



# DAILY OVERVIEW

## WEDNESDAY MARCH 12

7:30a	Lobby	<b>BREAKFAST AND COFFEE</b> - Located outside the Banquet Room
8:00a	Top Shelf Bar	<b>NEW OWNER/ATTENDEE MEET-UP</b> - 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	<b>MORNING GENERAL SESSION</b> Lori Severson and WACO Office Staff
9:45a - Noon	Session Rooms	<b>EDUCATION SESSIONS</b> Multiple sessions to choose from!
Noon - 1:45p	Banquet Room	<b>LUNCH &amp; LEARN SESSION</b> Keynote with Mark Koep, Campground Views and Industry Expert
2:00 - 4:15p	Session Rooms	<b>EDUCATION SESSIONS</b> Multiple sessions to choose from!
4:00p	Lobby Area	<b>CASH BAR OPENS - LEMONADE SALES OPEN</b> Only \$5! Get a loaded (or un-loaded!) Bill's Lemonade! A WACO fan favorite!
4:30p	Banquet Room	<b>WELCOME RECEPTION - LET THE ADVENTURE BEGIN!</b> <b>4:30-5:30p - Networking and Dinner</b>



**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.

**5:30p - Idea Quest:** This event will feature 10 tables with different topics to discuss. Then we will rotate through three rounds of 20-minute conversations, allowing you to connect on three topics of your choosing! Fill your passport page and collect a ticket at each table. At the end we'll draw for two winners of \$500 each to spend with any vendor at the trade show on Friday or Saturday!

### 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	<b>MORNING GENERAL SESSION – BANQUET ROOM</b> Lori Severson, Tina Severson & Danielle Todd, WACO Office			<b>CPO POOL SCHOOL</b> Mark Neuman, Neuman Pools	<b>SERV SAFE</b> Glee Brechler, MEd
9:45 – 10:45A	<b>WACO Membership Benefits Overview</b> WACO Office	<b>Interviewing and Digging Deep Into Probing Questions</b> Lea Ann Gieck	<b>Be Proactive in the Off-Season</b> Joe & Kristen Ledger and Hannah Butturini	<b>CLASS RUNS FROM 8:00A-4:15P</b>  <b>REQUIRES PRE-REGISTRATION</b>	<b>CLASS CHECK-IN BEGINS AT 8:00am</b> Testing is from 3:00 to 5:00pm  <b>REQUIRES PRE-REGISTRATION</b>
11:00A – 12:00P	<b>CLOSED FOR LUNCH SET-UP</b>	<b>Low-Cost Marketing Hacks For Campgrounds</b> Lori Severson	<b>Space Matters!</b> 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	<b>LUNCH &amp; LEARN SESSION – Seize the Outdoors: Creating Lasting Adventures for You and Your Guests</b> 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.  <b>Lunch: Lotzza Motzza Pizza, Pasta, Salads and Desserts</b> <b>A special thank you Bullhead's Bar &amp; Grill Restaurant for today's lunch and dinner!</b> Lunch sponsored by The Gilbert Brown Foundation – Pizza Donated by Brew Pub Pizza				 <b>Mark Koep</b> Campground Views
2:00 – 3:00P	<b>The WACO Advertising Advantage</b> WACO Office	<b>PANEL: Social Media Mastery</b> Sarah Krause, Tia Anderson, Hannah Butturini	<b>Writing a Great Press Release – Hands-On Session!</b> Jeff Crider	<b>CPO POOL SCHOOL</b> Mark Othmer, Neuman Pools	<b>SERV SAFE</b> Glee Brechler, MEd
3:15 – 4:15P	<b>CLOSED FOR EVENING SET-UP</b>	<b>ChatGPT: Your New Personal Assistant!</b> Sarah Krause	<b>Crafty Campers: Creative Activities For Adults</b> Kim and Kristi Rose		

ALL EDUCATION SESSIONS AND EVENT TIMES ARE SUBJECT TO CHANGE.



# SEMINAR DESCRIPTIONS

WEDNESDAY 3/12 - 9:45A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	WACO Office	<b>WACO MEMBER BENEFITS OVERVIEW</b> 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!
Stonefield Room	<b>Lea Ann Gieck</b> Skillet Creek Campground	<b>INTERVIEWING AND DIGGING DEEP INTO PROBING QUESTIONS</b> 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.
Harvest Room	<b>Joe &amp; Kristen Ledger</b> Lakeside Fire Campground <b>Hannah Butturini</b> Evergreen Campsites	<b>BE PROACTIVE IN THE OFF-SEASON</b> 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.
Woodland Room	<b>Mark Othmer</b> Neuman Pools	<b>CPO POOL SCHOOL</b> 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	<b>Glee Brechler</b>	<b>SERVSAFE</b> 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 - 11:00A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	CLOSED FOR LUNCH SET-UP	
Stonefield Room	Lori Severson	<b>LOW-COST MARKETING HACKS FOR CAMPGROUNDS</b> 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!
Harvest Room	Bud Styer	<b>SPACE MATTERS!</b> 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?
Woodland Room	Mark Othmer Neuman Pools	<b>CPO POOL SCHOOL</b> 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	<b>SERVSAFE</b> 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 - 2:00P SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	WACO Office	<p><b>THE WACO ADVERTISING ADVANTAGE</b></p> <p>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!</p>
Stonefield Room	Sarah Krause, Tia Anderson, Hannah Butturini	<p><b>PANEL: SOCIAL MEDIA MASTERY</b></p> <p>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.</p>
Harvest Room	Jeff Crider	<p><b>WRITING A GREAT PRESS RELEASE</b></p> <p>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.</p> <p><i>Bring your laptop for a hands-on session to write your own press release!</i></p>
Woodland Room	Mark Othmer Neuman Pools	<p><b>CPO POOL SCHOOL</b></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><b>SERVSAFE</b></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 - 3:15P SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	CLOSED FOR EVENING SET-UP	
Stonefield Room	Sarah Krause	<p><b>CHATGPT: YOUR NEW PERSONAL ASSISTANT!</b></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><b>CRAFTY CAMPERS: CREATIVE ACTIVITIES FOR ADULTS</b></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><b>CPO POOL SCHOOL</b></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><b>SERVSAFE</b></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>