



DAILY OVERVIEW

FRIDAY MARCH 14

7:00a Lobby BREAKFAST AND COFFEE – Located outside the Banquet Room

8:00a – 12:00p Session Rooms EDUCATION SESSIONS
Multiple sessions to choose from!

12:00 – 1:00p Banquet Room LUNCH & BENEFITS TRIVIA
Grab some lunch, find a seat and get ready for some fun trivia on WACO benefits!

1:00p Expo Area TRADE SHOW KICK OFF WITH THE ECHOES OF CAMP RANDALL BAND!
The band is BACK! Join the line as it marches past each booth to kick off the 62nd Annual 2025 WACO Convention Trade Show!



1:00 – 6:00p Expo Area TRADE SHOW OPEN! – Earn \$1,000 to spend at the Trade Show Saturday just for shopping on Friday! We'll draw two \$500 winners tonight, must be present to win! Support those who support our organization, and keep your registration costs low by shopping with these vendors! Our suppliers need to take orders back to their offices to make the business work! They are the reason we have a great show with amazing opportunities. Please help our show be the best it can be by asking any supplier you work with to show you their WACO TRADE MEMBER card! Thank our supplier members by purchasing at the show!

4:00p Expo Area BEER AVAILABLE AT SPONSOR BOOTHS! Stop by these booths for a cold beverage!
Gama Sonic – Ignite Supplies – Mouse Mix – The Pond People – Water Wars – Wilcor

6:00p Banquet Room DINNER AND AUCTION – Dinner served at 6p, Auction begins at 6:30p!
Suppliers, please join us for dinner and tonight's entertainment! We'll have games and raffles available for you to win many great prizes!

7:30p Banquet Room ENTERTAINMENT – SCOTT LONG, COMEDIAN
Scott Long As seen on NBC, FOX-TV, and the Bob and Tom Show, plus written the Frank Caliendo NFL Comedy sketches for 13 seasons. Voted BEST Comedian of 6 of the past 7 years on the largest entertainment booking agency in the US! Welcome to a Real Reality Show that is Scott Long. He tells his story of growing up in the Cornstalk Ghetto of Iowa and how an extremely dysfunctional childhood put him on the path to 1 of 2 careers; standup comedy or prison. Fortunately for all of us, cracking wise jokes has worked well for him!



?? Banquet Room TRADE SHOW SHOPPER DRAWING (Following Entertainment) – Stick around and you could win \$500 to spend at any of our Show Sponsors! Must be present to win!

• Access Parks	• Campgrounds4Sale	• Campground Views
• Coverra Insurance	• First Mid Bank & Trust	• Jim's Golf Cars
• Lake Ridge Bank	• Lake Side Golf Carts	• Utility Supply Group



SEMINAR LINE UP

FRIDAY MARCH 14



	BANQUET ROOM	STONEFIELD	HARVEST	WOODLAND	TRILLIUM
8:00 – 9:30A	Foundations of Business Finance Joe Walter	Put Down Your Bullhorn: The Best Ways to Communicate with Guests Bobby Sorden, App My Community	Staying Out of Employment Problems Mark Hazelbaker	Elevate Your Business: Using Canva 2.0 Taylor Ward	Exploring Options for Your Campground's Financing Needs Phil Whitehead – Lake Ridge Bank, Cari Sabel – USDA, Nick Drewsen – WBD
9:45 – 10:45A	Beyond the Stay: Making Seasonal Guests Your Park's Biggest Cheerleaders Lori Severson and Lisa Black	Golf Cart Maintenance and Rental Revenue Jim Brandt, Jim's Golf Cars	The Art of Attraction: Marketing Essentials for Campground Owners Mark Koep	Working With Local Zoning & Best Expansion Practices Anders Helquist, Weld Riley	Back to Basics: The Beginner's Guide to Electricity at an RV Park Heidi Doyle, Utility Supply Group
11:00a – 12:00p	CLOSED FOR LUNCH SET-UP	Considerations to Make When Purchasing Insurance For Your Campground Eric Haun & Crystal Erickson, Coverra Insurance	Marketing in Action: Strategies to Drive Bookings and Visibility Mark Koep	Cashing Up and Cashing Out! John Jaszewski, Campgrounds4sale, Phil Whitehead, Lake Ridge Bank and Holly Hoffman, Sales Tax Advisory Network	How to Outsource Reliable and Predictable Wi-Fi, the 4th Utility in RV Parks Jeff McCaskill, Access Parks

Save the Date

2025 WACO Fall Tours

September 16–17
October 7–8

More information coming
soon on locations!



SEMINAR DESCRIPTIONS

FRIDAY 3/14 - 8:00A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	Joe Walter	FOUNDATIONS OF BUSINESS FINANCE Master the financial foundation of running a successful campground in this practical session. Learn how to manage seasonal cash flow, decode your business numbers, and identify the key metrics you need to track for long-term success. Whether you're a seasoned owner or new to the business, this session will provide actionable insights to help you make confident, informed financial decisions and keep your campground thriving year-round.
Stonefield Room	Bobby Sorden App My Community	PUT DOWN YOUR BULLHORN: THE BEST WAYS TO COMMUNICATE WITH GUESTS This session explores how to tailor communication strategies to connect effectively with guests. It emphasizes the importance of choosing the right moment, understanding the audience, and delivering a clear, concise message. Participants will learn how to adapt their communication style to ensure messages are received and understood, fostering positive interactions and creating memorable guest experiences.
Harvest Room	Mark Hazelbaker	STAYING OUT OF EMPLOYMENT PROBLEMS When you have employees, you have the potential for problems. You can't afford not to know the rules. You can't afford not to handle employees carefully. This seminar is a guide to the kinds of policies and plans which protect you.
Woodland Room	Taylor Ward	ELEVATE YOUR BUSINESS: USING CANVA 2.0 In this course you will learn how to create amazing, beautiful, professional graphic designs inside Canva, one of the world's leading free graphic design applications. Have you tried producing your own graphic designs that just don't look professional? Canva is a great tool to use in creating your own unique designs without the requirements of understanding a complicated program. Canva uses 1,000's of pre-made templates to help you start off strong. You also have access to 1,000's of graphics, videos, and even songs to add to your designs to give it that professional feel. Although this program has a lot to offer, after taking a quick look around we will create some professional and attention grabbing designs that you can use on your websites or social media pages that day! Bring your laptop to work right along with me! If you have access to a few pictures and/or videos of your resort, activities, or items you offer, have them on your computer so we can add them to your designs! Even if you took this course last year, please plan to attend as I will dive deeper into creating designs with the use of videos!
Trillium Room	Phil Whitehead	EXPLORING OPTIONS FOR YOUR CAMPGROUND'S FINANCING NEEDS Join Phil Whitehead, of Lake Ridge Bank, Cari Sabel, from the US Dept of Agriculture, and Nick Drewson, from WBD - Wisconsin Business Development. They will discuss the most popular financing options for campground owners -- conventional financing, SBA and USDA programs. Learn how each program works, along with the advantages and disadvantages of each one. Often, the best choice is a combination of programs and this class will help you understand how they can work together and whether or not they are the right choice for your campground's needs. We are bringing you the experts to make sure you get accurate information and an opportunity to ask questions. This will be an invaluable session whether you are looking to purchase or build a campground, refinance your existing campground, planning an expansion or an equipment purchase.



SEMINAR DESCRIPTIONS

FRIDAY 3/14 - 9:45A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	Lori Severson and Lisa Black	<p>BEYOND THE STAY: MAKING SEASONAL GUESTS YOUR PARK'S BIGGEST CHEERLEADERS</p> <p>Your seasonal campers are more than just long-term guests—they can be your most powerful marketing asset! In this session, we'll explore strategies to turn your loyal seasonals into enthusiastic promoters of your park. Learn how to engage them in a way that encourages word-of-mouth referrals, social media sharing, and positive online reviews. Discover creative incentives, community-building techniques, and communication tactics that will inspire your seasonals to spread the word and bring in new campers. Don't just host them—empower them to help grow your park!</p>
Stonefield Room	Jim Brandt Jim's Golf Cars	<p>GOLF CART MAINTENANCE AND RENTAL REVENUE</p> <p>In this presentation, Jim will cover various topics including summer and winter maintenance, proper storage techniques for your golf cart during winter, and will also discuss rental revenue. He will highlight the process of checking rentals in and out, as well as the significance of addressing issues promptly as they arise.</p>
Harvest Room	Mark Koep Campground Views	<p>THE ART OF ATTRACTION: MARKETING ESSENTIALS FOR CAMPGROUND OWNERS</p> <p>In this foundational session, you'll learn the key principles of marketing tailored to the unique needs of campground owners. We'll explore how to identify your target audience, craft compelling visual messages, and position your brand effectively in today's competitive landscape. Using real-world examples and practical frameworks, you'll discover how to make your campground irresistible to guests. Whether you're new to marketing or need a refresher, this session sets the stage for creating a powerful and engaging brand presence.</p>
Woodland Room	Anders Helquist Weld Riley	<p>WORKING WITH LOCAL ZONING AND BEST EXPANSION PRACTICES</p> <p>Dealing with land use and zoning issues when starting or expanding a campground can be some of the most frustrating and challenging experiences for campground owners. Please join us for an interactive discussion regarding best practices and collaborative approaches to build and expand your campground.</p>
Trillium Room	Heidi Doyle Utility Supply Group	<p>BACK TO BASICS: THE BEGINNER'S GUIDE TO ELECTRICITY AT AN RV PARK</p> <p>Join us for this open forum chat designed with the electrical novice in mind. We will explain the basics of electrical connections, how sub metering works and how you can recoup utility costs, why do GFI's and breakers trip and what can be done about it, and much more. This class is very informal and is perfect for someone new to the industry, new to their role or who just wants to understand some basic electrical concepts. NO question is a dumb question!</p>



SEMINAR DESCRIPTIONS

FRIDAY 3/14 - 11:00A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	CLOSED FOR LUNCH - SET-UP	
Stonefield Room	Eric Haun and Crystal Erickson Coverra Insurance Services	<p>CONSIDERATIONS TO MAKE WHEN PURCHASING INSURANCE FOR YOUR CAMPGROUND</p> <p>In this session, we will discuss how to make the most of our your insurance premium spend, factors which should go into the buying process, and how to determine the coverage & limits of insurance to purchase.</p>
Harvest Room	Mark Koep Camp-ground Views	<p>MARKETING IN ACTION: STRATEGIES TO DRIVE BOOKINGS AND VISIBILITY</p> <p>Building on the basics, this session dives into actionable steps to implement your marketing strategy. From designing eye-catching visuals to leveraging online tools and platforms, you'll learn how to bring your marketing vision to life. We'll cover techniques for optimizing your website, utilizing social media effectively, and crafting email campaigns that convert. You'll leave with practical tools and strategies to boost bookings, grow your online presence, and attract more guests to your campground.</p>
Woodland Room	John Jaszewski Camp-grounds4Sale Holly Hoffman Sales Tax Advisory Network	<p>CASHING UP AND CASHING OUT!</p> <p>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.</p>
Trillium Room	Jeff McCaskill Access Parks	<p>HOW TO OUTSOURCE RELIABLE AND PREDICTABLE WI-FI, THE 4TH UTILITY IN RV PARKS</p> <p>In today's world, reliable Wi-Fi is as essential as electricity and water for RV parks. This session will explore how predictable, high-quality internet can drive revenue by attracting remote workers, distance learning and long-term guests. Learn how fiber-optic internet can reach any park in the US, the key differences between DIY and "managed services," and how to choose a cost-effective solution that doesn't bleed you of cash over time. Plus, get a critical checklist for selecting the right provider to eliminate guest complaints and boost bookings. Finally, discover how to effectively market your Wi-Fi to increase the average length of stay and keep campers coming back!</p>