

WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS



WACO

CONVENTION AND TRADE SHOW

MARCH
12-16, 2025

ADVENTURE
AWAITS



**ANNUAL
MEETING
FULL REPORT**

IF YOU WOULD LIKE
THE FULL ANNUAL
MEETING REPORT,
PLEASE STOP AT
THE WACO
REGISTRATION DESK!



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



WACO Board of Directors



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2024-2027, 2nd Term



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LORI SEVERSON, EXEC DIRECTOR

SEVERSON & ASSOCIATES
lori@seversonandassociates.com
608-792-5915



OPEN DIRECTOR POSITION

THIS COULD BE YOU!

Submit reasons why you feel you'd be a great director, along with a brief bio & your picture to office@wisconsincampgrounds.com!



Our goal is to make this conference easy for you to attend and enjoy. Please don't hesitate to tell a staff member immediately if you need assistance. Our members mean the world to us and we are happy to help in any way we can. If you have an experience that is not world class, please let a member of the WACO Board or your Executive Director know immediately. Your experience here is important to us. If you are new to the convention – just look for a STAFF member or a Board Member. There are no silly questions – we are happy to help!



How May We Help You?



Lori Severson, Executive Director
Address: PO Box 228, Ettrick, WI 54627
Email: lori@seversonandassociates.com
Office Phone: (608) 525-2327
Cell Phone: (608) 792-5915



Mark Hazelbaker, Attorney
Address: 22 Hidden Hollow
Trail - Madison, WI 53717
Please use the JotForm
below to contact Mark!



SCAN ME

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.**

WACO Executive Director

Lori Severson (608) 792-5915

WACO Staff

Danielle Todd (608) 386-0752
Tina Severson (608) 386-3673
Lisa Black (608) 317-9238



Danielle Todd



Tina Severson



Lisa Black



Laurie Smith



Ryan Lipke

Registration

Laurie Smith (608) 399-4817

General Convention Questions

WACO Office (608) 525-2327

Vendor Set-Up and Direction

Ryan Lipke (608) 484-1045



Bonnie and
Mickey Wood



Mary Ziegler



Michelle Forsyth



Carla Brown



Becky Lipke

Kids Kamp

Becky Lipke (608) 317-9237

HAVE A QUESTION? OUR TEAM HAS THE ANSWER!

Check-In & Registration

Tuesday evening early registration will be open from 5:00 – 7:00 pm.

Our registration area is open at 7:30 am on Wednesday, Thursday, Friday, and Saturday for your convenience.

Registration is set up at the Holiday Inn Convention Center, directly outside of the Trade Show area. The hotel has the schedule of convention activities at the front desk if you have a question.

Any auction items and basket donations should be taken to the registration table where they will be logged in.



Consulting Options



New Owners Meet-Up

Wednesday at 8am - Thursday at 7:30am

Location: Top Shelf Bar (aka Little Bar) - outside Kids Kamp room

Calling all rookies and newcomers! This quick meet up is hosted by the WACO Young Professionals group. Meet, greet and network with others in the same new position as you are! Find a mentor and see who knows what, and how you can get the most out of your WACO convention experience! Chat about what's most important for the upcoming day!



Need to know more about OHI member benefits?

Text Jim Button at (920) 570-0764 to set up a time to chat about how both OHI and WACO can benefit you and your business!



Quickbooks Consulting with CSAW Associates, WACO Accountants

Set up a time to learn more about how QuickBooks works, upgrading or getting started. Stop by the Lemonade stand near the WACO registration to chat with Chris or Andrew Metcalf.



Private Legal Consultations with Mark Hazelbaker, WACO Attorney

Talk about your personal legal issues! Ask about agreements, review mobile home licenses, park regulations, employment issues, or general legal questions. You can see the work Mark has done with our forms, waivers, agreements, etc in the Members Only section of our website!



Mark will be available in the Pointer Room beginning on Wednesday afternoon (past the hotel elevators, towards fitness center & pool). Stop by to chat with him or set up an appointment!

Reminder. Legal hotline questions need to be directed to the WACO office first. Should you choose to NOT use the hotline and contact Mark directly, you will incur costs To your campground. Scan the QR code to submit legal questions!



Know Your Numbers with John Jaszewski

Bring your P&L report to convention and John will show you, AT NO CHARGE, exactly what your park is worth now and will show you quick and easy ways to increase the value of your park. He's set up by Thursday, so book early!



Knowledge is Power. Whether you're thinking of selling or need more leverage for refinancing or expanding the park, schedule a confidential consultation and John can show you exactly what the Banker and Appraiser will be looking for.

Schedule an appointment at convention by texting John at 507-450-5626.

Friends of Bill W. - Meets in the Bayba Boardroom
Located next door to Kids Kamp
Wednesday - Thursday - Friday at 5pm





WACO Membership Booth



Update or Renew Your WACO Membership, or ask about any of your NEW and existing membership benefits!

Stop by the WACO Membership booth (*across from the registration desk*) to chat with Danielle or Tina and go through the membership checklist! This list will help to make sure you are taking full advantage of your WACO membership and all of the benefits available to you!



Danielle Todd



Tina Severson

Stop by for a quick 10-minute chat to...

- Check your WACO website listing to be sure everything is up-to-date. Be sure to bring photos on a flash drive if you need to update or add photos (up to four) to your listing!
- Sign up for any advertising you want to participate in for the 2026 season.
- Calculate your dues for the 2026 season and schedule your payment date to save you the 3% for the early bird discount!
- Make sure you're in our Members Only Facebook group.
- Be sure you have access to our Members Only section of the website!
- Ask any questions you may have about membership, how certain benefits work, who to contact for certain questions, etc. Bring the questions – we'll find the answers!



2025 Speaker Bios



We'd like to give a BIG thank you to all of our 2025 speakers for providing top-notch industry education and knowledge to our WACO Convention attendees!

To read more about any of our great presenters, scan the QR code and view their bios on our website!



Why am I not getting WACO emails?

Sometimes a member accidentally "unsubscribes" from our WACO email lists. When that happens, the office is able to send a ONE TIME link to add you back to our distribution list. This does require you to "accept" the link and we cannot do it without you accepting it on your end.

If you feel like you're not getting information, give us a call and we will confirm what email we have on file for your campground!



As our membership grows, the need for increased efficiencies grows!

At Severson & Associates, we've installed a phone system with a mobile app service, allowing our staff to take calls from anywhere. Calls coming into the general office line at (608) 525-2323 are immediately routed to various staff members. The system tracks calls coming in, going out, and messages received. Voicemails are emailed to all staff associated with that particular client!

We also use Asana for project tracking and assignments, allowing our office to task staff with emails and member requests efficiently.

These new systems ensure your questions are sent to the proper staff member quicker – so you'll get the answers you need!

WACO Passport to Adventure

Your ticket to winning BIG at the 2025 WACO Convention and Trade Show!



Win \$3,000 in WACO Bucks! Earn your tickets all week!



Find your passport book inside your event bag to start collecting your adventure stamps!

Participants are responsible for collecting tickets. Rip tickets in half, keep one half and the other half goes in the big bucket by Registration. Tickets can be dropped anytime during convention. You must be present on Sunday at 11:00a to win!

HERE'S HOW IT WORKS:

- Check out all the "Must-Do" adventures in your WACO Passport that you must complete.
- Collect your stamps throughout convention for completing various tasks.
- Once your must-do pages are complete with all stamps collected, turn your passport in at the Registration desk and collect your 100 tickets for the \$3,000 WACO Bucks drawing on Sunday!
- Be sure to check the bonus page too for extra side quests you can complete for additional tickets! You can complete these quests in addition to the must-do Quests or on their own!
- **Fully completed passports must be turned in by Saturday at 8pm to collect your 100 tickets!**

SIDE QUEST DRAWING: SATURDAY FROM 2:00 – 4:00PM

- The side quest drawing pages are part of the required pages for completing your full passport.
- Once you've visited all booths and collected your stamps, come to the Registration desk by 2:00pm to drop in your Side Quest drawing ticket!
- Starting at 2:15pm, we will draw one ticket from all entries, every 15 minutes. That ticket winner will be called by name over the intercom throughout the tradeshow floor (it will be announced in all areas of the floor – main expo room, hallways and hotel hallways/lobby).
- If your name is called, you will have two minutes on the clock to get to the registration desk and claim your \$500 that can be spent with ANY vendor here at the show!
- All money is to be spent at the 2025 trade show (ends at 4:30pm on Saturday)!
- **We will draw EIGHT WINNERS – for a total of \$4,000!**

HOW ELSE CAN I EARN TICKETS FOR THE \$3,000 WACO BUCKS DRAWING?

5 Tickets for...

- Attending Wednesday and Thursday morning general sessions in the Banquet Room
- Attending an education seminar
- Completing a seminar evaluation
- Every \$20 purchase in raffles by Registration

50 Tickets for...

- Every qualifying live auction item you bring
- Sponsoring at the \$200 or \$500 level
- Every \$100 purchase in raffles by Registration
- Attending the Sunday morning Round Tables

25 Tickets for...

- Registering during the Early Bird (Before 1/31)
- Stopping by the Membership Update Area by Registration to review your membership and update/set-up your renewal for 2026
- Presenting an education seminar
- Any PAC fund donation that you make
- Every vendor you purchase from (Bring your receipts to Registration to collect tickets)

100 Tickets for...

- Completing the WACO Passport

WATCH FOR BONUS TICKET OPPORTUNITIES THROUGHOUT CONVENTION!

WACO Passport to Adventure

Your ticket to winning BIG at the 2025 WACO Convention and Trade Show!



Watch for this symbol in the program and on any signage where you can earn a 'Bonus Stop' stamp for extra tickets to win the \$3,000 WACO Bucks!



SATURDAY 3/15 - 8AM - BANQUET ROOM

Join us for the 2025 WACO Annual Meeting! Learn where the organization has been and where it's going!

Breakfast in Scott Grennon's memory, provided by Evergreen Campsites & Resort and the Button family.

NOTE: This meeting is open to WACO members only!



Things You Need To Know



Money Made Simple

- Find your personalized bid number behind your name tag in your show badge! This number has been specifically assigned to you. This can be used to "charge" any auction/raffle items. Please be sure you receive a receipt with all of your purchases. Simply show our staff member your bid number and sign for the charge.
- Your bid number can be used to bid on silent auction items, live auction items, buy raffle tickets, etc.
- PAC (Political Action Council) items are the only exception (they must be paid by personal check or cash).
- You may check your balance at any time during the convention by asking at the registration desk.
- You can pay your balance by check, credit card, cash, WACO bucks or a combination!
- Plan to have your account balance settled no later than 9:00 am on Sunday.
- Not from Wisconsin? No problem! We take all "out of state" currency!

Silent Auction Rules

- To place a silent auction bid, write your bidding number in the starting bid space or on the line following the highest current bid.
- Indicate your bid in the appropriate space on your bidding row.
- In order to be valid, all new bids must be higher than the previous bid by at least the minimum raise indicated at the top of the bid sheet. \$5.00 is the usual amount but please check each auction item.
- A bid is construed as an agreement to purchase the listed item(s) at the amount indicated.
- All bidders must be 18 years of age or above.
- All winning bids must be settled before 9:00 am on Sunday by cash, check or credit card.
- In order to protect the integrity of all bidders, please do not scratch out bids. Simply contact one of our volunteers for help if you wish to withdraw your bid.
- The auction will close at the announced time at which time the highest bid on each bid sheet will be declared the winner. If multiple people are still interested in bidding at the end – a final bid off will be allowed where each participant puts in a final sealed bid on a piece of paper. The highest final bid will be awarded the item.
- **Don't leave the convention without written documentation of what you have purchased and won.**
- **Bids may only be voided by an auction volunteer or staff member.**



WACO Membership Booth



**MISS A
SEMINAR?**

Head to the tables right next to the registration desk in the convention center lobby to find any available extra handout materials from seminars! If you don't see something, ask a staff member to put you on our list to email materials you're looking for!

Basket Social

Bring the best campground basket (must be valued at \$100+) and win bragging rights! Earn the traveling trophy for the basket with the best sales numbers on Friday night!



The basket winner also gets **\$1000** to spend at any supplier on Saturday! And EVERY campground that brings a basket gets entry tickets to win the \$3,000 WACO Bucks. If you enter multiple baskets the **TOTAL** is added together! Ask your suppliers and communities to contribute and earn your community/campground a mention on the WACO Campground website and directory!

Last year the winner was **VISTA ROYALLE!**

Earn up to \$7,000 to spend at the 2025 Trade Show!



Check out how you can earn chances to win \$\$\$ to spend at the trade show!

- TWO WINNERS – Win \$1000 if you have the basket that raises the most money Friday Night!
- Win \$1000 if you win the PAC auction gift card!
- EIGHT WINNERS DRAWN – Win \$500 to spend at the trade show if you are drawn during the 'Side Quest Drawing' – details on page 6!
- Winners are drawn Saturday from 2-4p!
- Win an extra \$1000 to spend at any Show Sponsor! Pulled at our Trade Member Dinner Friday Evening.

Watch for more chances to win!

ALL money is to be spent at the 2025 WACO Trade Show (ends Saturday at 4:30p!)

NEW!

Directory Box Pick-Up

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!



Go High Tech - QR Codes



Sometimes having everything on your phone or tablet can be convenient. We understand that. You are now able to download each convention day's schedule onto your mobile device to ensure you are in the loop for that day's activities. Open the camera on your Smartphone or a QR Code Reader App, scan the codes above and watch as each day appears!



WEDNESDAY



THURSDAY



FRIDAY



SATURDAY



SUNDAY



WACO In The News!

With Jeff Crider



Jeff Crider is a long-time freelance writer and media relations consultant for campground and RV industry associations across the country.

He's looking to interview many parks for the following topics...

- New parks that are scheduled to open this year or next year
- Park expansions, either adding RV or tent sites, accommodations, rental units, etc.
- New attractions, especially water attractions, Wibits, laser tag, and other fun stuff
- New organized activities that they've never had before -- or haven't had in many years
- New special events
- Equestrian parks (parks that either have equestrian amenities for people who camp with horses or activities)
- Any efforts to support charities and other humanitarian causes

TO BOOK A QUICK INTERVIEW WITH JEFF RIGHT HERE AT CONVENTION, PLEASE TEXT HIM AT (760) 567-9775!

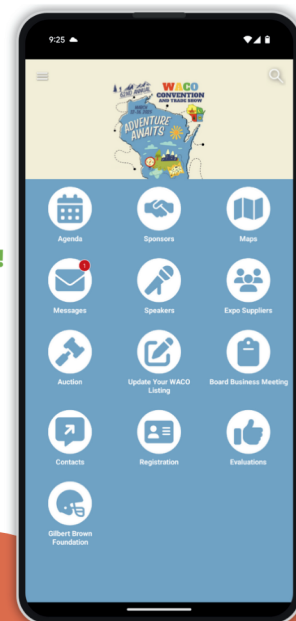
WISCONSIN CAMPGROUNDS

Download our New App!

- Agenda
- Sponsors
- Speakers
- Activities
- Suppliers
- Auction
- and more!

Stay in the know!
No FOMO!

SCAN ME



Thank you App My Community for building our new convention app! Stop by their booth to see it in action on a 32" smart screen portable monitor that they're donating to the Friday night auction!

Members who helped with a presentation for the WACO conference get 25 entry tickets per session for the \$3,000 WACO Bucks drawing! Please get them at Registration - Thanks so much for helping us all be a great industry!

Want to volunteer to help with WACO projects? Contact the WACO office or your Board of Directors!

If you would like information from any WACO seminar - please email office@wisconsincampgrounds.com to request the class materials if available!

2025 Special Camping Weekends



Sign up now to participate, and be included in the advertising for these weekends on the WACO website and our Facebook page!



Scan here with
your smartphone camera
to sign up now
online!



Heroes Weekend | May 16-18, 2025

This is a weekend that campgrounds typically offer free camping for heroes, including Military, Emergency personnel (Police, Fire and EMT's) and more. It is up to each campground who is considered a "hero" to take advantage of this deal. Some campgrounds include healthcare workers and teachers.

Camping For Kids Weekend | May 30-June 1, 2025

This is a weekend that campgrounds host different events throughout the weekend that raise money for the Gilbert Brown Foundation which supports over 156 children's charities throughout Wisconsin.





Join The Facebook Party!



Ever wonder how campground owners get information quickly from so many resources? Join us in our Facebook group...

WACO Campground Members

It's a private group where you can ask questions, buy and sell, create a survey or show off something new in your park!



Check out some of the amazing auction items donated by our Trade Members!

ApoloSign 32-Inch Smart Screen 1080p Portable Monitor with Touch Screen
Donated by App My Community

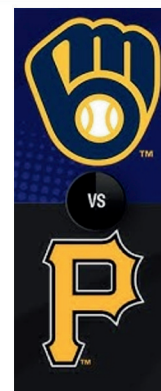


Beanie Bouncers
12x12 Display
with product
(12 styles
6 of ea.)
Donated by TY

Brewers v Pirates
In-Suite Game Tickets
Three sets of 4 tickets
to be auctioned off!

June 23, 2025
First pitch at 6:40p
Food & beverage inside the
suite are included.

**Donated by Coverra
Insurance Services**



Camping and Rec Sticker
Package - 12 each of
10 unique designs
Donated by 620 Deep

good sam

2026 GOOD SAM CAMPGROUND GUIDE
AUCTION AD*

Certificate is awarded to:

SAMPLE

Business Name, City & State

This Certificate entitles you to \$2,500.00 towards Print &/or Digital Advertising in
the 2026 Good Sam Campground Guide &/or on www.GoodSam.com
\$2,500.00 Value!

To redeem this certificate, contact Good Sam Enterprises @ 800.685.6246 by August 1st, 2025 or present to
your Good Sam Account Management Team upon their visit.

Christine Distl

Good Sam Enterprises/Director of Campground Operations

*Auction Ad Certificate has no cash value and is not eligible for Agency, Prepay or any other additional discounts.

Event: WACO Event Date: 3.14.25



Custom Built Golf Cart

Donated by Lake Side Golf Carts

2019 Yamaha Drive 2 48 volt electric
New 105 ah lithium battery setup -
Raptor liner metallic grey paint - LED
light kit with reducer - New Mag wheels
Black molded top - Two Tone Tsunami
luxury front seats - Black flip rear seat kit
with heavy duty shocks - New tinted folding windshield
- Underglow LED lights - Bluetooth Sound bar

...and so much more!



DAILY OVERVIEW

WEDNESDAY MARCH 12

| | | |
|--------------|---------------|--|
| 7:30a | Lobby | BREAKFAST AND COFFEE - Located outside the Banquet Room |
| 8:00a | Top Shelf Bar | NEW OWNER/ATTENDEE MEET-UP - Hosted by the WACO Young Professionals Meet, greet and network with other newbies. Ask your questions and chat about how to get the most out of your time here at the 2025 Convention & Trade Show! |
| 8:30 - 9:15a | Banquet Room | MORNING GENERAL SESSION Lori Severson and WACO Office Staff |
| 9:45a - Noon | Session Rooms | EDUCATION SESSIONS Multiple sessions to choose from! |
| Noon - 1:45p | Banquet Room | LUNCH & LEARN SESSION Keynote with Mark Koep, Campground Views and Industry Expert |
| 2:00 - 4:15p | Session Rooms | EDUCATION SESSIONS Multiple sessions to choose from! |
| 4:00p | Lobby Area | CASH BAR OPENS - LEMONADE SALES OPEN Only \$5! Get a loaded (or un-loaded!) Bill's Lemonade! A WACO fan favorite! |
| 4:30p | Banquet Room | WELCOME RECEPTION - LET THE ADVENTURE BEGIN! 4:30-5:30p - Networking and Dinner |



Tonight's dinner is catered by Bullhead's Bar & Grill and must be pre-ordered! Scan the QR code to the right to place your order!

Pre-orders close at 2pm on Wed. 3/12!

Dinner includes:
1/2 broasted chicken (4 pieces), mashed potatoes, coleslaw and a dinner roll.

TOPICS INCLUDE:

Table 1: Strategies for Success - John Jaszewski & Phil Whitehead

Table 2: Guest Communication - Tina Severson

Table 3: Shoulder Season Ideas - Sarah Krause & Kate Mattice

Table 4: Marketing Magic - Mark Koep

Table 5: Employees - Emily Truell

Table 6: Successful Layouts - Lisa Black

Table 7: Activities and Theme Weekends - LeaAnn Gieck

Table 8: Bar & Grill and Snacks - Geri and Claire Walter

Table 9: Family/Team Dynamics - Taylor Ward

Table 10: Importance of Attending Conventions & Shows - Lori Severson, Tiffany Pargman and Jim Button



SCAN HERE!



SEMINAR LINE UP

WEDNESDAY MARCH 12



| | BANQUET ROOM | STONEFIELD | HARVEST | WOODLAND | TRILLIUM |
|------------------------|---|--|---|--|--|
| 8:30 – 9:30A | MORNING GENERAL SESSION – BANQUET ROOM Lori Severson, Tina Severson & Danielle Todd, WACO Office | | | CPO POOL SCHOOL Mark Neuman, Neuman Pools | SERV SAFE Glee Brechler, MEd |
| 9:45 – 10:45A | WACO Membership Benefits Overview WACO Office | Interviewing and Digging Deep Into Probing Questions Lea Ann Gieck | Be Proactive in the Off-Season Joe & Kristen Ledger and Hannah Butturini | CLASS RUNS FROM 8:00A-4:15P REQUIRES PRE-REGISTRATION | CLASS CHECK-IN BEGINS AT 8:00am Testing is from 3:00 to 5:00pm REQUIRES PRE-REGISTRATION |
| 11:00A – 12:00P | CLOSED FOR LUNCH SET-UP | Low-Cost Marketing Hacks For Campgrounds Lori Severson | Space Matters! Bud Styer | Test will be taken on Thursday. *Lunch will be from 12:00 to 12:30pm if you registered for this course. | Participants do not need to bring laptops, as testing will be done with a paper test. |
| 12:00 – 1:45P | LUNCH & LEARN SESSION – 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. | | | | |
| | Lunch: Lotzza Motzza Pizza, Pasta, Salads and Desserts A special thank you Bullhead's Bar & Grill Restaurant for today's lunch and dinner! Lunch sponsored by The Gilbert Brown Foundation – Pizza Donated by Brew Pub Pizza | | | | |
| 2:00 – 3:00P | The WACO Advertising Advantage WACO Office | PANEL: Social Media Mastery Sarah Krause, Tia Anderson, Hannah Butturini | Writing a Great Press Release – Hands-On Session! Jeff Crider | CPO POOL SCHOOL Mark Othmer, Neuman Pools | SERV SAFE Glee Brechler, MEd |
| 3:15 – 4:15P | CLOSED FOR EVENING SET-UP | ChatGPT: Your New Personal Assistant! Sarah Krause | Crafty Campers: Creative Activities For Adults Kim and Kristi Rose | | |



Mark Koep
Campground Views



SEMINAR DESCRIPTIONS

WEDNESDAY 3/12 - 9:45A SESSIONS

| ROOM | PRESENTER | TITLE/DESCRIPTION |
|------------------------|--|---|
| Banquet Room | WACO Office | <p>WACO MEMBER BENEFITS OVERVIEW</p> <p>Are you making the most of your membership? Join this informative session for an in-depth overview of the valuable benefits available to you as a WACO Member! From exclusive resources and discounts to networking opportunities and support services, discover how your membership can help you grow your campground, save money, and succeed in the industry. Don't miss out on the perks designed to make your job easier and your business stronger! PS - Even if you're a long-time member, this can be a beneficial refresher for you to make sure you're not missing out on any benefits, and to learn about all the NEW benefits you now have as part of our Hospitality Connections partnership!</p> |
| Stonefield Room | <p>Lea Ann Gieck Skillet Creek Campground</p> | <p>INTERVIEWING AND DIGGING DEEP INTO PROBING QUESTIONS</p> <p>This session covers techniques for conducting effective interviews by using probing questions to uncover candidates' skills, problem-solving abilities, and work history trends that may impact future performance. Attendees will learn how to ask behavioral, situational, and follow-up questions to move beyond surface-level answers, gaining deeper insights for better hiring decisions.</p> |
| Harvest Room | <p>Joe & Kristen Ledger Lakeside Fire Campground</p> <p>Hannah Butturini Evergreen Campsites</p> | <p>BE PROACTIVE IN THE OFF-SEASON</p> <p>Winter is the time of rest, but should it also be the time to prep? Keeping up with a consistent schedule can ensure a smooth opening come Spring! Do you have SOPs in place to make sure your Spring is easy-breezy? Learn what else you can do for ancillary income in the off-season to keep employees and potentially bring in money for your park.</p> |
| Woodland Room | <p>Mark Othmer Neuman Pools</p> | <p>CPO POOL SCHOOL</p> <p>The CPO seal of approval is assurance to commercially owned pool and spas that their facility and their swimmers are under the supervision of trained professionals. CPO certification courses are designed to provide individuals with the knowledge, techniques, and skills of pool and spa operations. Including pool and spa chemistry, testing, treatment, filtration, maintenance, automatic feeding equipment, government requirements and more. The CPO certification program requires participation in either a two-day class taught by a certified instructor or the blended format that combines an online Pool Operator Primer Course and a one-day Pool Operator Fusion Course. The CPO certification program requires participation in either a two-day class taught by a certified instructor or the blended format that combines an online Pool Operator Primer Course and a one-day Pool Operator Fusion Course. The CPO certification program requires an open book exam and is valid for five years. Successful completion of the certification program provides eligibility for CEU credits and is good for 5 years.</p> |
| Trillium Room | <p>Glee Brechler</p> | <p>SERVSAFE</p> <p>The state of Wisconsin requires licensed foodservice operations to meet certain food safety and sanitation regulations, including having at least one manager or operator certified in food protection practices. Take this course at a reduced fee and be sure you can meet the State of Wisconsin Requirements.</p> |



SEMINAR DESCRIPTIONS

WEDNESDAY 3/12 - 11:00A SESSIONS

| ROOM | PRESENTER | TITLE/DESCRIPTION |
|-----------------|-----------------------------|---|
| Banquet Room | CLOSED FOR LUNCH SET-UP | |
| Stonefield Room | Lori Severson | <p>LOW-COST MARKETING HACKS FOR CAMPGROUNDS</p> <p>Boost your campground's visibility without breaking the bank! In this session, explore practical, affordable marketing strategies that deliver results. Learn how to attract more campers and grow your business with little to no budget. Perfect for owners looking to make a big impact with small investments!</p> |
| Harvest Room | Bud Styer | <p>SPACE MATTERS!</p> <p>When it comes to managing your septic fields or that small RV site that consistently attracts the fewest reservations, it's essential to think creatively about how to utilize open space effectively. If you find yourself grappling with the challenges of maximizing these areas and are uncertain about potential solutions, you're not alone. What changes can you make that fit your budget?</p> |
| Woodland Room | Mark Othmer Neuman Pools | <p>CPO POOL SCHOOL</p> <p>The CPO seal of approval is assurance to commercially owned pool and spas that their facility and their swimmers are under the supervision of trained professionals. CPO certification courses are designed to provide individuals with the knowledge, techniques, and skills of pool and spa operations. Including pool and spa chemistry, testing, treatment, filtration, maintenance, automatic feeding equipment, government requirements and more. The CPO certification program requires participation in either a two-day class taught by a certified instructor or the blended format that combines an online Pool Operator Primer Course and a one-day Pool Operator Fusion Course. The CPO certification program requires participation in either a two-day class taught by a certified instructor or the blended format that combines an online Pool Operator Primer Course and a one-day Pool Operator Fusion Course. The CPO certification program requires an open book exam and is valid for five years. Successful completion of the certification program provides eligibility for CEU credits and is good for 5 years.</p> |
| Trillium Room | Glee Brechler | <p>SERVSAFE</p> <p>The state of Wisconsin requires licensed foodservice operations to meet certain food safety and sanitation regulations, including having at least one manager or operator certified in food protection practices. Take this course at a reduced fee and be sure you can meet the State of Wisconsin Requirements.</p> |



SEMINAR DESCRIPTIONS

WEDNESDAY 3/12 - 2:00P SESSIONS

| ROOM | PRESENTER | TITLE/DESCRIPTION |
|-----------------|--|--|
| Banquet Room | WACO Office | THE WACO ADVERTISING ADVANTAGE Looking to maximize your marketing impact? This session will explore the exclusive advertising opportunities available to you as a WACO member, and how to leverage them effectively. We'll also dive a bit into the latest trends shaping the camping industry and why staying ahead in advertising is crucial for attracting and retaining guests. Don't miss this chance to gain practical strategies and ensure your park stands out! |
| Stonefield Room | Sarah Krause, Tia Anderson, Hannah Butturini | PANEL: SOCIAL MEDIA MASTERY Discover the keys to transforming your campground's online presence in this panel discussion. Our industry-leading experts will delve into the art of content creation, share proven scheduling techniques to keep your social media consistent and engaging, and explore strategies to boost audience interaction. Whether you're a social media novice or looking to refine your approach, this session will provide actionable insights to help you connect with campers, promote your brand, and drive bookings like never before. |
| Harvest Room | Jeff Crider | WRITING A GREAT PRESS RELEASE Former newspaper reporter, Jeff Crider has worked with the campground industry for about 25 years. Learn from his culmination of PR, journalism, and advertising! Review how to craft solid press releases and leverage activities and events to bring people to your park! Understand what stories Jeff will be writing and how you can contribute. <i>Bring your laptop for a hands-on session to write your own press release!</i> |
| Woodland Room | Mark Othmer Neuman Pools | CPO POOL SCHOOL The CPO seal of approval is assurance to commercially owned pool and spas that their facility and their swimmers are under the supervision of trained professionals. CPO certification courses are designed to provide individuals with the knowledge, techniques, and skills of pool and spa operations. Including pool and spa chemistry, testing, treatment, filtration, maintenance, automatic feeding equipment, government requirements and more. The CPO certification program requires participation in either a two-day class taught by a certified instructor or the blended format that combines an online Pool Operator Primer Course and a one-day Pool Operator Fusion Course. The CPO certification program requires participation in either a two-day class taught by a certified instructor or the blended format that combines an online Pool Operator Primer Course and a one-day Pool Operator Fusion Course. The CPO certification program requires an open book exam and is valid for five years. Successful completion of the certification program provides eligibility for CEU credits and is good for 5 years. |
| Trillium Room | Glee Brechler | SERVSAFE The state of Wisconsin requires licensed foodservice operations to meet certain food safety and sanitation regulations, including having at least one manager or operator certified in food protection practices. Take this course at a reduced fee and be sure you can meet the State of Wisconsin Requirements. |



SEMINAR DESCRIPTIONS

WEDNESDAY 3/12 - 3:15P SESSIONS

| ROOM | PRESENTER | TITLE/DESCRIPTION |
|-----------------|--|---|
| Banquet Room | CLOSED FOR EVENING SET-UP | |
| Stonefield Room | Sarah Krause | <p>CHATGPT: YOUR NEW PERSONAL ASSISTANT!</p> <p>Unlock the power of AI to streamline your workload and boost productivity in this engaging discussion. Learn how ChatGPT can save you time and money by creating job descriptions, crafting compelling marketing content, writing blogs, and much more. Discover practical tips and real-world examples from our expert on how to make this innovative tool your go-to assistant for daily tasks, creative projects, and business growth. Perfect for professionals ready to embrace smarter ways to work!</p> |
| Harvest Room | Kim and Kristi Rose Rose's Enchanted Forest | <p>CRAFTY CAMPERS: CREATIVE ACTIVITIES FOR ADULTS</p> <p>Discover fun and engaging craft projects designed for adults at your campground! In this hands-on seminar, you'll participate in a guided craft activity while learning tips and techniques for hosting successful craft sessions that foster creativity and community among your guests. Leave with new skills, inspiration, and a completed project to kickstart your next campground activity.</p> |
| Woodland Room | Mark Othmer Neuman Pools | <p>CPO POOL SCHOOL</p> <p>The CPO seal of approval is assurance to commercially owned pool and spas that their facility and their swimmers are under the supervision of trained professionals. CPO certification courses are designed to provide individuals with the knowledge, techniques, and skills of pool and spa operations. Including pool and spa chemistry, testing, treatment, filtration, maintenance, automatic feeding equipment, government requirements and more. The CPO certification program requires participation in either a two-day class taught by a certified instructor or the blended format that combines an online Pool Operator Primer Course and a one-day Pool Operator Fusion Course. The CPO certification program requires participation in either a two-day class taught by a certified instructor or the blended format that combines an online Pool Operator Primer Course and a one-day Pool Operator Fusion Course. The CPO certification program requires an open book exam and is valid for five years. Successful completion of the certification program provides eligibility for CEU credits and is good for 5 years.</p> |
| Trillium Room | Glee Brechler | <p>SERVSAFE</p> <p>The state of Wisconsin requires licensed foodservice operations to meet certain food safety and sanitation regulations, including having at least one manager or operator certified in food protection practices. Take this course at a reduced fee and be sure you can meet the State of Wisconsin Requirements.</p> |



DAILY OVERVIEW

THURSDAY MARCH 13

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

8:00 – 9:00a Banquet Room MORNING GENERAL SESSION
Lori Severson and WACO Office Staff

7:30a Top Shelf Bar NEW OWNER/ATTENDEE MEET-UP – *Hosted by the WACO Young Professionals*
Meet, greet and network with other newbies. Ask your questions and chat about how to get the most out of your time here at the 2025 Convention & Trade Show!

9:15a – 12:00p Session Rooms EDUCATION SESSIONS
Multiple sessions to choose from!

12:15 – 1:45p Banquet Room LEGISLATIVE LUNCH & LEARN SESSION
Presentation of colors, DATCP recognition and guest speakers, Evan Umpir, Director of Tax, Transportation & Legal Affairs; General Counsel at WMC & Jason Culotta, Director of Business Development – Food and Beverage at WDS Construction!

2:00 – 4:15p Session Rooms EDUCATION SESSIONS
Multiple sessions to choose from!

4:15p Lobby CASH BAR OPENS – BEER AND ROOTBEER TASTING BY POINT BREWERY

4:45p Banquet Room DINNER – BROUGHT TO YOU AND SERVED BY YOUR WACO BOARD OF DIRECTORS!
Sponsors: Vista Royale Campground, Evergreen Campsites, Merry Mac Campground and Tunnel Trail Campground!
This meal is included in your registration and will feature: steak, shrimp, beer brats, hamburgers, hotdogs, baked beans, salads, chips, pickles and dessert!
Sponsored in part by Resort Forward – thank your for your sponsorship!

6:00p Banquet Room LEGISLATIVE EFFORTS UPDATE – With Tina Severson, WACO Office

6:30 – 8:30p Banquet Room PAC Auction – WACO PAC Fundraiser
Must be paid by personal check or cash – Must be paid prior to end of convention. NO BUSINESS CHECKS ALLOWED.

Auction Items Up For Bid Include:

- Taylor Swift Signed Print
- Bart Starr Signed Print
- Activity Basket
- Military Memorabilia
- \$500 Visa Gift card
- Mystery Box
- Jerry Kramer Signed Print
- (2) \$100 Amazon Card
- Booze Basket

The WACO PAC is a non-partisan fund supported by voluntary personal contributions by WACO members. For more information, pick up a PAC brochure.

8:30p Amber Grill YP Social Hour – Join us for a drink to continue the roundtable conversations! (In PBR Room)

ALL EDUCATION SESSIONS AND EVENT TIMES ARE SUBJECT TO CHANGE.



SEMINAR LINE UP

THURSDAY MARCH 13



| | BANQUET ROOM | STONEFIELD | HARVEST | WOODLAND | TRILLIUM |
|------------------------|---|--|--|--|---|
| 8:00 – 9:00A | MORNING GENERAL SESSION – LOCATED IN THE BANQUET ROOM Lori Severson, Tina Severson and Danielle Todd, WACO Office | | | | |
| 9:15 – 10:45A | Top 5 Legal Issues In Campgrounds Today Anders Helquist and Bill Milne, Weld Riley | Campground Code Compliance: Common Violations You Should Know James Kaplanek, DATCP | Turning Campers Into Promoters: Building a Referral Network Kristine Valk | CPO POOL SCHOOL 9:15a-12:00p Mark Othmer, Neuman Pools | WACO Young Professionals Round Table Discussions Tia Anderson |
| 11:00A – 12:00P | CLOSED FOR LUNCH SET-UP | Understanding Campground Pool Codes and Safety Standards Mary Ellen Bruesch, DATCP | The Art of Camper Hospitality: Building Loyalty Through Personal Touching or Simple Gestures Kristine Valk | Remaining coursework, and testing will begin mid-morning. | WACO Young Professionals Annual Meeting Tia Anderson |
| 12:00 – 1:45P | LEGISLATIVE LUNCH & LEARN SESSION <ul style="list-style-type: none"> • Presentation of Colors and Salute to WACO Members who have served. • National Anthem – Veterans please stand to be recognized! – <i>Sung by Sarah Krause</i> • DATCP Awards and Recognition – <i>Lori Severson & Tina Severson to present to our honored guests with brief remarks from Assistant Deputy Secretary Mike Strigel</i> • Guest Speakers: Evan Umpir, WMC General Counsel & Director of Tax, Transportation, and Legal Affairs & Jason Culotta, Director of Business Development – Food and Beverage at WDS Construction | | | | |
| 2:00 – 3:00P | Prevent and Survive Audit: Return Workpapers Holly Hoffman, Sales Tax Advisory Network | Summary of Proposed Rule Revisions for the Lodging Code: ATCP 72 Ted Tuchalski, DATCP | Handling Difficult Guests With Grace Kristine Valk | The Power of Tourism Economic Impact in Wisconsin, and The Importance of Camping Andrew Nussbaum | Tech-Savvy Campgrounds: Must-Have Tools and Apps Sarah Krause, Ben Stefan, Tia Anderson, LeaAnn Gieck |
| 3:15 – 4:15P | | Checklists For Inspection Success James Kaplanek, Ted Tuchalski, Mary Ellen Bruesch, DATCP | Leadership Training for Seasonal Staff Kristine Valk | Let's Talk Shop! Joe & Kristen Ledger and Richard Chandler | Successful Relationships with State and Federal Agencies Mark Hazelbaker |



SEMINAR DESCRIPTIONS

THURSDAY 3/13 - 9:15A SESSIONS

| ROOM | PRESENTER | TITLE/DESCRIPTION |
|------------------------|---|--|
| Banquet Room | Anders Helquist and Bill Milne Weld Riley | <p>TOP 5 LEGAL ISSUES IN CAMPGROUNDS TODAY</p> <p>Whether you're a seasoned campground owner, just getting started, or someone who simply loves the smell of legal briefs in the morning, grab a cup of coffee and enjoy an interactive discussion regarding some of the top legal issues with campgrounds today. From land use/zoning to contracts to the issues that can arise with campground guests, we'll cover the top issues we've seen campground owners deal with over the past year.</p> |
| Stonefield Room | James Kaplanek DATCP | <p>CAMPGROUND CODE COMPLIANCE: COMMON VIOLATIONS YOU SHOULD KNOW</p> <p>This workshop is designed for campground managers, staff, and owners to better understand the essential codes and regulations that ensure a safe and welcoming environment for guests. Through real-world examples, we will explore the most common violations found in campgrounds! Participants will gain insight into recognizing these violations, implementing corrective measures, and maintaining a campground that complies with local and national standards. Join us to learn practical solutions for improving compliance!</p> |
| Harvest Room | Kristine Valk | <p>TURNING CAMPERS INTO PROMOTERS: BUILDING A REFERRAL NETWORK</p> <p>In this session let's learn about how we can build a referral network of turning satisfied customers into promoters, leveraging happy customer s to grow your business, and learn how to use surveys to gain additional customers and build excitement!</p> |
| Woodland Room | Mark Othmer Neuman Pools | <p>CPO POOL SCHOOL</p> <p>Remaining coursework and testing. Testing will begin mid-morning.</p> |
| Trillium Room | Tia Anderson | <p>WACO YOUNG PROFESSIONALS ROUND TABLE DISCUSSIONS</p> <p>Join the WACO Young Professionals for an interactive roundtable session covering a variety of topics, including...</p> <ul style="list-style-type: none"> Millennial Burnout Social Media Blackouts Technology Troubles Bridging the Boomer Gap <p>...and more! Share your insights, swap strategies, and connect with peers as we navigate the challenges and opportunities of campground management together!</p> |



SEMINAR DESCRIPTIONS

THURSDAY 3/13 - 11:00A SESSIONS

| ROOM | PRESENTER | TITLE/DESCRIPTION |
|-----------------|-----------------------------|---|
| Banquet Room | CLOSED FOR LUNCH SET-UP | |
| Stonefield Room | Mary Ellen Bruesch DATCP | <p>UNDERSTANDING CAMPGROUND POOL CODES AND SAFETY STANDARDS</p> <p>This workshop focuses on the essential codes and regulations specific to campground pools. We will dive into the latest safety standards, health regulations, and operational best practices to ensure your pool area is compliant and safe for all guests. From water quality and sanitation to lifeguard requirements and emergency procedures, this session will provide the knowledge you need to navigate the complexities of pool operator codes.</p> |
| Harvest Room | Kristine Valk | <p>THE ART OF CAMPER HOSPITALITY: BUILDING LOYALTY THROUGH PERSONAL TOUCHING OR SIMPLE GESTURES</p> <p>In this session, learn and share how to build loyalty through personal touches and simple guesting that create lasting impressions. Discusses techniques for personalizing interactions with campers and engaging in sharing ideas and best practices with each other.</p> |
| Woodland Room | Mark Othmer Neuman Pools | <p>CPO POOL SCHOOL</p> <p>Remaining coursework and testing. Testing will begin mid-morning.</p> |
| Trillium Room | Tia Anderson | <p>WACO YOUNG PROFESSIONALS ANNUAL MEETING</p> <p>Open to all WACO Young Professional members and prospective members. Join us for our annual meeting as we discuss our group, our impact on the WACO organization, and plans for next year.</p> |



SEMINAR DESCRIPTIONS

THURSDAY 3/13 - 2:00P SESSIONS

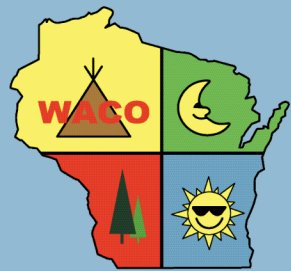
| ROOM | PRESENTER | TITLE/DESCRIPTION |
|------------------------|---|--|
| Banquet Room | Holly Hoffman Sales Tax Advisory Network | PREVENT & SURVIVE AUDIT: RETURN WORKPAPERS Sales Tax Lady, Holly Hoffman, teaches you how to create audit proof sales and use tax return workpapers that verify your sales tax reporting against your income tax reporting so that you don't create audit flags. Reports will also identify mapping errors and other inconsistencies that your accountant may miss. 20-30 minutes per month (or quarter) is all it takes to secure your business. Find out how in this session! |
| Stonefield Room | Ted Tuchalski DATCP | SUMMARY OF PROPOSED RULE REVISIONS FOR THE LODGING CODE: ATCP 72 This presentation focuses on the latest proposed updates to the lodging code, ch. ATCP 72 Hotels, Motels, and Tourist Rooming Houses. We'll cover the rule-making process, the proposed rule revisions, and summarize feedback from the public hearings and comment period. |
| Harvest Room | Kristine Valk | HANDLING DIFFICULT GUESTS WITH GRACE In this session we will understand the common types of difficult guests and their behaviors and the impact they have on staff and others. Discuss de-escalation techniques through active listening and work through resolving conflict calmly. |
| Woodland Room | Andrew Nussbaum Travel Wisconsin | 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. |
| Trillium Room | Sarah Krause, Ben Stefan, Tia Anderson, LeaAnn Gieck | TECH-SAVVY CAMPGROUNDS: MUST-HAVE TOOLS AND APPS Stay ahead in the camping industry by embracing technology designed to enhance guest experiences and streamline operations. In this panel discussion, we will discuss various tools and apps that can revolutionize campground management, from reservation systems to guest engagement platforms. Learn how innovation can help you boost efficiency, delight campers, and future-proof your business for success. Whether you're tech-curious or ready to upgrade, this session is packed with practical advice to transform your campground into a tech-savvy destination. |



SEMINAR DESCRIPTIONS

THURSDAY 3/13 - 3:15P SESSIONS

| ROOM | PRESENTER | TITLE/DESCRIPTION |
|------------------------|--|---|
| Banquet Room | Holly Hoffman Sales Tax Advisory Network | PREVENT & SURVIVE AUDIT: RETURN WORKPAPERS Sales Tax Lady, Holly Hoffman, teaches you how to create audit proof sales and use tax return workpapers that verify your sales tax reporting against your income tax reporting so that you don't create audit flags. Reports will also identify mapping errors and other inconsistencies that your accountant may miss. 20-30 minutes per month (or quarter) is all it takes to secure your business. Find out how in this session! |
| Stonefield Room | DATCP Staff | CHECKLISTS FOR INSPECTION SUCCESS Inspections from any state agency can be overwhelming and stressful! Could our friends at DATCP highlight priority items to note, things you don't want to avoid, and how to pass your next inspection best? They sure can! Representatives from DATCP will conduct this panel to do just that! They've gathered ideas from our recent Fall Workshops and will run through the food, lodging, and pool inspections checklist in this session. |
| Harvest Room | Kristine Valk | LEADERSHIP TRAINING FOR SEASONAL STAFF In this session we'll discuss the unique challenges faced by seasonal staff and the importance of leadership training. The difference between Leading and Managing, Coach vs. Delegate, Resolve vs. Referee. At the end of the season can we ask ourselves did we foster positive work environment and did lead this seasons of team member better than last season? |
| Woodland Room | 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. |
| Trillium Room | Mark Hazelbaker | SUCCESSFUL RELATIONSHIPS WITH STATE AND FEDERAL AGENCIES The DNR, DSPS and other agencies are not going to go away. This seminar explores why agencies act as they do and how to work with them effectively. We'll cover how to know what records to keep, how to communicate with agencies, and what happens if matters result in enforcement proceedings. |



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 | <p>FOUNDATIONS OF BUSINESS FINANCE</p> <p>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.</p> |
| Stonefield Room | Bobby Sorden App My Community | <p>PUT DOWN YOUR BULLHORN: THE BEST WAYS TO COMMUNICATE WITH GUESTS</p> <p>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.</p> |
| Harvest Room | Mark Hazelbaker | <p>STAYING OUT OF EMPLOYMENT PROBLEMS</p> <p>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.</p> |
| Woodland Room | Taylor Ward | <p>ELEVATE YOUR BUSINESS: USING CANVA 2.0</p> <p>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!</p> <p>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!</p> <p>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!</p> |
| Trillium Room | Phil Whitehead | <p>EXPLORING OPTIONS FOR YOUR CAMPGROUND'S FINANCING NEEDS</p> <p>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.</p> |



SEMINAR DESCRIPTIONS

FRIDAY 3/14 - 9:45A SESSIONS

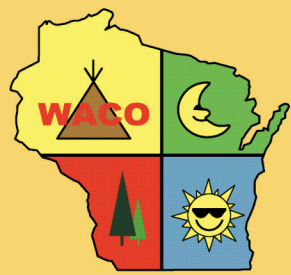
| ROOM | PRESENTER | TITLE/DESCRIPTION |
|------------------------|--|---|
| Banquet Room | Lori Severson and Lisa Black | <p>BEYOND THE STAY: MAKING SEASONAL GUESTS YOUR PARK'S BIGGEST CHEERLEADERS</p> <p>Your seasonal campers are more than just long-term guests—they can be your most powerful marketing 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> |



DAILY OVERVIEW

SATURDAY MARCH 15

| | | |
|----------------|--------------|--|
| 7:30 - 8:00a | Lobby | BREAKFAST AND COFFEE - In Scott Grennon's memory, provided by Evergreen Campsites & resort and the button family. |
| 8:00 - 9:30a | Banquet Room | WACO ANNUAL MEETING - Learn where the organization has been and where we are going! Full meeting agenda is available at the registration desk! |
| 9:30a | Expo Area | BLOODY MARY BAR AT COVERRA INSURANCE BOOTH Stop by to see the folks at the Coverra Insurance booth to craft your perfect Bloody Mary! All tips are donated to The Gilbert Brown Foundation! |
| 9:30a - 4:30p | Expo Area | TRADE SHOW OPEN! - Remember, placing orders at this show keeps your convention costs down! Please support our suppliers who support you and the association! And remember to thank your sponsors! |
| 11:00a - 1:30p | Lobby | GRAB-N-GO LUNCH Available to campgrounds and vendors! Located just outside the Banquet Room! |
| 2:00 - 4:00p | Expo Floor | SIDE QUEST DRAWING - Eight winners drawn for a total of \$4,000 to be given away! See all the details on this drawing and how you can get entered on page 6! |
| 5:30 - 7:30p | Banquet Room | WACO AUCTION See the items in the Banquet Room that will be up for bidding tonight! |
| 7:00p | Banquet Room | DINNER IS SERVED! - SILENT AUCTION CLOSSES AT 7:30P! Get all of your last minute bids in on the silent auction before it closes at 7:30p! |

ASK IT ALL - Ask your WACO leaders anything you want to know about the organization! - *With Board President, Scott Kollock and Exec. Director, Lori Severson*

GILBERT BROWN FOUNDATION AWARDS

- GBF Supporter Recognition - Top Campground Fundraiser Award

EVENING PROGRAM

- Hall of Fame Induction
- Hall of Fame Volunteer Inductee
- Memorial Moments
- CRS Inspire the Human Spirit Award
- Presidents Award
- Campground Celebrations
- Board Member Introduction
- Final Drawings

**Congratulations to our
2025 Hall of Fame Inductees**



**The Walter
Family**

**AVOID THE CHECKOUT LINE ON SUNDAY MORNING! SETTLE UP YOUR BILLS TONIGHT!
YOUR ACCOUNTING TEAM WILL BE READY FOR YOU TO CHECK OUT UNTIL 9PM
TONIGHT. PLEASE BE SURE TO SETTLE UP PRIOR TO 9AM ON SUNDAY!**



Board of Directors Nominees



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.



**INDIAN
TRAILS**
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.



Lakeside Fire
CAMPGROUND

Joe Ledger - Lakeside Fire Campground

Running for first term

Joe Ledger and his wife, Kristen, own and operate Lakeside Fire Campground, which they purchased in 2020. Now entering their fifth season in 2025, they are thrilled to continue growing a family-friendly destination where guests return year after year, creating lasting memories with loved ones. In addition to running the campground, Joe has had the honor of serving as an Army Chaplain for the past 23 years. His goal is to reach at least 30 years of service before retirement, continuing his mission of mentoring and leading others. A firm believer in helping people discover and pursue their passions, he finds great fulfillment in coaching, guiding, and equipping others for success. A self-proclaimed data junkie, Joe enjoys analyzing information to enhance processes, programs, and organizations. In his free time, he and Kristen love woodworking and scuba diving, embracing both creativity and adventure. Their vision for Lakeside Fire Campground goes beyond just providing a place to stay. They aim to create a fun, welcoming environment where guests enjoy quality time with friends and family. For their employees, they hope to teach, guide, and prepare them not only for their roles at the campground but for future opportunities in any career path they choose.



DAILY OVERVIEW

SUNDAY MARCH 16

8:30a

Lobby

BREAKFAST AND COFFEE

Located outside the Banquet Room

9:00 -
10:45a

Banquet
Room

STRUCTURED CRACKER BARREL

Lori Severson to facilitate. Listed participants will bring some ideas to get the conversation started on each topic!

1. How to utilize open space effectively - **Bud Styer**
2. Top sales tax issues to watch in 2025 - **Holly Hoffman**
3. Top 5 tips on employee training - **Sarah Krause**
4. Shoulder season ideas for ancillary income - **Lori Severson & Sarah Krause**
5. Service and Emotional Support Animals - **Mark Hazelbaker**
6. Top 5 ways to connect with young employees - **WACO Young Professionals**
7. Credit Card Surcharges and Service Fees - **CSAW Associates**
8. Top 5 WACO benefits you don't want to miss - **WACO Office**

10:45A

Banquet
Room

KIDS KAMP GRADUATION

Watch the WACO Kids Kamp graduates get their certificates and fun gifts!

11:00a

Banquet
Room

\$3,000 WACO BUCKS DRAWING

Get your tickets ready and see if you're a winner of the \$3,000 in WACO Bucks! At this time, we will also wrap up all other conference drawings that have not been drawn already. Please pick up your items before leaving!

Before you leave, be sure to...

- PICK UP ANY HANDOUTS STILL AVAILABLE
- DROP BADGES AT REGISTRATION IN LABELED BIN
- SAY GOOD-BYE, GOOD-LUCK AND FAREWELL!



**We hope you enjoyed the
WACO adventure this year!
We wish you the best on
your next adventure
through the 2025 season!**



THANK YOU TO OUR 2025 SPONSORS!

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**SATURDAY
BLOODY MARY
BAR SPONSOR**

Coverra
Insurance Services

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

SUPPORTING SPONSORS – \$2,500 LEVEL



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newbook



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THURSDAY EVENING MEAL – THANK YOU!

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THANK YOU TO OUR 2025 CAMPGROUND SPONSORS!



Campground Celebrations

*Join us in congratulating these members
celebrating milestones this upcoming 2025 season!*



Baraboo, WI

**Celebrating their
5th season!**



Sparta, WI

**Celebrating their
5th season!**



Kingston, WI

**Celebrating their
20th season!**



Pardeeville, WI

**Celebrating their
60th season!**



Wisconsin Dells, WI

**Celebrating their
50th season!**



Wild Rose, WI

**Celebrating their
65th season!**

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@wisconsinincampgrounds.com!



My Notes and Ideas





My Notes and Ideas

