

# WACO NEWS



## JANUARY 2025

### INSIDE THIS ISSUE

Insight from our ED	1
A Word from our President	3
Nominations for the Board	5
Convention 2025 Preview	Entire Issue
Keepin It Legal	10
Sales Tax Snippets	13
Balancing Books with CSAW	16
Protecting What Matters	18
DATCP - Lodging Code Review	19
OHI Update	22
Social Media / Website / RV Shows	28
GBF Donations Member Updates	34
Board of Directors	35

### EXECUTIVE DIRECTOR INSIGHTS



Lori Severson, WACO Executive Director

Dear Members!

I start with an exclamation mark because so many exciting things are happening in our world! I am convinced we are doing many things right, and with your help, we can rock this association and continue to make it amazing. I'm always thrilled to see our members' commitment level, and it's growing stronger and stronger! Traveling and seeing other associations, I burst with pride in our organization. I understand we have different opinions and ways of looking at things, but I also know working through these makes us so very strong! Sometimes, it's tough to look at your dues and wonder if we are making the best use of them, and it is difficult with 225 different ideas and opinions. Rest assured, we look at them all.

**P. 2** READ MORE



## ADVENTURE AWAITS! YOUR 2025 CONVENTION PREVIEW



Our WACO Board of Directors, membership volunteers, speakers, and staff are working hard to pull together a spring adventure built just for you: the 2025 WACO Convention! Check out a DRAFT of our program here and highlights throughout the newsletter. And watch for updates via email and Facebook as we get closer to March!

## EXECUTIVE DIRECTOR INSIGHTS, CONT'D

Some work, some we try later, and some don't work for us now. I hope each of you realizes that, at the end of the day, WACO is "my baby." To me, it's like our campgrounds. In the beginning, we had to do so much with so little, and we all made sacrifices, but I am proud of what we have done these last 20-plus years. When I look around, we are pretty great! What makes us great is all of you! After that previous newsletter, I got many notes, texts, emails, and phone calls that warmed my heart! I want you to know that when I get discouraged or hear something that makes me doubt what we do, I look at those, and it makes such a difference! Without all of you contributing in your way, we would not be in this pretty great place! So many of you say you aren't able to be at the convention or you don't feel like you contribute enough, but when I ask any of you something, I am never let down, not once! Our Board consists of those special people who donate much of their time.

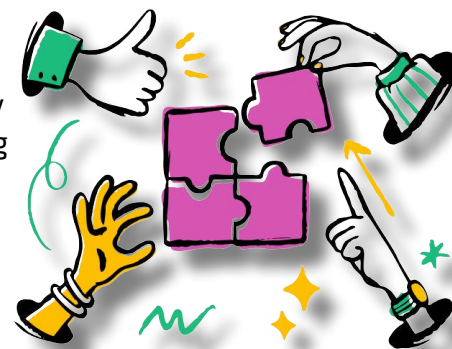
Scott will NEVER brag about himself, but I would love people to recognize how much he does for our organization. He attends so many conferences when I know he would instead be living his life hunting or playing with big boy toys! Scott listens, learns, and gives excellent direction. He knows how to motivate our team. He recently said, "Well, Lori and her team are going to get WACO some of the greatest benefits and savings programs because it's what they do. No one does it better." Statements like that give you no choice but to make it happen! Scott has personally spent hours upon hours talking to individual members because if you are not on the Board, sometimes you just hear pieces of what's happening, and it's like the telephone game! He is responsible for handling communication and explaining what our team is doing and why we can then focus on new ideas, new programs, and better benefits. I promise other association directors to spend at least 1/3 of their time managing that. That time spent is a huge difference in Wisconsin. It's not just Scott. Your Board of directors is a working

machine! They are crazy good at what they do, and we have it going on! When you look for a board (and every association should LOOK), depending on who is on, you need different skill sets every time! Just like your campgrounds, if you lose the person who pumps your poop, you need to find another one! In this case, we look to have history covered. Do we have people on the Board who understand why campground owners created WACO? Do we have directors who can speak to mistakes we have made in the past and who have learned from missed opportunities, reminding us of them? Do we have young professionals to help us do things better and faster? Is our group made up of people knowledgeable about social media marketing, advertising, and distribution of our directories? Do we have "thinkers" to help with bylaws, running of the organization, financials, and being the devil's advocate when needed? Do we have fresh energy? We know what that looks like when campground owners keep a park longer than they should! Do the people want to devote the time and energy it takes to improve this organization each year? Should we hand-pick our Board? Not necessarily the people, but looking at the skill set is critical to our organization's success, and that varies every year when members go off the Board. Please remember that these folks 100 percent volunteer

their precious time to make us all better. I'm not sure there are enough thanks in the world for that! If you would, next time you see one of these board members, please thank them for helping us be the best we can be! Without them, none of this works.



I want to give a quick shout-out to my team. Tina has taken this



## EXECUTIVE DIRECTOR INSIGHTS, CONT'D

organization to a new level with her abilities in the political arena. She loves learning about how things work in the Government, and her Thinker personality is extremely valuable here! The newsletters include great information, and the communication with members is tracked and accountable. Danielle and Tina are working hard to find speakers relevant to our industry and our level of owners. We are so grateful for members like Scott Grennon, who dedicate much time to sourcing great keynotes and super entertainment! Danielle takes our social media to the next level, and we appreciate the help of board members like Sarah, who continuously challenge us with great new ideas! Danielle also responds to membership and trade member questions quickly to ensure you always get your answers! Carla constantly looks for new RV partners and does an amazing job representing us at the shows! Our entire team works on the vendors who support our convention, which is a critical part of our success at the convention and essential to us offering a reasonable registration fee!

We have a great support team behind us running the office with boots on the ground, which is fantastic. Believe it or not, we have 10 people part-time and full-time helping us; boy, has this grown? Thank you for allowing us to be of service and supporting us all these years! You mean the world to us!

*Lori*

Lori Severson

Executive Director of WACO, Severson & Associates | Champions Riverside Resort

### A WORD FROM OUR PRESIDENT

Scott Kollock, WACO Board President



Dear Members:

As a campground owner, staying ahead in an ever-evolving industry is no small task. One of the best ways to ensure your business remains competitive, innovative, and profitable is by attending the annual [Wisconsin Association of Campground Owners \(WACO\) Convention](#). This premier event, held next month at the Holiday

Inn & Convention Center in Stevens Point, offers many opportunities to enhance your knowledge, grow your network, and implement strategies to elevate your campground.

**Here's why you can't afford to miss it...**

#### EDUCATION THAT MAKES A DIFFERENCE

The WACO Convention is a treasure trove of educational sessions led by industry experts. Every workshop is designed to provide actionable insights, from mastering marketing techniques to navigating compliance with state regulations. Whether you're a seasoned owner or new to the business, there's always something new to learn. Imagine gaining the tools to improve guest satisfaction, optimize your operations, and increase revenue—all in just a few days.



This year's lineup includes sessions on digital marketing strategies, sustainable campground practices,

# A WORD FROM THE PRESIDENT, CONT'D

and the latest trends in recreational activities. The knowledge you gain at the convention can be directly applied to your business, giving you a competitive edge and ensuring that your campground remains a destination of choice for guests.



## NETWORKING WITH INDUSTRY LEADERS AND PEERS

The convention isn't just about what you learn in the classroom; it's also about who you meet. Networking with other campground

owners, vendors, and industry professionals provides invaluable opportunities to share ideas, collaborate, and form lasting relationships. You'll discover innovative solutions to everyday challenges, exchange best practices, and explore potential partnerships that can benefit your business.

Vendor expos are another highlight, giving you direct access to the latest products, technologies, and services. Building these connections can save you time and money in the long run, as you'll know exactly who to turn to when your campground needs products or services!

## TURNING LESSONS INTO ACTION

The true value of the WACO Convention lies in how you apply what you learn. Start by prioritizing the insights that align with your campground's goals. Whether implementing a new reservation system, launching a social media campaign, or enhancing your amenities, every step will lead to measurable results.

Bring your team along to ensure everyone is on the same page and equally inspired. Share notes, set actionable goals, and track your progress after the event. The return on investment will be evident in guest satisfaction, streamlined operations, and increased profitability.

## SHARING KNOWLEDGE AND LEADING THROUGH VOLUNTEERING

Volunteering to join the WACO board is one of the most impactful ways to deepen your learning and contribute to the industry. Serving on the board allows you to share your expertise, influence decisions shaping the industry, and gain a behind-the-scenes perspective on how campground operations evolve statewide.

By working closely with other passionate industry leaders, you'll expand your network and gain valuable insights from their experiences. Volunteering is a two-way street—you'll bring your unique perspective to the table while learning from the collective wisdom of your peers. This collaborative environment fosters innovation and ensures you're at the forefront of industry developments.

Board service also provides a platform to advocate for the needs of campground owners, ensuring that the association remains responsive to its members. Plus, the skills and strategies you develop while serving can be directly applied to enhance your campground's operations and long-term success.

Don't miss this opportunity to invest in your campground's future. Mark your March 12-16 calendar and prepare to transform your business through education, networking, and actionable strategies. Your campground's success depends on it!

If you have questions or need information, please get in touch with me or a board member. As a reminder, you're always welcome to join the board meetings as a member!

*Scott*

Scott Kollock,  
Board President of WACO,  
Vista Royale Campground



# BOARD NOMINATIONS

If you (or someone you know) are passionate about the industry and want to make a difference in our Association, submit reasons why you feel you'd be a great director, along with a brief bio & your picture, to [office@wisconsincampgrounds.com](mailto:office@wisconsincampgrounds.com)! We have an open board position that will be voted on at our Annual Meeting, Sat., March 14th, along with the 2nd terms for the directors listed below!



*Scenic Ridge*  
campground

## **JULIE MICHAELS - SCENIC RIDGE CAMPGROUND** ***RUNNING FOR SECOND TERM***

Julie is the owner of Scenic Ridge Campground in Whitewater, WI. She, along with her family, has owned and operated the campground for 22 plus years. Growing up in a large family and running a business with her siblings, as she would put it, has been quite an adventure but extremely rewarding. Family is very important to her so being able to pass along the rewards of providing other families a safe and enjoyable place to create those memorable family moments is what she believes makes her job and this industry so special.

When not tending her responsibilities at the campground, she enjoys spending her time crafting, painting and decorating. In turn, she uses these talents to create a visual atmosphere throughout the campground.



## **TIFFANY PARGMAN - INDIAN TRAILS CAMPGROUND** ***RUNNING FOR SECOND TERM***

Greetings WACO! My name is Tiffany and Indian Trails Campground and the camping industry has been my heart and passion my entire life. My grandparents Chuck & Betty Meierdirk founded Indian Trails Campground in 1965 and I am a 3rd Generation Owner. My husband Matt and I fulfilled my childhood dream & bought Indian Trails from my mom Myrna & her husband Dave in January 2021. Matt's family has camped at Indian Trails for almost 40 years and yes, I married a camper boy. Matt ended his 25-year engineering career to be a fulltime campground owner and working together is challenging and rewarding at the same time. This year will be our 25th Anniversary and we have two boys who have been fortunate to grow up at the campground, just as I did. I attended Kids Kamp when I was little and going booth to booth at the trade show is a fond memory of my childhood. Both of my boys attended Kids Kamp throughout their childhood and hold the same memories I do. My grandparents joined WACO right from the start and our campground has benefited so much from being a part of WACO. In 2007 & 2008, I attended the RV Park and

Campground Management School at the Oglebay National Training Center in Wheeling, WV. As a campground owner, we wear many hats, but my favorite and specialty is our gift shop. I am running for the WACO board for many reasons; to gain more knowledge and insight of our industry, expand networking while helping to grow my campground as well as my peers and to help support and give back to an organization I believe in. I served as VP on our local Boys Club board and ran the basketball program while Matt coached for 7 years when my boys were younger. That was a full-time job during the winter/off season. Throughout those 7 years, our club became very successful and made a 100% turnaround from almost being shut down the year I joined. We were able to purchase new uniforms, equipment and gear for every sport as well as all new tables and equipment for concessions and fundraisers. I recently have been asked by several teachers, administrators and community members to run for our local School Board, which I respectfully declined due to the commitment of 2 meetings a month and having a business to operate. I was very grateful and appreciative to be considered and thought about for that role. What I am passionate about is our industry and will give 110% to the WACO board, just as I do my own business. I want each and every campground to be successful and I wish you all the best.

# DIRECTORIES AT CONVENTION

**NEW THIS YEAR! ANY MEMBER REGISTERED TO ATTEND CONVENTION WILL HAVE ONE BOX OF DIRECTORIES THEY ARE REQUIRED TO TAKE BACK TO THEIR COMMUNITY!**

This is a chance to create, and strengthen, partnerships with local businesses in your community. Drop off some directories and ask them to distribute your park brochures as well, or coupons you may have to offer! Plus, this also helps to spread the FREE WACO directory to even more areas in the State!



Stop by the registration desk when you're ready to pick up your box! They will mark off your park name AND give you your passport stamp! Let us know if you'd like assistance getting it to your vehicle! Pick-up can be done any time throughout the tradeshow. (Daytime hours only please.) Don't forget to leave a few in your park office too and get them in the hands of your own guests!



Pick up MORE than one box to earn a stamp on the bonus page of your WACO Passport, which of course gets you MORE tickets to try and win the \$3,000 WACO bucks on Sunday!

**EARLY BIRD SPECIAL**

**EXTENDED FOR  
CAMPGROUNDS!**



**Campground  
owners:  
Register for  
the 2025  
WACO  
CONVENTION  
before EOD  
2/3/25 to  
save money!**





# 2025 Speaker Spotlight



**Kristine Valk**  
VP of Training &  
Development  
and Author

## **THE ART OF CAMPER HOSPITALITY: BUILDING LOYALTY THROUGH PERSONAL TOUCHING OR SIMPLE GESTURES**

In this session, learn and share how to build loyalty through personal touches and simple guessting that create lasting impressions.

Discusses techniques for personalizing interactions with campers and engaging in sharing ideas and best practices with each other.

**THURSDAY MORNING SESSION**



## **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 Good Employee.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 \(info article\)](#)



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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](#)



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# 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 [office@wisconsincampgrounds.com](mailto:office@wisconsincampgrounds.com). Give the WACO office a call first to vet your question, and Lori can provide direction on the next steps.

## **Review Your Employment Practices, Part II: Independent Contractors, Salaried Status and Handbooks**

**Respectfully Submitted By Attorney Mark Hazelbaker, WACO Legal Counsel**

**T**he off season is a good time to review ways to improve operations. Employment practices are part of that review. This month, I'm suggesting you consider three issues which are common problems: who is an employee; what does "salaried" status mean, and, whether you should have an employee handbook.

### **YOU CAN'T JUST MAKE SOMEONE A CONTRACTOR BY GIVING THEM A 1099 FORM**

There are businesses which assume they can make someone an employee by calling them a contractor and sending them a 1099 form instead of a W-2. The issue is anything but simple. The IRS, Worker Compensation, Unemployment Compensation and the Wage & Hour regulators all define who is an employee in their own way. The definitions are not simple.

Businesses have reasons to avoid having employees. Employment is a heavily regulated relationship. In addition to paying hourly wages, employers are liable for withholding taxes, worker compensation insurance, unemployment compensation and overtime pay. If it were so easy to avoid treating people as employees, though, it would be done routinely. An example illustrates what it takes to have independent contractor status.

Look at a FedEx ground delivery truck when it pulls up to drop a package. You'll see by the driver door of many vehicles that the vehicle is operated by something like "ABC Cartage," a contractor for Federal Express. Federal Express ground decided to delegate the local delivery of packages to independent businesses. But those businesses have much more

than a 1099 form creating that status. They own the delivery trucks, provide insurance, have their own employees and operate a trucking business separate from Federal Express. They're paid a set fee to deliver packages and are at risk of losing money. Even though their employees wear uniforms which say "FedEx" on them, they are not employees of the main FedEx business. Even with these indicators of independent contractor status, several courts have found the drivers were FedEx employees.

The IRS and other agencies look to whether someone who is called a contractor is in business for themselves, serves more than one customer, has the possibility of profit or loss, and is free to perform a contracted service without direct supervision of the party purchasing services.

Imagine that a campground asks a plumber to come to the campground to unclog a drain, and the plumber does so as part of a business in which she or he serves many customers. No one would think the plumber is a campground employee. On the other hand, if a very large campground decides to engage a plumber to handle the campground's plumbing needs exclusively, using tools, supplies and materials of the campground, that looks like employment. Of course, there are many gray areas in between. It's often not simple.

But, it can be simple if a business tries to treat

someone as a contractor when the only thing they are providing the business is the person's time. If you have people you have been treating as contractors, start by asking a few simple questions:

- Is the "contractor" paid a flat fee to perform a designated service, so that they could lose money on the work?
- Does the "contractor" provide their own equipment and materials, such as tools?
- Does the "contractor" perform the same service for others as part of the contractor's business?
- Does the "contractor" have their own employment accounts for worker compensation, liability insurance and the like?
- Is the "contractor" being engaged for a specific purpose for a limited term, or are they performing services on an open-ended basis?

There are no "magic words" or forms which will resolve a complex legal relationship easily or simply. The IRS has a "test" for determining independent contractor status. The test was "simplified" from a 20-part test into a test that has three factors with 11 subparts. Uh huh. You're welcome to review it, [here](#). Let me summarize the point by stating: if you're thinking you can have an employee but avoid the downside by having a written contract and giving them a 1099, it's more complex than that.

### **"SALARIED" EMPLOYEES ARE NOT SIMPLE EITHER**

Federal and Wisconsin law require that all employees be paid overtime at the rate of time and one-half for all hours worked in excess of 40 in a week. There are exemptions. But simply calling an employee a "salaried employee" is not such an exemption, even if the employee wants to be.

Most campgrounds are exempt from overtime as seasonal recreational businesses – and won't need to read beyond this paragraph. Your campground is exempt

from paying overtime if you meet EITHER of these two tests:

- You operate seven months out of the year or fewer, or,
- Your average receipts in any six months were 33 1/3 percent or less of the receipts for the other six months. The months need not be consecutive.

For the purposes of this law, "operating" does not mean off-season maintenance or ordering supplies.

The recreational business is exempt from overtime. However, if you have a central office which services multiple campgrounds, it may not be exempt. That requires a more careful analysis.

If your campground operates year-round, you still might meet the exemption. If your revenues are concentrated in six months, you pass the test.

**AN IMPORTANT POINT.** If you have a tavern, restaurant or store which operates year round, the tavern restaurant or store are not likely to be covered by the exemption. The courts have held that businesses which sell goods are not recreational.

If you are not covered by the recreational exemption, please be aware that the salaried employee exception from overtime pay is limited (largely) to professional, executive and managerial employees who are paid at least \$684 per week. A change proposed by the Biden administration which is tied up in court would increase that to \$1,128 per week. If you pay on a salaried basis, check the requirements carefully.

### **HANDBOOKS CAN BE USEFUL IF THEY CONTAIN CURRENT INFORMATION WHICH HELPS YOU**

Some of my clients have told me they have employee handbooks because they thought it was required or that it is just a good idea to have one. I see many employee handbooks which appear to have been copied from the internet without a lot of

thought. There are good reasons to have employee handbooks. But you need to be sure the handbook you are using fulfills one of those reasons. I wrote a form of handbook for you to use as a starting point for a campground employee handbook. It does several things which your handbook should:

1. **Inform employees of important work detail without creating an employment contract. Wisconsin.**

The best feature of Wisconsin's employment law is our strong support for "at will" status – the right of employers and employees to terminate employment or change working conditions without cause or prior notice. Make sure you make no promises of continuing employment or termination for cause.

2. **Motivate your employees to provide excellent customer service.**

Campground work experience can give your employees the chance to learn how to treat people well. It doesn't matter whether they become park rangers or doctors. Knowing how to treat people is essential to being successful. The handbook is a chance to communicate your expectations of how employees can help the campground succeed in providing a great customer experience.

3. **Adopt important policies.**

There are some policies which benefit employers. One such policy is a prohibition against sexual and other unlawful harassment. If you don't have such a policy, it's harder to defend yourself against claims of unlawful harassment.

4. **Communicate the terms and conditions of employment.**

Preparing a handbook gives you the chance to review model policies of other employers and decide what you want to do about them. What do you intend to do if employees call in sick? Or if they want time off for a family wedding? These and other issues can be addressed in the manual.

It comes down to this. You can spend a few hours reviewing and preparing a handbook and, thereby, avoid the need to think about employment policies in the middle of the campground season. A handbook helps protect you from inconsistent treatment of employees. If you don't have one, think about whether it is time to prepare one. If you do have one, review it to make sure it is current.

Mark Hazelbaker



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



SCAN ME



**Mike Piersch**

Mike@LSGOLFCARTS.COM  
563-513-8438

228 W Edgewater St  
Portage WI 53901



# SALES TAX SNIPPETS

Navigating sales tax with Holly Hoffman,  
Owner of Sales Tax Advisory Network



## NEW ELECTRIC VEHICLE CHARGING TAX: IMPORTANT INFORMATION

Effective January 1, 2025, an electric vehicle charging excise tax is imposed at the rate of 3¢ per kilowatt-hour on the electricity delivered or placed by:

- A Level 3 charger of an electric vehicle charging station into the battery or other energy storage device of an electric vehicle.
- A Level 1 or Level 2 charger installed on or after March 22, 2024, of an electric vehicle charging station into the battery or other energy storage device of an electric vehicle.

**Caution:** *The excise tax applies to the total kilowatt-hours of electricity delivered or placed by an electric vehicle charging station regardless of whether the registrant charges the consumer for the electricity.*

### EXEMPTIONS: THE EXCISE TAX DOES NOT APPLY TO ANY OF THE FOLLOWING:

- Electricity delivered or placed by an electric vehicle charging station located at a residence.
- Electricity delivered or placed by a Level 1 or Level 2 charger installed prior to March 22, 2024.

The excise tax applies whether the electricity is sold for a fee or not. Please note that this excise tax does not apply to charging stations installed for residential use.

### SALES TAX EXEMPTION (EXCISE TAX STILL APPLIES)

Effective January 1, 2025, the sale of electricity delivered or placed by the following is **exempt from sales and use tax**:

- A Level 3 charger of an electric vehicle charging station into the battery or other storage device of an electric vehicle.
- A Level 1 or Level 2 charger installed on or after March 22, 2024, of an electric vehicle charging station into a battery or other energy storage device of an electric vehicle.

If the owner, operator, manager, or lessor of an electric vehicle charging station charges the consumer for the

delivery or placement of the electricity into the battery or other energy storage device of an electric vehicle, such person is not required to obtain an exemption certificate from the consumer for the sale of the electricity to be exempt from sales and use tax.

This exemption works similar to the sales tax exemption for fuel, if excise tax is paid then the sales tax exemption applies to the fuel. So you do not have to charge excise and sales tax if you charge campers to charge their vehicles. Only excise tax applies and no exemption certificate is required for sales tax.

P.14

READ MORE

# SALES TAX SNIPPETS, CONT'D



## REGISTER FOR EXCISE TAX PERMIT

Use the Wisconsin Department of Revenue's Online Business Tax Registration process to submit the application for your vehicle charging station electronically. The following information is needed when completing the registration:

- Address location of the applicant's electric vehicle charging station(s)
- Number of Level 1 and Level 2 chargers installed on or after March 22, 2024, at each electric vehicle charging station
- Number of Level 3 chargers at each electric vehicle charging station
- Electric provider of each electric vehicle charging station

Note: It is important that you fill in all the requested information on the online application.

Once a registration is approved, the department will notify the electricity provider(s) servicing the area in which the electric vehicle charging station(s) is located.

## FILING RETURNS AND PAYING THE EXCISE TAX

Due Dates for Filing and Paying A person who is registered must file a return for each reporting period even if no tax is due for that period. The reporting period for the electric vehicle charging tax is biannual with the due dates for filing and paying being:

- July 31 for the period beginning January 1 and ending on June 30, and
- January 31 for the period beginning on July 1 and ending on December 31.

## FILING THE RETURN

Returns must be filed using My Tax Account. My Tax Account is a free, secure online application that allows you to file and pay your electric vehicle charging tax electronically. It performs the necessary computations of tax based on information that you enter and allows you to make your tax payment via electronic funds transfer or credit card. To use My Tax Account, you must obtain a logon ID and password from the department. Go to My Tax Account Common Questions on the department's website for more information, including how to obtain your logon ID and password.

Information required on the excise tax return includes:

- Name of registrant and electric vehicle charging tax account number. This information will pre-populate when the return is started in My Tax Account.
- Address location of each electronic vehicle charging station This information will pre-populate when the return is started in My Tax Account based on information provided to the department. See additional information under Adding or Removing an Electric Vehicle Charging Station below.
- Kilowatt-hours of electricity delivered or placed by Level 3 chargers at each charging station.
- Kilowatt-hours of electricity delivered or placed by Level 1 and Level 2 chargers installed on or after March 22, 2024, at each charging station.

Electric vehicle charging stations can be added at any time through My Tax Account. Stations can be removed by indicating on the next tax return that

# SALES TAX SNIPPETS, CONT'D

the station is no longer active.

## RECORDKEEPING

A person holding a registration shall maintain records indicating the total number of kilowatt-hours of electricity delivered or placed by each Level 3 charger, and Level 1 and Level 2 chargers installed on or after March 22, 2024, of the person during periods described above and shall provide those records to the department upon request. A penalty may be imposed on a person who fails to produce records or documents requested by the department that support amounts or information required to be shown on a return.

## OTHER IMPORTANT INFORMATION

Electric vehicle charging stations are not equipped to measure electricity so a gauge will need to be purchased by the owner and installed so that proper monitoring and reporting can be accomplished. This is a requirement.

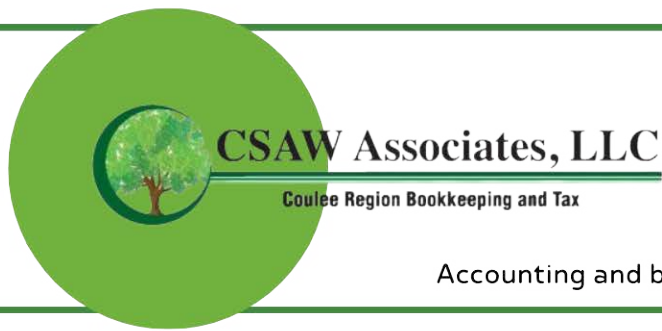


**For more information, refer  
to Wisconsin  
Publication 305,  
Electric Vehicle Charging  
Tax Information!**



**Contact Holly Hoffman, Owner of Sales Tax  
Advisory Network** at our new office: 1052 Main  
St Ste 201, Stevens Point WI 54481  
Ph: 715-883-1299 | [holly@salestaxlady.com](mailto:holly@salestaxlady.com)





# Balancing the Books with CSAW

Accounting and bookkeeping updates reported by Chris & Andrew Metcalf

## Happy January WACO Members from your friends at CSAW Associates, LLC!

2024 is officially over, which means forms for 2024 are starting to become due. Let's review a list of common tax forms and their due dates.

### SMALL BUSINESS TAX FORMS

The IRS offers several forms that help small businesses file taxes and make deductions. Knowing which ones you need will help you focus on completing these important documents.

#### Form 940

**What it is:** Form 940 reports annual Federal Unemployment Tax Act (FUTA) tax.

When employees are let go for reasons beyond their control, they receive unemployment insurance. As an employer, you pay into this program and Form 940 determines the amount you contribute. You only need to submit Form 940 once a year, but you need to pay your FUTA tax payments quarterly.

**Due date:** January 31, 2025

#### Form 941/Schedule B

**What it is:** Form 941, also known as Schedule B, reports how much federal income tax and payroll taxes you've withheld from employee paychecks.

Form 941 must be filed on a quarterly basis. This form is only required for businesses with employees.

**Due dates:** January 31, 2025 (Quarterly)

#### Form 1099

**What it is:** Send Form 1099 to your independent contractors; this form reports how much you paid them for their services within the tax year.

**Due date:**

1099-NEC - January 31, 2025

**Form 1099-MISC, and all other 1099 forms - February 28 if filed on paper, or March 31 if filed electronically.**

#### Form W2

**What it is:** Send Form W2 to each of your employees; this form reports their annual wages and the amount of taxes withheld from their paychecks. As a small business owner, you're responsible for issuing W2 forms to your employees no later than January 31 and submitting copies to the IRS.

**Due date:** January 31, 2025

#### Schedule C/Form 1040

**What it is:** Schedule C reports how much money your business made or lost in a given tax year. If your business is classified as a sole proprietorship, you need to file Schedule C with Form 1040 each year.

Think of it like this: Form 1099 reports how much each of your independent contractors made, and a W-2 form reports how much each of your employees made. The Schedule C form exists so you can report how much your business made, too.

**Due date:** April 15, 2025

#### Form 1065

**What it is:** Form 1065, also known as the U.S. Return of Partnership Income, declares business income or loss. If your business is a

partnership or a limited liability company (LLC), you'll file Form 1065 each year to declare profits, losses, deductions, and credits.

**Due date: March 15, 2025**

#### **Form 1120**

**What it is: Form 1120, also referred to as the U.S. Corporation Income Tax Return, reports corporate income or losses.** If your business is classified as a regular corporation, you are required to file Form 1120 each year.

**Due date: The 15th day of the fourth month after the end of the corporation's tax year**

#### **Schedule SE**

**What it is: Schedule SE calculates the Social Security and Medicare tax (SE tax) that self-employed individuals need to pay.** If you're self-employed, you need to file Schedule SE.

**Due date: April 15, 2025**

#### **Form 8829**

**What it is: Form 8829, also known as Expenses for Business Use of Your Home,** is used to deduct eligible living costs like rent and utilities as business expenses.

Business owners who work from home either partially or full-time will find Form 8829 helpful for identifying which expenses qualify as tax deductible. The IRS is very specific about which costs can be deducted and what constitutes a workspace. This means it's important to do your research or consult a tax professional before claiming deductions.

**Due date: April 15, 2025**

#### **Form Beneficial Ownership Information (BOI)**

**What it is: Beneficial ownership information** refers to identifying information about the individuals who directly or indirectly own or control a company.

Currently the status of this requirement is pending the result of court actions. On Saturday, December 28, The United States Fifth Circuit Court of Appeals


reimposed an injunction imposed by a U.S. District Court in Texas on December 23, 2024.


**As a result, January 13, 2025, is no longer the new deadline for FinCEN's BOI Report.** If you hold a beneficial interest in a qualifying entity or company it is in your interest to pay close attention to this space. Just as the 5th Circuit Court of Appeals reversed itself in just two days, we may receive notice to come into compliance with the original BOI report requirements at any point in the future. More information can be found at: <https://fincen.gov/boi>


~~Due date: January 13, 2025~~ **CURRENTLY PENDING**

Ensuring these crucial forms are completed accurately and on time can save you a ton of headaches and potentially money by avoiding costly fees, fines, and audits.

Looking for help completing your 2024 paperwork? We here at CSAW Associates have a wealth of experience helping new owners get their books set for success as well as 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 or payroll questions don't hesitate to reach out to us at 608-779-2143 or by email at [couleebokkeeping@gmail.com](mailto:couleebokkeeping@gmail.com). We love meeting new business owners and working with them to grow their business!

**CSAW Associates, LLC**  
Coulee Region Bookkeeping and Tax

**CHRISTINE METCALF**  
(608) 779-2143  
[couleebokkeeping@gmail.com](mailto:couleebokkeeping@gmail.com)

**ANDREW METCALF**  
[couleebokkeeping@gmail.com](mailto:couleebokkeeping@gmail.com)

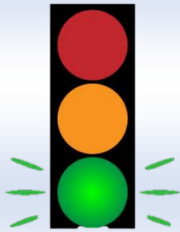
# Protecting What Matters

*Insurance tips and strategies from Eric Haun & Crystal Erickson*



## New Year, New You!

Have you been looking at new and exciting amenities to offer your guests in the upcoming camping season? Are you afraid of what some of those amenities might cost you in insurance? Let's take a closer look at campground amenities and how they may, or may not, affect your campground insurance.



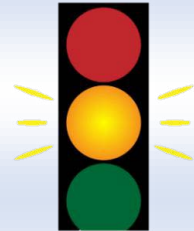
### Most insurance carriers will accept without much further consideration

- Swimming Pools & Splash Pads
- Cabin Rentals
- Basketball, Volleyball, Pickle Ball, Gaga Pits, Etc.
- Miniature Golf
- Playgrounds

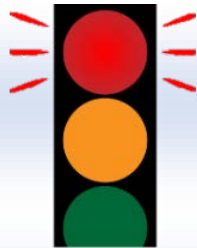
*Green flag racing when it comes to the amenities above. With the proper controls in place, most insurance carriers are accepting of the above amenities! Your agent and carrier can help you ensure everyone can participate safely!*

### Many insurance carriers will require further consideration or occasionally charge additional premium for these amenities

- Waterslides
- Jumping Pillows
- Non-Motorized Boat Rentals
- Golf Cart Rentals
- Paintball & Gel Blasters
- Go Carts
- Wagon or Hay Rides
- Inflatable Water Features
- Motorized Boat Rentals
- E-Bikes
- Equine Exposures
- Ropes & Aerial Courses
- Zip Lines
- Water Wars



*Slow down - When considering these amenities, it is important to have a conversation with your insurance agent, carrier or risk advisor about the proper safety protocols, waivers, and potential restrictions that may apply before installing or offering any of the above.*



**These amenities are essentially “blacklisted” in standard insurance markets. This means very few insurance carriers will consider. Those that do, often have high minimum premiums, & offer limited coverage terms.**

- ATV Rentals
- Fireworks
- E-Scooters
- Mechanical Amusement Rides
- Jet Ski Rentals

**Contact Coverra Insurance Services to talk about your plans for 2025!**



# PUBLIC HEARING AND COMMENT PERIOD FOR REVISED ATCP 72 HOTEL, MOTEL, AND TOURIST ROOMING HOUSES

*By Ted Tuchalski, Wisconsin Department of Agriculture, Trade and Consumer Protection*

The Wisconsin Department of Agriculture, Trade and Consumer Protection (Department) announces that it will hold public hearings on the proposed permanent rule relating to Wis. Admin. Code ch. ATCP 72, Hotel, Motels, and Tourist Rooming Houses.

The Department will hold four public hearings at the times and places shown below.

## HEARING DATES AND LOCATIONS:

Date: February 4, 2025  
Location: State Office Building | Room 129  
718 West Clairemont Avenue  
Eau Claire, WI 54701

Date: February 5, 2025  
Time: Commencing at 10:00am to 2:00pm  
Location: Portage County Public Library | Prairie Meeting Room  
1001 Main Street, Stevens Point, WI 54481

Date: February 6, 2025  
Time: Commencing at 10:00am to 2:00pm  
Location: DNR Service Center | Lake Michigan Room  
2984 Shawano Avenue, Green Bay, WI 54313

Date: February 7, 2025  
Time: Commencing at 10:00am to 2:00pm  
Location: Board Room 106, Prairie Oaks State Office Building  
Department of Agriculture, Trade and Consumer Protection  
2811 Agriculture Drive  
Madison, WI 53718

The February 7, 2025, meeting will also be held virtually on Microsoft Teams.

The entire proposed rule package and hearing notice can be found at:

[https://docs.legis.wisconsin.gov/code/chr/all/cr\\_24\\_096](https://docs.legis.wisconsin.gov/code/chr/all/cr_24_096).

If you have any questions, please feel free to contact Ted Tuchalski at [Thaddeus.Tuchalski@wisconsin.gov](mailto:Thaddeus.Tuchalski@wisconsin.gov)



As an attendee or exhibitor of the upcoming Convention, you may have recently received emails, and/or phone calls from various companies offering to sell an "attendee list" for either our upcoming WACO Convention & Trade Show, or any number of other industry events.

## **PLEASE KNOW THAT THIS IS A SCAM.**

We will never ask you to purchase our attendee list through a third party. They do not have any attendee and/or membership information. This scam affects trade associations nationwide, with scammers primarily phishing for personal information. These companies are **NOT** affiliated with the event they claim they are with, and are **NOT** authorized to contact exhibitors or attendees.

Do not reply to these requests.  
They actually want you to respond to "opt out" in order to validate your information.

**YOUR WACO OFFICE SENT AN EMAIL WITH YOUR BEST COURSE OF ACTION TO DEAL WITH THESE SCAMS - CLICK [HERE TO READ MORE!](#)**



### **Joe & Kristen Ledger**

Lakeside Fire  
Campground

### **Richard Chandler**

Glacier Valley

## **LET'S TALK SHOP!**

How do you keep on top of your maintenance tasks to avoid downtime or emergencies? The more organized and proactive you are, the less likely you'll find yourself in a bad situation! Systems may vary from tech-savvy to paper and pencil, and no approach is wrong as long as you **HAVE** a system! See examples of maintenance logs and addressing maintenance concerns - either on the spot or by being proactive.

**THURSDAY AFTERNOON SESSION**



# 2025 Speaker Spotlight



**Mark Koep**  
*Campground Views*

## SEIZE THE OUTDOORS: CREATING LASTING ADVENTURES FOR YOU AND YOUR GUESTS

Join Mark Koep, CEO of Campground Views and host of the acclaimed "Half a Mind" Podcast, for an inspiring keynote that not only transforms the way you create unforgettable experiences for your guests but also empowers you to infuse adventure into your own life. Mark combines innovative strategies with heartfelt storytelling to help campground owners elevate their businesses and enrich their personal lives.

**WEDNESDAY  
LUNCH & LEARN SESSION**

## THE POWER OF TOURISM ECONOMIC IMPACT IN WISCONSIN, AND THE IMPORTANCE OF CAMPING

Attracting visitors to our region requires a clear message about the experiences we offer and the great customer service we deliver. Join us for a discussion about marketing to today's travelers, how proper advertising funding matters, and how room tax works in your community. We will also discuss the ever-changing world of visual, social, and digital marketing, the importance of outdoor recreation, and the basics of welcoming guests when they arrive at our doorstep.



**Andrew Nussbaum**  
*Travel Wisconsin*

**THURSDAY  
AFTERNOON SESSION**



**John Jaszewski**  
*Campgrounds -4Sale*



**Holly Hoffman**  
*Sales Tax Advisory Network*

## CASHING UP AND CASHING OUT!

This session is an open conversation about creating new value in the park and getting any money on the books that "MIGHT" not be recorded. Every dollar you put in your pocket and don't record as income – is literally like taking \$10 off the price. So, if you "hide" \$25,000 of income – at a 10% cap rate you are really taking \$250,000 off the value of the park. Whether you're looking for an improvement loan from the bank or an exit strategy from the campground – we will talk through the impacts of making sure the dollars are recorded and why it's important to you and your investment.

**FRIDAY  
MORNING SESSION**



# UPDATES

## OHI Update-January 2025

Hello 2025! A new year brings new opportunities, and whether you're a long-time member, new to OHI, or considering renewing, your success is our business. But we're not all talk. Here's a list of 10 things you can do right now to help you make this coming year your best yet. From unlocking valuable resources to growing your network, this "to-do" list will set you up for success and ensure you know how OHI is working for you and with you. Oh, and if you want all this info told to you from Team OHI directly, they made you [a video](#).

1. Find Your Network with Virtually Every Other Wednesday Networking doesn't have to be a time-consuming task, it can be a cup of coffee and a quick chat. That's why we're inviting you to our bi-weekly "O-hi! Coffee Conversations". These 30-minute virtual networking sessions are perfect for making valuable connections with industry peers, all while sipping your morning brew. Whether you're a seasoned pro or new to the industry, these chats will help you build the community you've been looking for. And they're the perfect place to bring a question, ask for help with an idea, or just see what others are finding success with in the past and coming seasons.

ACTION: [Grab your coffee and register for the next session here](#).

2. Review Available Discounts to Make Sure You're Saving the Most Money Save big on products and services that your business already uses every day. OHI members get exclusive access to discounts at over 200 major retailers and suppliers. How about 10-20% off all products at Lowes, or up to 20% off at Club Car on your next golf car purchase or lease, or 25% your next paint purchase at Sherwin Williams using your exclusive OHI member discount? From equipment discounts at John Deere, Kubota and Polaris, to the best discounts in the industry on music and movie licensing, OHI membership has you covered. Make sure to check out the full list of OHI member discounts and start saving today.

ACTION: [Explore the OHI Marketplace and start saving](#)

3. Update Your GoCampingAmerica Listing for Maximum Visibility OHI members receive a complimentary listing on GoCampingAmerica.com and it's a powerful tool to increase your park's visibility to campers nationwide—and since our partnership with Spot2Nite was launched in November it is even more powerful! Make sure your listing is always current with accurate information and visually appealing photos to attract more guests.

ACTION: [Update Your GCA Listing for the Upcoming Season](#)

4. Free Marketing! Have OHI Write a Story About Your Park We love hearing your stories and sharing them to our community! Whether it's a business milestone or simply something that's gone really well, sharing your journey can inspire others. This year, make it a goal to submit your story for a WeAreOHI feature.

ACTION: [Submit your story to be featured through this form](#).

5. **Review the Latest Industry Reports to Ensure You're Prepared for What's Coming this Year** Check out the reports in the OHI Resource Center for key insights and trends that could impact your business. You'll also find helpful toolkits, on-demand training, and best practices to support your strategic planning, helping you stay ahead of the curve and make informed decisions in an ever-changing landscape.

**ACTION:** [Dive into the Resource Center today](#)

6. **Prepare to Increase Ancillary Revenue with Music at Your Park** Music can make or break the vibe at your park, but staying on the right side of licensing laws is crucial. With OHI's Music Licensing Program, you get exclusive discounts that are the **BEST IN THE INDUSTRY** on the licenses you need to keep the music going legally and affordably. Whatever you're setting the mood for, OHI's got you covered at industry best pricing.

**ACTION:** [Enroll or renew in the Music Licensing Program here](#).

7. **Expand Your Crew in 2025** Looking for more personalized advice and support? Consider joining an OHI 20 Group. These groups allow for confidential exchanges of ideas and experiences with non-competing parks and have proven to be beneficial for many members.

**ACTION:** [Learn more about OHI 20 Groups and apply here](#).

8. **Advocate With OHI for Fairer Credit Card Processing Fees for Your Business** OHI's Advocacy Team is committed to fighting for fairer credit card swipe fees and supporting the needs of outdoor hospitality businesses like yours. Once passed, these efforts will save small businesses 15% in fees. Your involvement ensures that OHI can continue to protect your interests and push for meaningful changes that benefit your business. Stay connected, get involved, and let's make your voice heard.

**ACTION:** [Learn how OHI advocates for you and discover ways to get involved](#).

9. **Enter to win a Free Registration to the 2025 Outdoor Hospitality Conference & Expo®** OHI's Outdoor Hospitality Conference & Expo® (OHCE®) is the event of the year for all those involved in outdoor hospitality. With unmatched networking, educational sessions, and an expansive expo floor, OHCE® is where you'll learn, grow, and connect with the best in the business. See you in Louisville, KY, November 10-12, 2025.

**ACTION:** [Join the OHCE®2025 VIP list for your chance at a free registration](#).

10. **Make Sure Your OHI Membership is Active** If you haven't yet renewed, now's the time. Staying up to date with your OHI membership ensures you have access to all the things listed above and so much more. The average OHI member in Wisconsin only pays \$371/year in membership dues—that's just \$12/day to retain all of these great benefits! So, take a minute to renew, and make this year a successful one. **NOTE:** If you are currently a member of both WACO and OHI, your membership dues will be paid separately this year. National dues will be paid directly to OHI, and state dues will be paid to WACO.

If you're not sure if you're active with OHI, give us a shout at [ohi-membership@ohi.org](mailto:ohi-membership@ohi.org) or call us at 303-681-0401 and we can get you squared away in a matter of minutes!

**ACTION:** [Or, you can click here to log in and renew your OHI membership](#)

As the current Chair of the OHI Board of Directors, I can tell you the OHI team is here to support you every step of the way. From the latest industry insights to exclusive discounts, networking opportunities, and professional development programs, OHI gives all of us the tools to take our businesses to the next level. 2025 is going to be our year. And OHI is here to make sure of it. As we roll into 2025, let's make it a year of action and success!

Jim Button, OHI Chair, Evergreen Campsites & Resort



# THANK YOU TO OUR 2025 CAMPGROUND SPONSORS!



## 2025 Campground Celebrations



Join us in congratulating these members  
celebrating milestones this upcoming season!



Sparta, WI

**Celebrating their  
5th season  
in 2025!**



Kingston, WI

**Celebrating their  
20th season  
in 2025!**



Pardeeville, WI

**Celebrating their  
60th season  
in 2025!**



Wisconsin Dells, WI

**Celebrating their  
50th season  
in 2025!**



Wild Rose, WI

**Celebrating their  
65th season  
in 2025!**

*If you're celebrating any kind of milestone season, a large addition, or anything else you'd like to celebrate at convention (or during the season, we can celebrate with you via the monthly newsletter!) with your fellow members, please send us the details to [office@wisconsincampgrounds.com](mailto:office@wisconsincampgrounds.com)!*

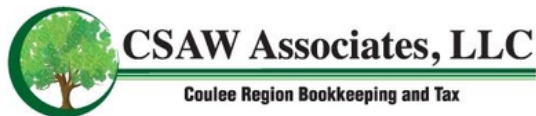


# THANK YOU TO OUR 2025 CONVENTION SPONSORS!

## SHOW SPONSORS – \$7,500 LEVEL



## PRESENTING SPONSORS – \$5,000 LEVEL



**SATURDAY  
BLOODY MARY  
BAR SPONSOR**



Starts at 9:30am in  
their expo booth! All  
tips go to the Gilbert  
Brown Foundation!

## SUPPORTING SPONSORS – \$2,500 LEVEL





# THANK YOU TO OUR 2025 CONVENTION SPONSORS!

## EVENING MEAL SPONSOR – \$1,500 LEVEL

THURSDAY EVENING MEAL – THANK YOU!

# RESORT FORWARD

## GOLD SPONSORS – \$1,000 LEVEL

# IGNITE SUPPLIES



## SILVER SPONSORS – \$500 LEVEL



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# RV LIFE

# STRAIT WEB SOLUTIONS

## BEER SPONSORS \$1,000 LEVEL

**GAMA SONIC®**  
SOLAR LIGHTING

# IGNITE SUPPLIES



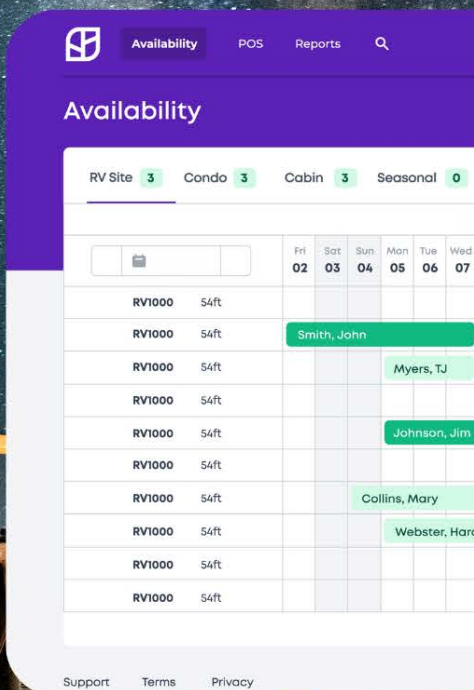
*The Pond People®*

# WaterWars®





The  
**Easiest**  
Solution  
For RV Park  
Management



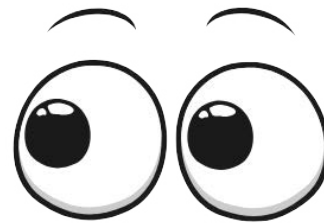
SCAN ME



**FEB BOARD MEETING**  
**TUES FEB 18**  
**10 AM**



33 Hillman Rd, Lake Delton, WI



**PROGRAM DRAFT HERE!**

Check out our **DRAFT Convention Program**  
in our **Members Only Section** of the  
**WACO Website**. Watch your emails and  
our Facebook group for more updates!



**RECYCLE  
ELECTRICITY**



**SAVE 15-20%**  
**ON YOUR kWh USAGE**  
**WITH PEAK ENERGY SAVERS**

SCAN TO SEE  
**DEMO**



888-613-7775 • [peakenergytech.com](http://peakenergytech.com)

# WACO Web Stats & Social Media Trends



**Facebook/Instagram Insights - December**  
FB Lifetime Followers: 10,359 (-1 from November)  
IG Lifetime Followers: 604 (same as November)

## Last 90 Days FB

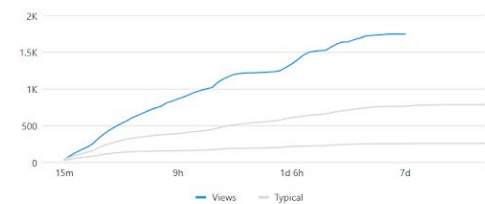
### Overview

Views 1,752 Reach 1,214 Interactions 21 Link clicks --

This post received more views compared to your recent Facebook posts.

### Views

1,752



From followers 72%  
From non-followers 28%

## December IG

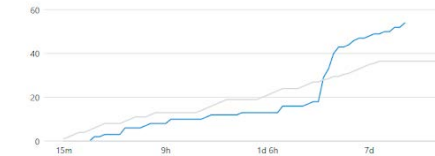
### Overview

Views 54 Reach 48 Interactions 3

This post received more views compared to your recent Instagram posts.

### Views

54



### Followers breakdown

From followers 61%  
From non-followers 39%

### Views source

From feed 31  
From reshares 21  
From others 2

## Top Posts in December 2024



## December IG

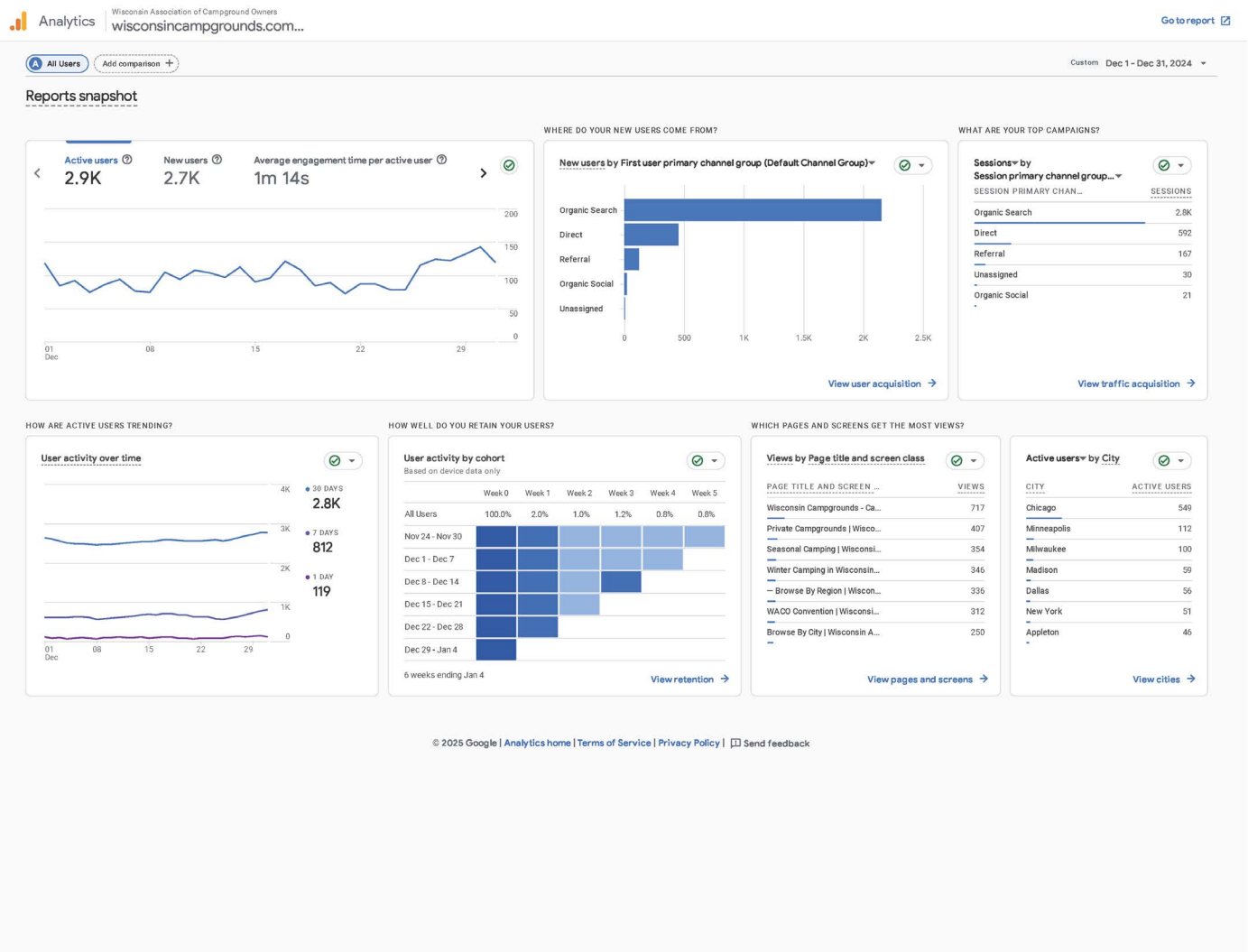


## Decmber FB

# WACO Web Stats & Social Media Trends



## December 2024 WEB MONTHLY SNAPSHOT



# WACO Web Stats & Social Media Trends



**YTD thru December 2024**  
Reflects July-Dec with new G4 Analytics

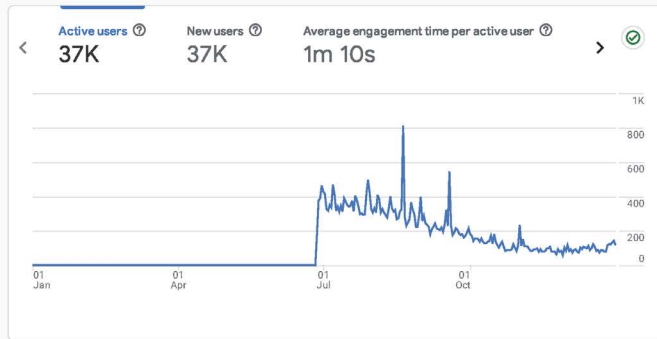
Analytics Wisconsin Association of Campground Owners  
wisconsincampgrounds.com...

Go to report

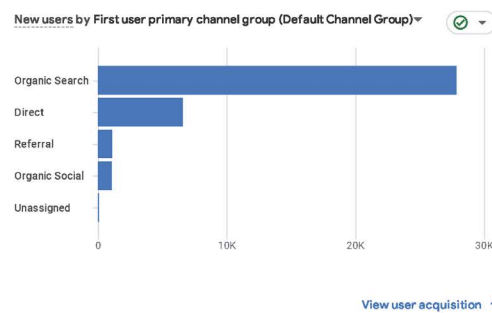
All Users Add comparison

Custom Jan 1 - Dec 31, 2024

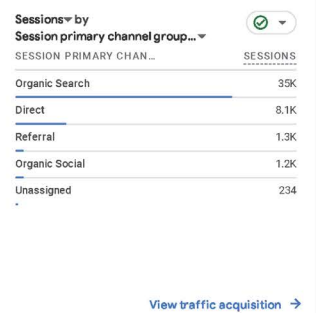
## Reports snapshot



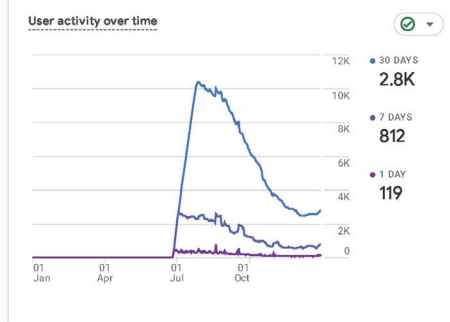
## WHERE DO YOUR NEW USERS COME FROM?



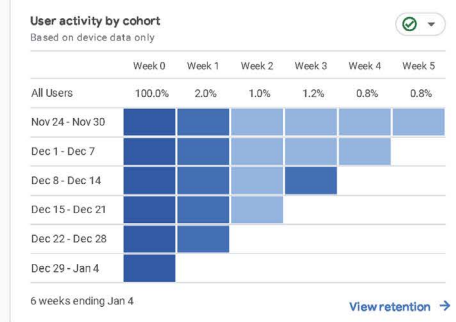
## WHAT ARE YOUR TOP CAMPAIGNS?



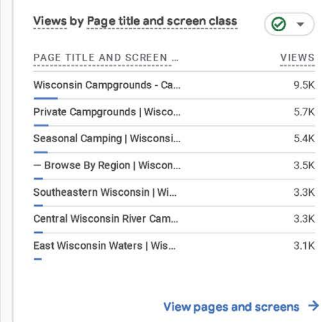
## HOW ARE ACTIVE USERS TRENDING?



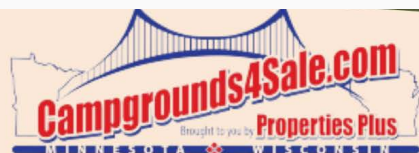
## HOW WELL DO YOU RETAIN YOUR USERS?



## 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**

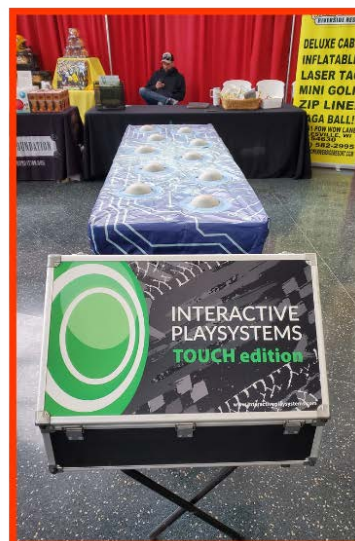


The Wisconsin Association of Campground Owners attends several RV shows in the Midwest every year. Below is a list of known shows we will be attending, or have a presence at, along with attendee information.

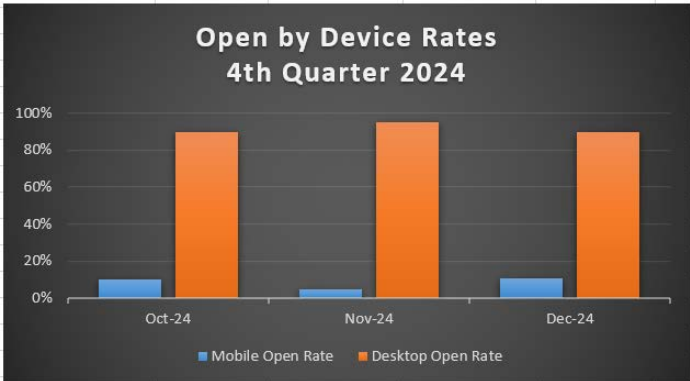
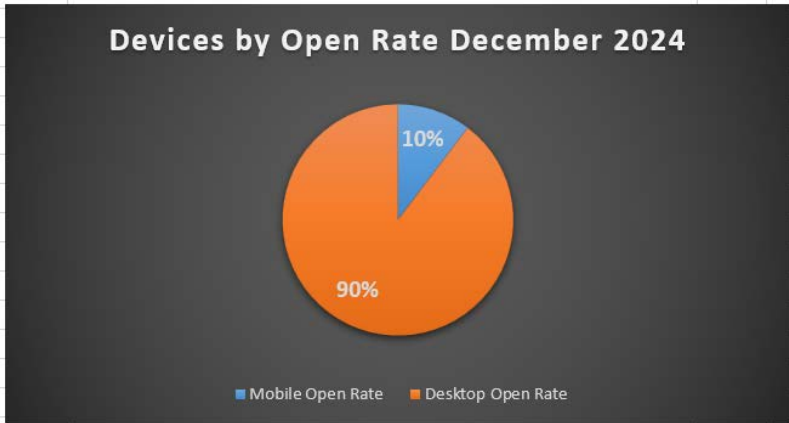
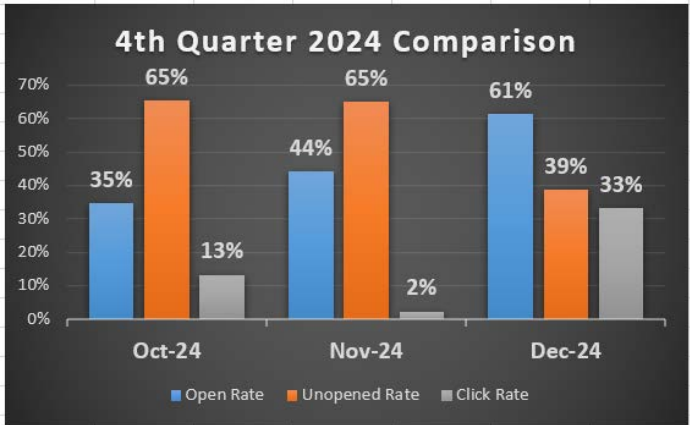
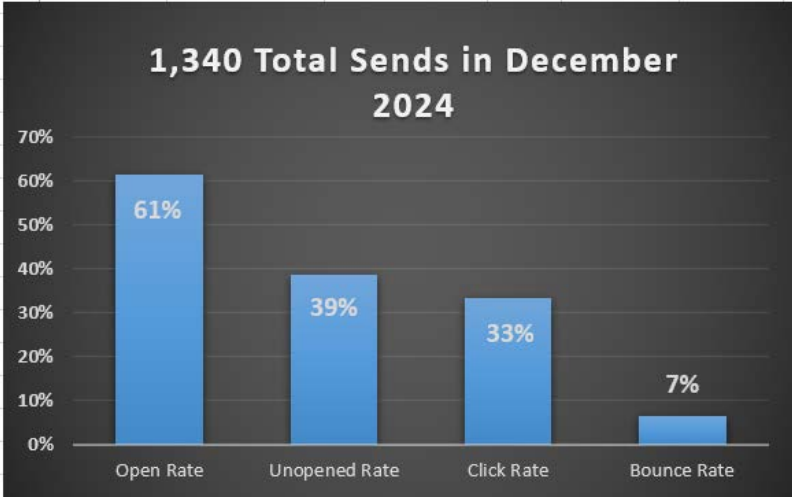
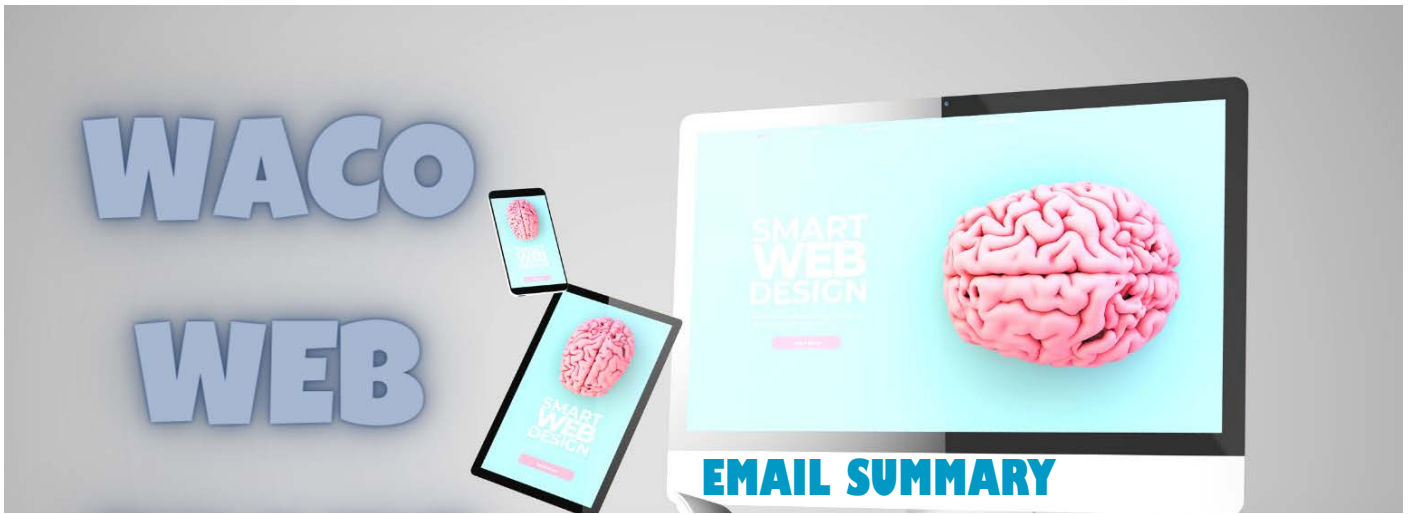
- Rockford RV, Camping & Travel Show  
January 17-19, 2025
- Green Bay RV & Camping Expo  
January 30 – February 2, 2025
- Madison Camper & RV Show & Sale  
January 31 – February 2, 2025
- La Crosse Sport Show  
February 6-9, 2025
- Central Wisconsin RV & Camping Show (Wausau, WI)  
February 7-9, 2025
- The Ultimate RV Show (Minneapolis, MN)  
February 13-16, 2025
- RV & Boat Main Event (Oshkosh, WI)  
February 21-23, 2025
- Milwaukee RV Show  
February 27 – March 2, 2025



## BINGO IN GREEN BAY



## MADISON RV SHOW



## Top Emails by Open Rate for December 2024

Campaign Name	Sends	Opens	Open Rate	Mobile Open Rate	Desktop Open Rate	Clicks	Click Rate	Bounces	Bounce Rate
2025 WACO Directory Proof	219	160	77.70%	12.40%	87.60%	83	40.30%	13	5.90%
2025 WACO Directory Proof REMINDER	219	139	67.10%	11.80%	88.20%	43	20.80%	12	5.50%
Notice - WACO Bylaw Updates	219	135	65.20%	6.50%	93.50%	36	17.40%	12	5.50%
December 2024 WACO Newsletter	464	266	62.60%	14.00%	86.00%	100	23.50%	39	8.40%
OHI Dues Reminder	219	123	59.70%	7.00%	93.00%	12	5.80%	13	5.90%



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# GBF Member Donations 2024



## TOTALS FOR YEAR

(As of 1/21/2025)



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

<b>Campground</b>	<b>Total Funds Raised</b>
Great River Harbor	\$43,587
Champions Riverside Resort	\$42,968
Duck Creek	\$24,255
Backyard Campground	\$14,505
Kinney Lake Campground	\$12,272
Rustic Ridge Resort	\$11,665
Wilderness Campground	\$11,425
Huckleberry Acres	\$10,429
Stoney Creek	\$8,435
Grand Valley Campground	\$8,198
Snug Harbor	\$5,685
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
Glacier Valley Campground	\$3,000
Chapparal 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
Rock Lake Lodge & Campground	\$1,357
Evergreen Campsites	\$1,125
Harbour Village Resort	\$1,100
Yukon Trails / ELS	\$795
Lake Lenwood Beach and Campground	\$500
Arrowhead Campground	\$460
Indian Trails	\$408
Sky High Campground	\$395
Dells Camping Resort	\$355
<b>TOTAL FUNDS RAISED</b>	<b>\$248,799</b>

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

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 ROYALLE CAMPGROUND  
[skollock@uniontel.net](mailto:skollock@uniontel.net) | 715-335-6860  
2024-2027, 2nd Term



### **BUD STYER, PAST PRESIDENT**

RED BARN CAMPGROUND  
[mrbud@budstyerassociates.com](mailto:mrbud@budstyerassociates.com)  
608-592-2128



### **ROB BRINKMEIER, 1ST VP**

MERRY MACS CAMPGROUND  
[camp@merrymacscampground.com](mailto:camp@merrymacscampground.com)  
815-541-4934 | 2023-2026, 2nd Term



### **SARAH KRAUSE, 2ND VP**

RIVER'S EDGE CAMPGROUND  
[camp@riversedgewisconsin.com](mailto:camp@riversedgewisconsin.com)  
715-344-8058 | 2024-2027, 2nd Term



### **KRISTI MLODZIK, 3RD VP**

DUCK CREEK CAMPGROUND  
[camp@duckcreekcampground.com](mailto:camp@duckcreekcampground.com)  
608-429-2425 | 2024-2027, 2nd Term



### **JULIE MICHAELS, TREASURER**

SCENIC RIDGE CAMPGROUND  
[jmmsrc@gmail.com](mailto:jmmsrc@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 | 2024-2027, 1st Term



### **CHRISTINA KORNETZKE, DIRECTOR**

ELS/LAKE OF THE WOODS  
[Christina\\_Kornetzke@equitylifestyle.com](mailto:Christina_Kornetzke@equitylifestyle.com)  
602-339-0698 | 2023-2026, 1st Term



### **MIKE DRICKEN, DIRECTOR**

LAKE LENWOOD BEACH & CAMPGROUND  
[mmdricken@gmail.com](mailto:mmdricken@gmail.com) | 262-334-1335  
2023-2026, 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



### **ADAM MALSACK, CHAIR ELECT LEGISLATIVE**

LAKE ARROWHEAD CAMPGROUND  
[adam@lakearrowheadcampground.com](mailto:adam@lakearrowheadcampground.com)  
920-295-3000 | Appointed 2024-2025



### **LORI SEVERSON, EXEC DIRECTOR**

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



### **JIM BUTTON, OHI REP**

EVERGREEN CAMPSITES AND  
RESORT  
[evergreencampsites@gmail.com](mailto:evergreencampsites@gmail.com)  
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## 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)

