become unbelievably affordable, and major theme parks are reimagining their experiences, and we have to do the same. It's truly time to go back to the basics. Looking ahead, it's essential to take your marketing game to the next level to stay competitive and thrive.

#### **START PLANNING NOW FOR NEXT SEASON BY:**

- 1. Enhancing Your Online Presence:** Update your website, create engaging social media campaigns, and showcase testimonials.
- 2. Offering Early Booking Incentives:** Give guests reasons to secure their spot early with discounts or special perks. Be sure to advertise your specials. Use the RV shows WACO distributes at. Carla is always looking for certificates and giveaways for the shows, and this is a great way to fill your shoulder seasons. If you have ancillary income you can earn, put a camper on the site!
- 3. Focusing on Unique Experiences:** Plan themed weekends, add new amenities, or revamp existing activities to attract returning visitors. Create those memories. That's what it's all about. Look for the next new thing, or do more of what's working!"
- 4. Use WACO's Programs:** Use the printing, distribution, and Madison show discounts to get the word out about your campground. This year, especially when shows overlap, it's so important to be present in both markets if you pull guests from both markets. Jump in the distribution program to help solve the problem!
- 5. WACO Benefits:** Be sure to understand all our new benefits. Check them out on our members-only page. These will help you save money! All



the little things add up. The Bear Factory offers 10% off your order, Glitter Tattoos is 30% off, and oriental trading is 20% off. Just those little things can add up. Check your music license. Know what you need. If you joined OHI, your license is good through 2025.

***WACO also has licenses through Hospitality Connections, a group formed by CAMP members to pool discounts together.***

- Pricing Here: <https://files.constantcontact.com/9dbf191d901/0d32d00a-e960-4d93-91cc-34ee6576d6f2.pdf>
- Sign up here: <https://lp.constantcontactpages.com/sv/u2ZFgeL/musiclicense>

Connecting with your local community can also elevate your campground's impact. Schedule meetings with local leaders and organizations to build partnerships that benefit everyone. Community events, joint marketing efforts, and local sponsorships create goodwill and drive traffic.

Campground owners are the backbone of an industry that brings families together, fosters new friendships, and offers countless memories. Thank you for your passion, perseverance, and commitment to making a difference. Together we can make 2025 the best season ever!

*Lori*

Lori Severson, Executive Director of WACO  
Champions Riverside Resort

# A Word from the President

Scott Kollock, WACO Board President



Dear Members,

For the most part, our 2024 season is in the books. The team at the WACO office has been pretty busy putting together the directory, selling ads, pulling together benefits, and going to other conventions. I attended OHI personally, and it was a fine show with good networking and information flow. It's great to see Wisconsin so well represented. Thank you to Bert Davis, who served on that board, and Jim Button, the new Chair! Your dedication and hard work is appreciated.

The office has attended OHI and reported with new vendor relationships and fresh ideas. OHI provides solid data to help us all run our businesses better.

The office reported that KOA's convention was robust, but the numbers were slightly down, not in campgrounds, but number of people attending. They preferred vendors, and the show was full. Camper nights looked to be slightly down or even with last year. They always provide some great data to share with campground owners.

RVIA announced to the select group of attendees from States that they will have economic impact numbers available that drill down to the county and the town. This is a huge breakthrough for the industry. Look for more on this soon. I think the girls were basically back for Thanksgiving, then on to the Campground Owners Expo. It's great to gather information from other associations so we can be the best Wisconsin we can be.

If you can go to OHI, a franchise event, or another state convention - do it. You can always learn something to take back and make your park better.

It's budget time again, so if you have ideas, please let a board member know.

We will work hard this year to get creative with advertising to get people camping in Wisconsin. We have explored several new distribution channels we will experiment with this year, so be sure you are in the directory and the printing program. The more people who join the program, the cheaper it is!

Our December board meeting is on the 17th at 10 a.m. at Moosejaw, in their basement meeting room at 110 Wisconsin Dells Pkwy S, Wisconsin Dells, WI 53965. As always, you are welcome to attend.

Stay warm, everyone, and keep watching for Convention updates!

*Scott*

Scott Kollock,  
Board President of WACO,  
Vista Royale Campground

## BOARD MEETING



110 WISCONSIN DELLS PKWY S,  
WISCONSIN DELLS, WI 53965



Congrats to Jim Button for winning the "Unity Through Generosity" Award and becoming the next OHI Board Chair!



Paul Bambei, OHI President & Owner and Jim Button, Evergreen Campsites & Resort Owner



WACO MEMBERS ENJOYING THE OHI OUTDOOR HOSPITALITY CONFERENCE & EXPO®

## MEMBER SAVINGS PROGRAM



[CLICK HERE TO SEE: "SAVINGS 4 MEMBERS" MEMBER SAVINGS PROGRAM \(MSP\)](#)

Find direct access to benefits for cell service, check guarantee, credit card processing, fuel, payment collections, rental vehicles, shipping, waste & recycling and more.

These discounts are made available through your WACO membership and are in addition to the programs on this webpage.



# BACKGROUND checks

tenantAlert!

\$34.95

\$24.95

A GoodEmployee.com

## DO I NEED BACKGROUND CHECKS AT MY PARK?

Camping can be a fun and enriching way to enjoy time in the great outdoors and operating a successful campground is dependent on keeping things safe. You want every camper to have a great experience at your campground, which is why it's crucial to consider the safety and security of your guests and staff above all else. You're doing your best to protect your campers and your business. You have a well-trained staff. You have emergency procedures in place. But there may be a gap in your business plan! [READ FULL ARTICLE HERE.](#)

FOR GUEST SCREENING: [visit TenantAlert.com/hospitality](https://tenantalert.com/hospitality)

FOR EMPLOYEE SCREENING: [visit aGoodEmployee.com/Hospitality](https://agoodemployee.com/Hospitality)

- [Background Check Info Flyer](#)
- [Employee Background Checks Are Essential](#)
- [Should Campgrounds Require a Background Check?](#)
- [Why Should I Run a Background Check on a camper?](#)
- [About Background Checks \(info article\)](#)



Severson  
& ASSOCIATES

A woman-owned business, offering a wide range of marketing, promotional, and training options to meet your needs, big or small!

PO Box 228 | N22676 HWY 53 | Ettrick, WI 54627  
(608) 525-2323 | [tina@seversonandassociates.com](mailto:tina@seversonandassociates.com)

Royalle R.V.

8025 ISHERWOOD RD.  
BANCROFT, WI 54921  
715-335-6860

Central Wisconsin's Park Model Authority



## MEMBER BENEFITS & DISCOUNTS WITH HOSPITALITY CONNECTIONS

Members of the **Wisconsin Association of Campground Owners**, your association is working for **YOU!**

Saving on products and services from a variety of companies are available for you through **WACO's** affiliation with **Hospitality Connections**. See the participating providers below and click the links for more information or enrollment.

**Here are direct links to learn and directly enroll in a few of the more popular companies and programs including the HC Member Savings Program.**

**[Click here for ALL participating companies!](#)**

### **AT A GLANCE:**

**[Ferrellgas](#)**

**[Batteries Plus](#)**

**[Exxon](#)**

**[Discount Tire](#)**

**[Ace Hardware](#)**

**[UPS](#)**

**[Waste Focus](#)**

**[Staples](#)**

**[Alliant Business Insurance](#)**

**[Credit Card Processing](#)**



We all need to send our guests emails, social ads, & use SMS marketing. Why not collect the data in one location that gives you reporting information, open stats and gives your campers the option to opt-out, keeping you in line with the CAN-SPAM act?

**Constant Contact is available to our WACO members at a 25% discount!**

### **CLICK THE LINKS BELOW FOR MORE INFORMATION**

- [Constant Contact Info Flyer](#)
- [Constant Contact Services at a Glance](#)
- [Info for learning about Constant Contact \(with link to webinar\)](#)
- [Info on Plan Offerings](#)
- [Return on Investment \(ROI\) with links to product tours, how to create an email, and how to grow your email list](#)



**SALES • SERVICE • RENTALS**  
**1-800-465-4495**  
**www.jimsgolfcars.com**

Club Car





## SEPT FALL WORKSHOP THANK YOU TO OUR HOSTS! Frontier Wilderness



*Thank  
You*

**FOR BEING SUCH  
AMAZING HOSTS!**

We appreciate the coffee and donuts at registration, the time you took to share your park and the rates you extended to our members for their stays! Unique features at this member's campground included an indoor pool, mini golf and screened in gazebo with one of their cabins.





Thank  
You

## SEPT FALL WORKSHOP THANK YOU TO OUR SPEAKERS!

### Speaker Takeaways:

- Jim Kaplanek, DATCP, Section Manager let us know they are reviewing lodging code and WACO has sat in on the conversation. Watch for structured fee with criticality in place!
- Retail Food Establishment, ATCP 75 - BIGGEST foreseeable change: Requirement for Certified Food Protection Manager to be **ONSITE AT ALL TIMES** when the facility is open. FDA has done studies and shown through inspection data that those with a CFPM onsite have a 50% REDUCTION in violations. Right now, it's only a requirement to have just one Certified Food Manager available - the CFPM doesn't have to be there onsite at all times. That will be a big discussion! Would look like a 1-day class, same as ServSafe - things to keep in mind when training/hiring!



LENNY KANTER - UDC FROM DSPS

### MOST IMPORTANT TAKEAWAY:

If you are building new lodging and require inspection, **FIRST CALL YOUR LOCAL MUNICIPALITY**. If they are not able to assist or have previously opted-out of conducting such inspections, **GET THAT IN WRITING**, then you can reach out to Jerry Anderson! It is **REQUIRED** that you show proof you attempted to have the local municipality conduct the inspection/plan review first!

JEFF CRIDER, CONTENT CREATOR



## SEPT FALL WORKSHOP THANK YOU TO OUR SPEAKERS!

*Thank  
You*

### PRESS RELEASE TAKEAWAYS, WAYS TO GET PR:

- Ask for a news director - or planning editors - or ask for an assignment editor
- Explain it like you're talking to your Mother or Grandmother - just a couple sentences that explain it all - things like "we're putting in 50 additional sites between now and 2025"
- HAVE A Press Release ready
- MORE NEWSWORTHY to be on the front end vs. the back end - so tell them about the project beforehand not after its over.
- And then you've built a report once you know the reporter





## SEPT:TUES

### Harbour Village & Tranquil Timbers



Thank  
*You*

**FOR OPENING  
YOUR PARKS TO  
OUR MEMBERS!**



TRANQUIL TIMBERS — CAMPGROUND —	
2024 THEMED WEEKS	
May 10-12	Mother's Day & Welc
May 17-19	Enjoy Door County
May 24-26	Memorial Day Weeker
May 31-June 2	Enjoy Door County
June 7-9	Magical Weekend
June 14-16	Father's Day Game Week
June 21-23	Wet, Wild, & Fun Weekend
June 28-30	Celebrate Jubilee & Me We
July 4-7	Enjoy Door County
July 12-14	Jack Frost Jub
July 19-21	Retro G
July 26-28	
August 2-4	
August 9-11	
August 16-18	





## SEPT FALL WORKSHOP

THANK YOU TO OUR HOTEL & DINNER HOST!

**Beach Harbor Resort**



*Thank  
You*

**FOR BEING SUCH  
AMAZING HOSTS!**



**We appreciate the amazing  
storytelling from our host, the  
authentic Door County Fish Boil, and  
the incredible sunsets overlooking  
the harbor!**





132

Fish Creek  
CAMPGROUND & RV  
DOOR COUNTY, WI

SEPT:WED

Fish Creek & Wagon Trail



WAGON TRAIL  
RESORT & CAMPGROUND



Thank  
You

FOR THE TOURS &  
YOUR TIME!





**SEPT:WED**  
**Beantown & Baileys Grove**



Thank  
*You*  
**FOR THE TOURS &  
YOUR TIME!**



Thank  
*You*

**SEPT FALL WORKSHOP  
THANK YOU TO OUR  
SPEAKERS!**



**Speaker Takeaways:**

- Mark Hazelbaker, WACO's Attorney, said there was a success with using the DOTs form for abandoned RVs! He also made our office aware of a form update. While we are happy to see a successful situation, we will continue pursuing legislative changes for abandoned RVs as this new form clearly states **LANDLORD** everywhere. The WACO office will keep you posted on this legislation and more after the beginning of the year!

**LOOK**

**for more Fall Workshop  
Updates in our December  
newsletter!**



# UPDATES

## OHI Update-November 2024

### **OHI® Membership Dues for 2024-25 Due December 1**

Wisconsin RV parks and campgrounds have a choice this year to join the state association (WACO), the national association (OHI) or both. Your business and the industry are stronger when you choose both.

For Wisconsin members interested in retaining their OHI® national membership, your dues are due December 1 and are payable directly to OHI.

Benefits that come with OHI membership include best-in-industry pricing on products and services such as music licensing, propane and more, along with numerous professional development and networking opportunities. OHI also leads advocacy efforts in Washington DC for RV parks and campgrounds.

Invoices have been sent electronically (via email) and via USPS, and can be paid electronically via your member portal on [OHI.org](https://www.ohi.org) or by sending a check or ACH to OHI directly. For questions about your membership and the benefits you receive, contact the OHI membership team at [ohi-membership@ohi.org](mailto:ohi-membership@ohi.org).

### **Wisconsin's Button Elected Chair of OHI® Board of Directors**

Jim Button, owner of Evergreen Campsites & Resorts in Wild Rose, Wis., was voted by board members to be the new chair of OHI's Board of Directors for the 2024-25 term.

### **New members elected to the OHI Board were:**

- Rafael Correa – Chief Financial Officer, Blue Water
- Lisa Courtney – Director of Operations, Camp Jellystone
- Mike Gurevich – Campground Owner, Cherry Hill Park
- Jeff Hoffman – President, MHD Corp/Sandusky KOA Ohio
- Ashley Migliaccio – Assistant Operations Manager, Hidden Acres Family Campground
- Sam Mueller – Owner, Forest Haven RV Park
- Cathy Reinard – Owner, Gilboa KOA
- Glen Williamson – CEO, Two Creeks Campground

### **OHI® Awards of Excellence Announced; Wisconsin's Button Honored**

The 2024 OHI® Awards of Excellence were announced on Nov. 5 at the Outdoor Hospitality Conference & Expo® in Oklahoma City. The Awards of Excellence are peer-reviewed and judged. Award recipients are industry treasures—constantly elevating standards through innovative, forward-thinking practices.

More than 20 awards were presented to the best campgrounds and individuals making a difference in the outdoor hospitality industry—among them, Wisconsin's Jim Button, who was honored with the prestigious Unity Through Generosity Award.



OHI® Announces Partnership with Spot2Nite to Power GoCampingAmerica.com

As part of OHI’s continual effort to maximize exposure and profitability for its active membership of 3,300 and growing throughout the U.S. and Canada, the national organization has selected Spot2Nite, the leading software designed for seamless outdoor accommodation reservations, to power the booking engine behind GoCampingAmerica.com.

“Our partnership with Spot2Nite enhances the GoCampingAmerica.com experience, making bookings easier for campers while driving revenue for our members,” said Paul Bambei, OHI President and CEO. “This integration supports our mission to help member parks thrive and offer campers seamless access to our member parks when they are planning their next outdoor adventure.”

While GoCampingAmerica.com has always provided a database to help campers research RV parks, campgrounds, and glamping resorts, this integration with Spot2Nite now provides instant booking capabilities – lowering the barrier of entry to campers by avoiding website redirects and offering the most efficient way to find and instantly book the perfect RV site, lodging, tent site, or glamping rental, while simultaneously driving revenue for listed OHI-member properties.

Spot2Nite’s technology leverages application program interface (API) connections with top property management systems (PMS) to display real-time campsite availability and pricing, as well as advanced search preferences, including filters for RV equipment, amenities, and experiences – all of which will be available on the revamped GoCampingAmerica.com.

OHI member properties utilizing a PMS that is integrated with Spot2Nite, including Checkfront, Firefly Reservations, Good Sam Campground Solutions, Indio, MYSites, Newbook, Premier Campground Management, ResNexus, ResortForward, RezExpert, RMS, RoverPass, and Staylist, can now receive instant bookings directly on GoCampingAmerica.com. OHI member operators utilizing a PMS that is not integrated with Spot2Nite can continue to drive traffic through a website redirect.

RVIA: RV SHIPMENTS TOP 30,000 IN OCTOBER



"This latest shipment report shows that overall, the RV industry continues to make moderate, steady gains and we are on track to surpass last year’s shipment totals,” said RV Industry Association President and CEO Craig Kirby. "As we head into the holidays, it is encouraging to see RVing remains a popular travel option, with 21 million Americans expected to go RVing this holiday season and share the joys of time together with family and friends."

	OCT 2023	OCT 2024	YOY Last Year	YTD 2023	YTD 2024	YOY To Date
Towables						
Travel Trailers (ALL)	19,744	22,213	12.5%	174,257	204,514	17.4%
Travel Trailers - 5th Wheel	4,434	4,963	11.9%	45,640	46,587	2.1%
Folding Camping Trailers	333	317	-4.8%	4,123	3,370	-18.3%
Truck Campers	314	273	-13.1%	3,166	2,786	-12.0%
All Towable RVs	24,825	27,766	11.8%	227,186	257,257	13.2%
Motorhomes						
Conventional (Type A)	780	560	-28.2%	8,438	5,729	-32.1%
Van Campers (Type B)	873	735	-15.8%	10,379	7,072	-31.9%
Mini (Type C)	1,893	1,534	-19.0%	20,489	16,949	-17.3%
All Motorhomes	3,546	2,829	-20.2%	39,306	29,750	-24.3%
Total RV Shipments	28,371	30,595	7.8%	266,492	287,007	7.7%

# 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!**



**UP TO 20%  
DISCOUNT**

**SESAC Music License Discounts up to 20% and access to over 1,000,000 songwriters, composers, and music publishers!**  
[Repertory available here.](#)

**UP TO 20%  
DISCOUNT**



**GLOBAL  
MUSIC  
RIGHTS**

**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: 10,388 (-11 from Sept)  
 IG Lifetime Followers: 606 (+ from Sept)

## Last 90 Days FB



## September IG



## Top Posts in October 2024

Reach ● 30    Impressions ● 30    Interactions ● 2

## October IG



## October FB

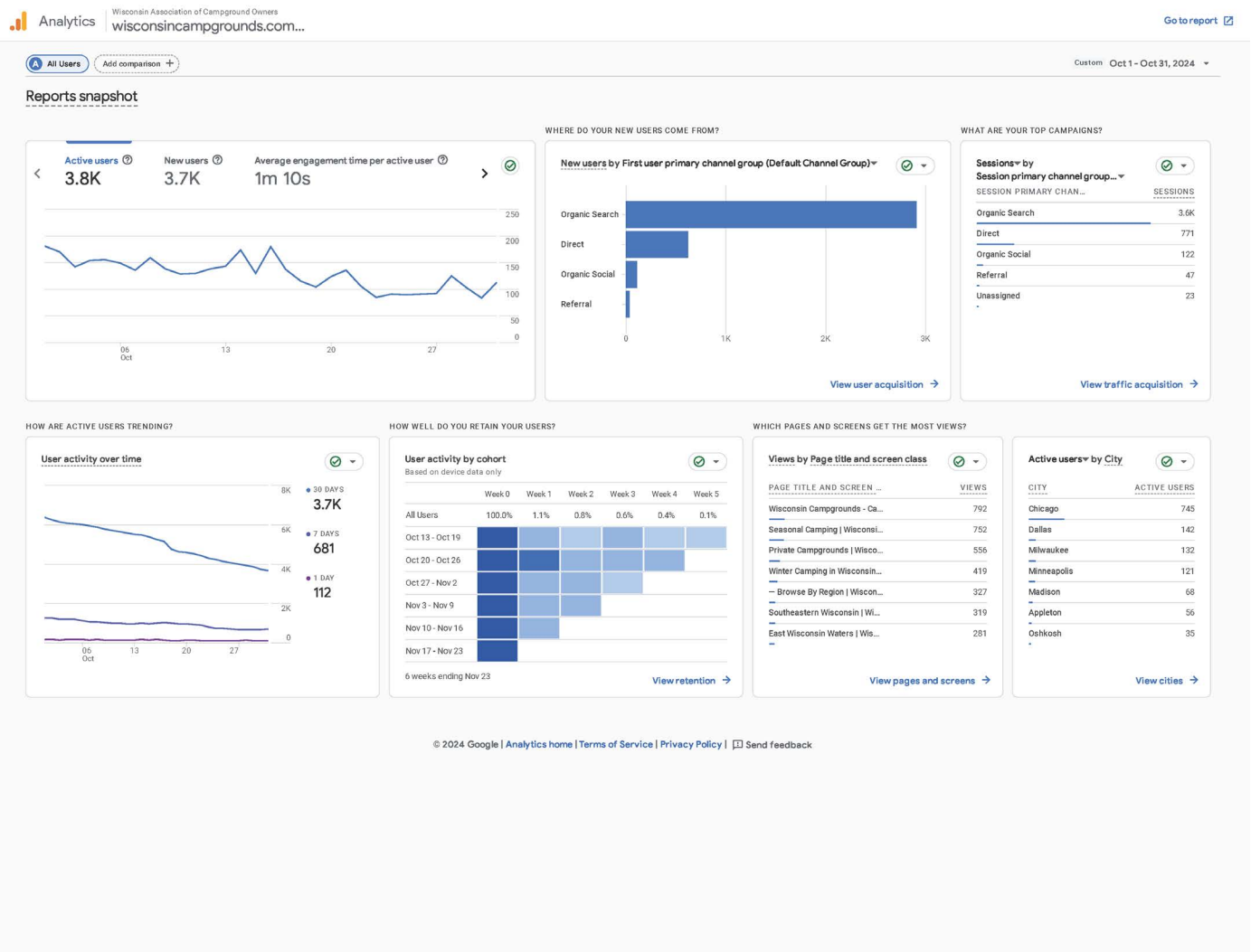




# WACO Web Stats & Social Media Trends



## October 2024 WEB MONTHLY SNAPSHOT



# WACO Web Stats & Social Media Trends



**YTD thru October 2024**  
**Reflects July-Oct with new G4 Analytics**

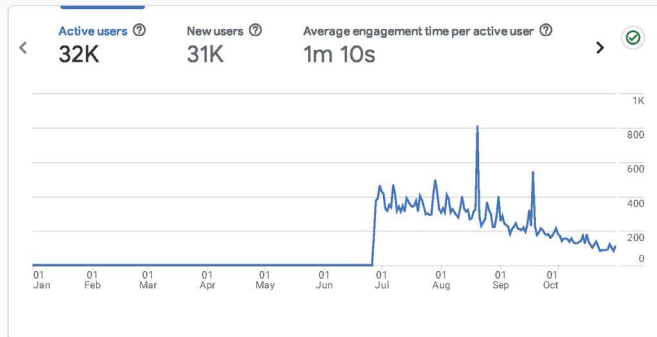
Analytics Wisconsin Association of Campground Owners  
wisconsincampgrounds.com...

Go to report

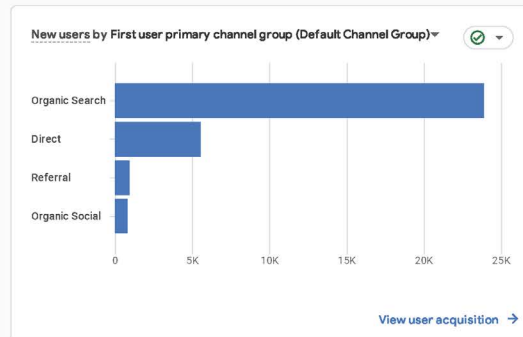
All Users Add comparison

Custom Jan 1 - Oct 31, 2024

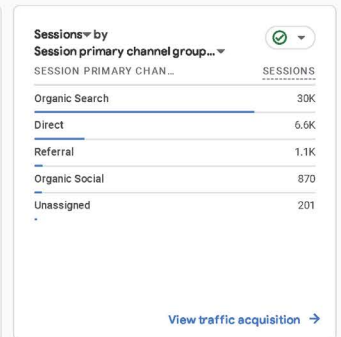
## Reports snapshot



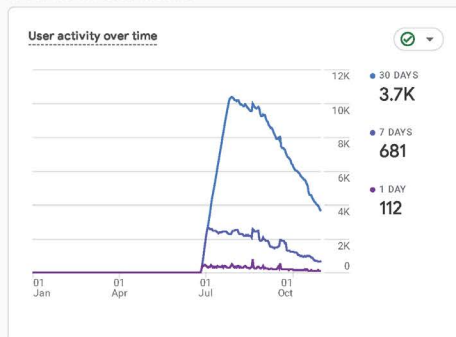
## WHERE DO YOUR NEW USERS COME FROM?



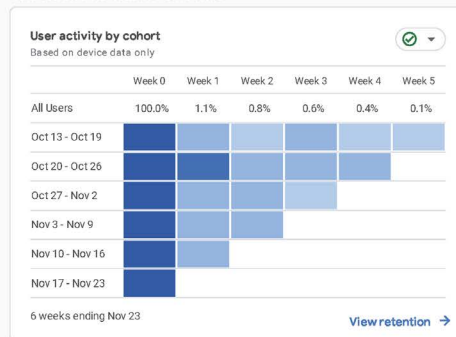
## WHAT ARE YOUR TOP CAMPAIGNS?



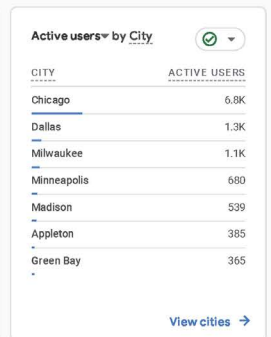
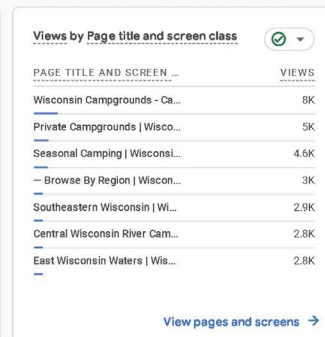
## HOW ARE ACTIVE USERS TRENDING?



## HOW WELL DO YOU RETAIN YOUR USERS?



## WHICH PAGES AND SCREENS GET THE MOST VIEWS?



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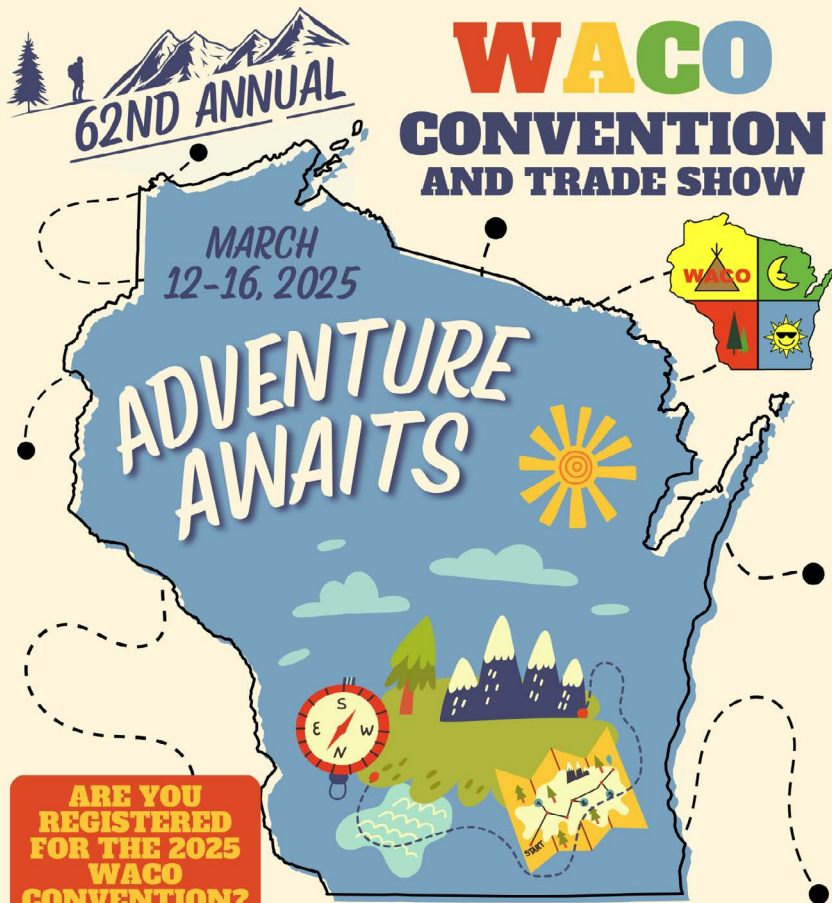


**John Jaszewski | Owner/Broker - MN & WI**  
**Campgrounds4Sale.com**  
**724 E. Broadway | Winona, MN 55987**  
**507-450-5626**

**john@campgrounds4sale.com | www.campgrounds4sale.com**



WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS



## ATTENTION MEMBERS:

WE KNOW WINTER MONTHS MAY mean some rest and reset for all of you - and it's much needed and DESERVED! As a reminder, we want you to take advantage of opportunities regarding the PRINT PROGRAM, the DIRECTORY PROOFS, and CONVENTION REGISTRATION.

It's important to note that YOU MUST BE A PAID MEMBER for your listing to be included in the Directory. We do have a handful of members that have NOT YET PAID. Be sure to confirm your dues are current by emailing [office@wisconsincampgrounds.com](mailto:office@wisconsincampgrounds.com) if you're concerned!

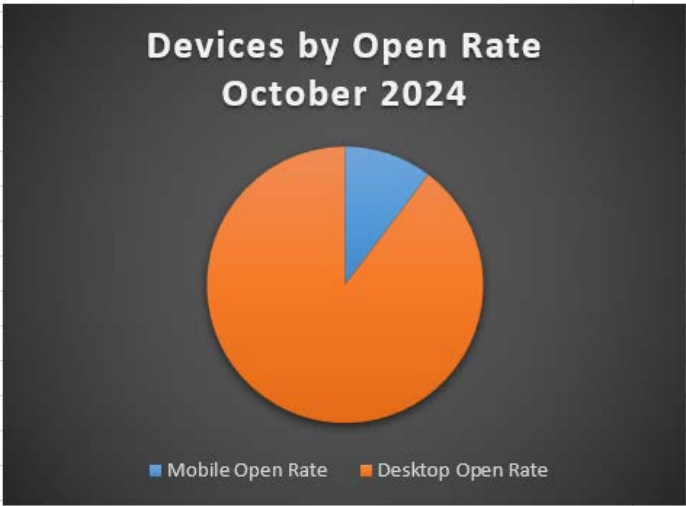
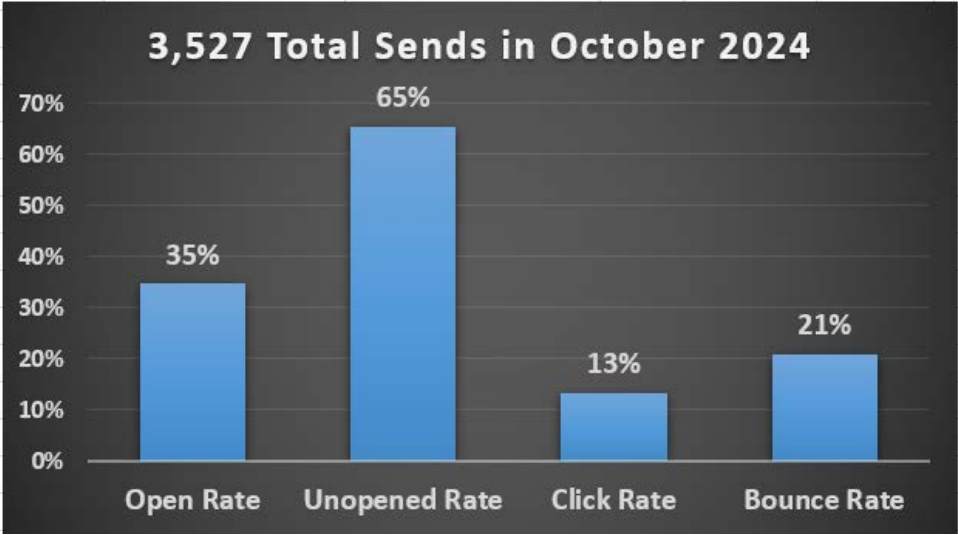
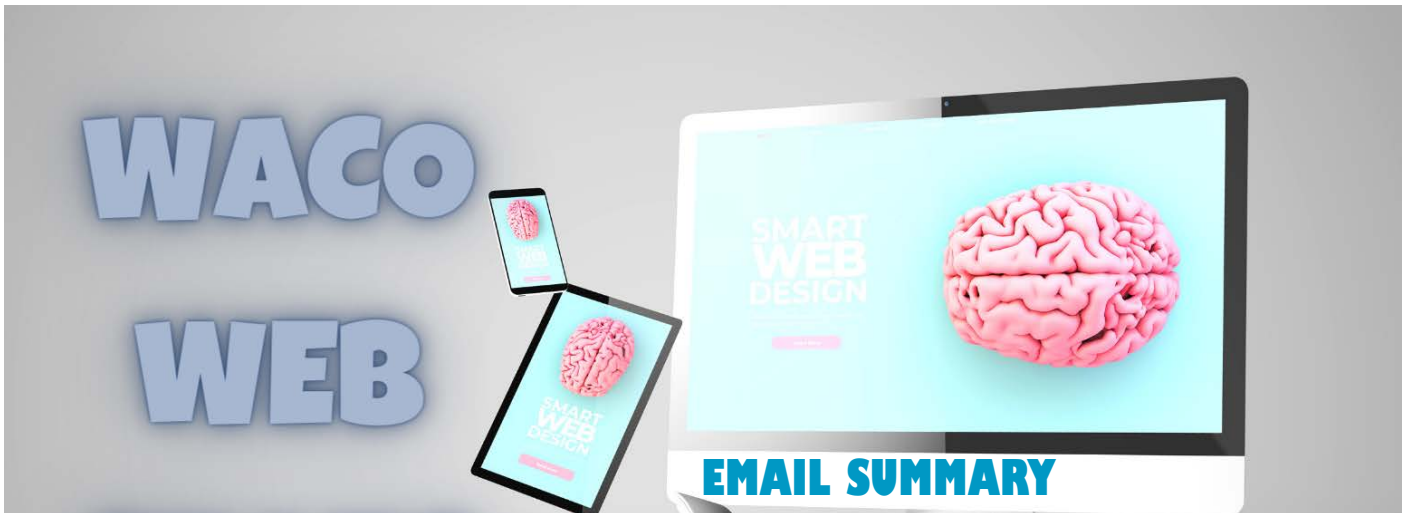
Watch for proof of the Directory coming your way in December, and remember, the turnaround is VERY QUICK! We will post on FB and in emails with reminders, but cannot be responsible for those who do not

reply or review in a timely manner.

The print program is closing this week - we need your [advertising forms](#) completed and your artwork ASAP, as the due date is December 1st.

Finally, be sure to register for the 2025 Adventure Awaits WACO Convention - scan the QR code above and SIGN UP NOW!





### Top Emails by Open Rate for October 2024

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate
October Fall Workshop 2024	37	30	83.30%	27.20%	72.80%	19	52.80%
Convention Meal Sponsors	202	132	69.10%	4.00%	96.00%	2	1.00%
COE Campgrounds - Schedule Release & RVTI	1647	588	45.80%	6.20%	93.80%	98	7.60%
COE - Firefly Sponsor Eblast 1 of 2	1641	472	36.80%	3.70%	96.30%	43	3.30%





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# GBF Member Donations 2024



## TOTALS FOR YEAR

(As of 11/20/24)



Campground	Total Funds Raised
Great River Harbor	\$43,587
Duck Creek	\$24,255
Champions Riverside Resort	\$12,275
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
Hitts Wildwood Resort	\$2,270
O'Neil Creek Campground	\$2,245
Jellystone Fort Atkinson	\$2,164
Buffalo Lake	\$1,851
Lake Arrowhead	\$1,519
Badgerland Campground	\$1,421
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
<b>TOTAL FUNDS RAISED</b>	<b>\$192,889</b>

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](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 2nd 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)  
920-622-3498



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  
[lori@seversonandassociates.com](mailto:lori@seversonandassociates.com)  
608-792-5915



## WACO OFFICE

PO Box 228

Ettrick, WI 54627

WACO Phone (608) 525-2327

[wisconsincampgrounds.com](http://wisconsincampgrounds.com)

## SEVERSON & ASSOCIATES

Phone (608) 525-2323

[office@campgroundowners.com](mailto:office@campgroundowners.com)

