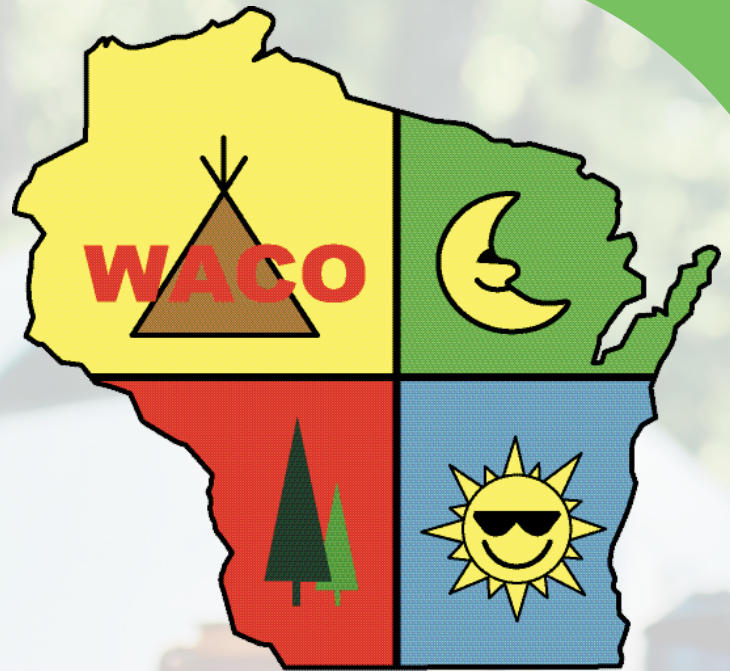


MEMBER BENEFITS PACKET



YOUR RETURN ON INVESTMENT

A membership with
WACO will prove to be

**YOUR BEST
INSURANCE
POLICY!**

**The Wisconsin
Association of
Campground Owners**

PO Box 228
Ettrick, WI 54627

Office: (608) 525-2327

office@wisconsincampgrounds.com

A NOTE FROM OUR EXECUTIVE DIRECTOR

Every business needs to evaluate why it spends money where it does. Wisconsin private campground owners should consider their WACO membership as a value-added. Just take a look at how you use your membership. Businesses grouping can get more done in so many ways!

Always consider your WACO family as your park's personal board of directors. Many times, the problems you are facing are exactly the same problems others have faced and already solved. The WACO family should always be your go-to for this reason; we can save you the trouble of finding a solution! And as we all know, quickly finding solutions saves owners time and money.

When making your membership decision, consider the value of WACO to your business. Please feel free to set up an appointment to go over your membership perks and ensure that you are taking advantage of all the wonderful and useful benefits that your WACO membership offers! We look forward to welcoming you into the WACO family. Most importantly, when the industry changes quickly for you – we are here!

Think of us as your business's insurance policy—you invest in us so that when you need us, we're there. Use your benefits every day, and when you're facing a zoning battle, preparing for a sale, transitioning your business to family ownership, dealing with legal issues, or just needing advice, turn to your WACO family. We can't fight legislation, tackle industry challenges, and build a better business without you.

Together, we can all be better. Your contribution to the WACO family is invaluable, and we appreciate your role in our community.

Respectfully and with gratitude,
Lori Severson
WACO Executive Director



OFFICE STAFF



Tina Severson

tina@seversonandassociates.com

Tina Severson was born and raised in the tri-state area, where her Midwest mentality has always served her well in developing successful relationships. In the past 20 years, she has worked for non-profit organizations and B2B companies in the construction, festival, education, and employment industries. The variety has given her insight into a common thread across all organizations – success in sales through stellar customer service and building solid relationships. Severson works with boards currently and in the past, using that experience to gain perspective working with multiple personality styles.



Danielle Todd

danielle@seversonandassociates.com

Born and raised in Wisconsin, Danielle began developing her entrepreneurial skills at a young age. She's always done her best learning with the hands-on approach and has developed her skills in many different areas; including the music, sports, fitness, and campground industries. Owning a few small businesses herself, her skills and passion lie with event planning/organization, graphic design, website/business management, and social media marketing. She currently volunteers with the Downtown Business Alliance in her hometown, and previously served on the Chamber of Commerce Board where she was also co-chair of the Promotion & Tourism Committee as well.

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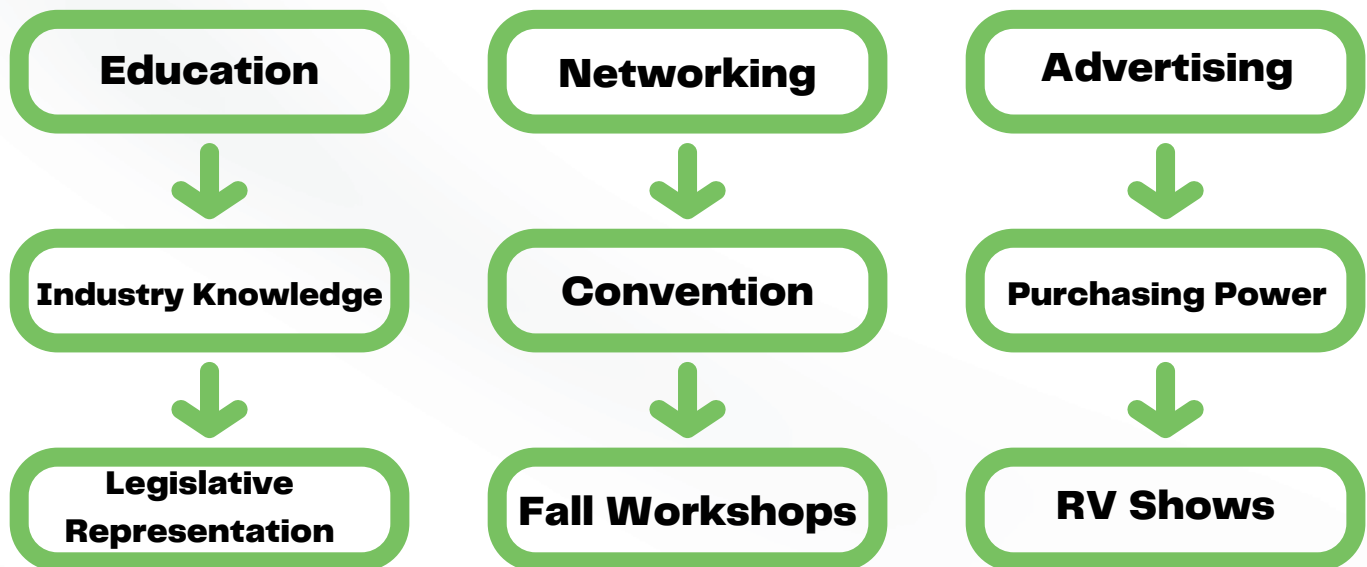


ABOUT WACO



The Wisconsin Association of Campground Owners is a nonprofit organization of private campgrounds that work together to ensure the growth and protection of the camping industry.

- Our mission is to guide our members in providing exceptional guest services, staying informed about legislative and industry-related issues, and, most importantly, promoting the joy of camping.
- We pride ourselves in offering a top-notch convention that boasts the nation's largest state association trade show.
- Education and innovation are critical to our members' business success. We focus on creating opportunities for our members to participate in activities that assist them in growing and expanding their businesses.



BOARD MEMBERS



The WACO Board of Directors meets monthly at locations throughout the state and via Zoom to discuss new, old, and upcoming business.



SCOTT KOLLOCK, PRESIDENT

VISTA ROYALLE CAMPGROUND
skollock@uniontel.net | 715-335-6860
2024-2027, 2nd Term



ROB BRINKMEIER, 1ST VP

MERRY MACS CAMPGROUND
camp@merrymacscampground.com
815-541-4934 | 2023-2026, 2nd Term



KRISTI MLODZIK, 3RD VP

DUCK CREEK CAMPGROUND
camp@duckcreekcampground.com
608-429-2425 | 2024-2027, 2nd Term



DENEEN PEDERSEN, SECRETARY

STONEY CREEK RV RESORT
deneen@stoneycreekrvresort.com
715-597-2102 | 2024-2027, 1st Term



MIKE DRICKEN, DIRECTOR

LAKE LENWOOD BEACH & CAMPGROUND
mmdricken@gmail.com | 262-334-1335
2023-2026, 1st Term



LEA ANN GIECK, DIRECTOR

SKILLET CREEK CAMPGROUND
skilletcreekcampground@gmail.com
608-356-4877 | 2024-2027, 1st Term



JOSEPH LEDGER

LAKESIDE FIRE CAMPGROUND
joseph.j.ledger@gmail.com
608-408-7491 | 2025-2027 1st Term



JIM BUTTON, OHI REP

EVERGREEN CAMPSITES AND
RESORT
evergreencampsites@gmail.com
920-622-3498

Are you interested in serving on the board?
Available open positions will be listed for
nominations leading up to the Convention, with
elections held at our Annual Meeting. WACO asks
that you submit your interest and a brief bio and
headshot to office@wisconsincampgrounds.com.



SARAH KRAUSE, 2ND VP

RIVER'S EDGE CAMPGROUND
camp@riversedgewisconsin.com
715-344-8058 | 2024-2027, 2nd Term



JULIE MICHAELS, TREASURER

SCENIC RIDGE CAMPGROUND
jmmsrc@gmail.com | 608-883-2920
2025-2027, 2nd Term



CHRISTINA KORNETZKE, DIRECTOR

ELS/LAKE OF THE WOODS
Christina_Kornetzke@equitylifestyle.com
602-339-0698 | 2023-2026, 1st Term



TIFFANY PARGMAN DIRECTOR

INDIAN TRAILS CAMPGROUND
camp@indiantrailscampground.com
608-429-3244 | 2025-2027, 2nd Term



BEN STEFAN, DIRECTOR

GRAND VALLEY CAMPGROUND
info@grandvalleycampground.com
920-369-6393 | 2024-2027, 1st Term



ADAM MALSACK, CHAIR ELECT LEGISLATIVE

LAKE ARROWHEAD CAMPGROUND
adam@lakearrowheadcampground.com
920-295-3000 | Appointed 2024-2025



LORI SEVERSON, EXEC DIRECTOR

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

EDUCATION OVERVIEW



Our educational program is truly second to none.

We offer specific classes and certifications on everything a campground business owner needs.

We send out important information and updates to our members through email, direct mailings and even Facebook. Education information includes new legal codes for campgrounds, awareness of state/local meetings, changes in social media and so much more.



Each year, we host two Fall Tours/Workshops that provide additional education. We typically tour anywhere from 8–10 member campgrounds. Classroom education is important, but hands-on/in-field education is even better! You'll get to tour the parks, chat with the owners/managers about how they run things, activities/events they do, what equipment they use, what amenities they have, what works, what doesn't, give ideas, etc! Each day of the tour generally starts with a sit-down session as a group covering things like customer service training, or having speakers from the banking, legal, legislative, regulations world give us updates on where things are at in their field, and what to be aware of coming down the pipeline.

During our annual convention in March, we host the largest number of education classes at any Campground State Association convention in the nation. We want to be sure our members stay informed of all the laws, codes and certifications necessary to run our businesses. We also provide certifications at a much lower rate than you would be able to get anywhere else. For example, we offer a CPO (Certified Pool Operator) certification course at our annual convention at a rate that saves our members up to \$200!

Other education session topics at our convention include things like:

- Beginner & Advanced Social Media
- Free Press Ideas
- Ancillary Income Ideas
- Marketing Tips and Tricks
- Graphic Design for Beginners
- American Disabilities Act
- Legal, Insurance & Tax Issues
- Sewer/Septic & Electrical Information
- Banking Options & Succession Planning
- ...just to name a few! Much more each year!



FALL TOURS/WORKSHOPS



Each Fall, in both September and October, WACO hosts a Fall Tours/Workshop in a different area of the state. During these events, we typically tour anywhere from 8–10 campgrounds that are WACO members.

This is a great time for post-season networking with your peers when all of the great ideas, issues and questions are fresh in your mind! See what other parks have and are planning for the next season.



You receive a guided tour of each participating park, and have the ability to chat with and ask questions of the owners and/or managers about their operations, activities/events, seasonals, equipment, amenities and so much more. These workshops provide a wonderful and unique learning opportunity, and have saved time and money for numerous campground owners!

Additionally, each tour also features some sort of educational component. We frequently have guest speakers from the banking, legal, legislative or regulatory worlds to give us updates from their field on where things are at, and what to be aware of coming down the pipeline.



Examples of Past Seminars Include:

- Customer Service
- Setting Team Goals
- Policies and Procedures
- Emergency Management
- Build a New Campground
- Legislation Issues
- Seasonal Options/Issues
- Playground Safety
- Pet Policies
- Insurance Issues

INTERESTED IN HOSTING A FALL TOUR/WORKSHOP?

Show off your park and all that it offers campers by hosting an upcoming Fall Tour stop, and/or be a host for the workshop portion of the event! The WACO office is always looking for new areas and campgrounds for our members to explore. Please email the WACO office at office@wisconsincampgrounds.com for more information on hosting!



LEGISLATIVE EFFORTS



Speakers from all the state offices attend the WACO convention to explain everything from restaurant requirements to pool, sewer, and campground codes. Familiarizing yourself with the leaders of these organizations and those inspecting your parks is reason enough to come to the Convention! Rest assured, your WACO Board of Directors is more than just a figurehead. They are actively involved in several projects that are crucial to our industry's growth and development. When the speakers don't come to us, WACO goes to them, ensuring our members have current regulatory information when making business decisions!



PARTICIPATION

WACO staff attends meetings, conventions, and special events to stay current on legislative issues, trends, and education.

Examples of this participation include...

- County Board of Supervisors (Lori - Trempealeau County Board)
- Township, Town, City, and County Board Meetings Requested by Membership as our schedule allows
- County & State Level Tavern League

Events WACO may attend includes...

- WCA Annual Conference
- OHCE - Outdoor Hospitality Conference & Expo[®]
- KOA Annual Convention
- CAMP Convention & Subcommittees
- RV Campground Coalition (RVCC)

LOCAL PRESCENCE

Participating in local activities, assisting WACO members in person when needed, and being present when outcomes directly impact our membership.

GOV'T REGULATION

WACO communicates with and participates in committees with local government agencies. This includes reviewing codes, such as the pool and lodging codes, that directly impact our members' businesses.

Agencies WACO connect with include...

- Department of Agriculture, Trade and Consumer Protection (DATCP)
- Department of Safety & Professional Services (DSPS)
- Department of Natural Resources (DNR)
- Department of Revenue (DOR)
- Department of Transportation (DOT)

ALLIANCES & HOTLINES



The Wisconsin Recreational Vehicle Dealers Alliance is a trade association formed to address the RV industry's business interests. They are advocates for any issues that arise at the Capitol, they hold a convention every winter, provide educational offerings for industry members and are looking into a discount program for insurance. If you have any suggestions or would like to join the WRVDA, contact Amy Bliss at (608) 255-3131.



WACO continues to attend the RVIA conference, work with RV Dealerships to become better partners and explore our legislative synergies. Both Executive Directors are working together and attending each other's conferences. Data is a powerful thing that allows us to make great decisions!



Our WACO Executive Director, Lori Severson, attends CAMP annually. These meetings allow Lori to compare our Association to others, keep a pulse on the industry, and gain insight into industry trends. Lori now sits as Vice President on their Board.



The Wisconsin Counties Association is opening up to WACO. As Lori now sits on her own County's Board of Supervisors, and by strengthening our relationship with Mark O'Connell, the ED of the WCA, WACO attended their first WCA Conference in years in Sept of 2023. We look forward to continuing to build this partnership!



WACO attends the Wisconsin Towns Association with Gilbert Brown & other players, along with several Board Members.

- WMC
- Wisconsin Towns Association
- WI Housing Alliance & WI RVDA
- Tavern League
- Wisconsin Counties Association
- ATV Association

- WAA – Wisconsin Department of Natural Resources
- State Inspector Conferences
- Department of Tourism
- Membership Services
- Snowmobilers Association

ALLIANCES & HOTLINES



Jason is the President of the Midwest Food Products Association and is a true partner for WACO, guiding our group on Legislative discussions and assisting with connecting us with the right people for every topic! In 2024, Jason will mentor Tina Severson, from our WACO staff to continue her lobbyist journey – our group is fortunate to have him as a resource and partner!

A LITTLE BIT ABOUT JASON:

From 2017–2019, Jason was Director of Public Affairs & Industrial Development for Progressive Rail, Incorporated, a Minnesota-based short-line railroad holding company operating in eight states. He worked with Wisconsin Manufacturers & Commerce from 2011–2017, rising to Senior Director of Government Relations.

In 2011, Jason served as a policy advisor to Governor Scott Walker and as a division administrator in the Department of Administration. He had worked in the Legislature for a decade prior, including as a policy advisor to the Assembly Speaker.

Currently, Jason serves on the Wisconsin DOT's Freight Advisory Committee and as a board member of the American Fruit & Vegetable Processors & Growers Coalition, the Renk Agribusiness Institute at UW–Madison, the Transportation Development Association of Wisconsin, and the Wisconsin Civil Justice Council.

A Racine native, Jason holds a bachelor's degree from UW–Oshkosh and lives in Watertown. Jason often attends our WACO Convention and Fall Workshops to discuss current legislative issues and to learn first hand from members how changes in legislation may impact our businesses.



**Scan here to
VIEW THE
2024 WACO
ANNUAL REPORT**

WACO strives to be as transparent as possible with our members. Every year at convention, we provide an annual report that gives more background and a summary of legislative, financial, industry specific and other information. Feel free to scan the QR code here to learn more about last year's annual report and see updates from newsletters specific to legislative efforts and our partnerships, as well as learning moments, code updates, and more!



ALLIANCES & HOTLINES



COO and Vice President,
Membership & Partnerships;
Executive Director, WMC
Foundation

Wade serves on the board of the Wisconsin Center for Manufacturing Productivity and has previously been involved in the Industrial Asset Management Council, the National Association of Industrial and Office Professionals and the Wisconsin Economic Development Association. Wade is a Wisconsin native and a graduate of Bethel University.



Executive Vice
President, Government
Relations

Scott and his team continue to monitor the proposed and passed legislative changes from local government, particularly those that are more stringent than state guidelines already in place.



**SCOTT
ROSENOW**

Executive Director, WMC
Litigation Center

Scott previously clerked for Wisconsin Supreme Court Justice Annette Ziegler, held a fellowship at the Pacific Legal Foundation in California, and served as an Assistant Attorney General at the Wisconsin Department of Justice. He litigated over 200 cases in the Wisconsin Court of Appeals and dozens in federal district court. He also filed briefs in the United States Supreme Court in several cases at the certiorari stage.



**KURT BAUER
PRESIDENT/CEO**

Kurt R. Bauer became the fifth head of Wisconsin Manufacturers & Commerce (WMC) in 2011. Bauer has served on multiple state, regional and national committees, councils and boards and is currently a member of the National Association of State Chambers Board and a member of the U.S. Chamber of Commerce Committee of 100 and the U.S. Chamber of Commerce Public Affairs Committee. Bauer is a Wisconsin native and a graduate of the University of Wisconsin-Madison.



EVAN UMPIR

Director of Tax, Transportation
& Legal Affairs

Evan Umpir joined WMC in 2021 as Director of Tax, Transportation & Legal Affairs. He previously worked in the U.S. Department of Homeland Security (DHS), the Wisconsin Legislature, and Congress.

Evan is a proud Wisconsin native and part owner of the Green Bay Packers. He earned his law degree from the University of Wisconsin Law School and has a bachelor's degree in political science from Marquette University.

WMC
WISCONSIN MANUFACTURERS
& COMMERCE

WISCONSIN'S CHAMBER
Your Partner for Advocacy,
Access & Information

501 E WASHINGTON AVE., MADISON, WI 53703
608.258.3400
MEM@WMC.ORG

As zoning concerns build at the county levels, along with the glooming potential for assessors to be uneducated with ACT 12 changes and the shift to increased regulation continuing to put pressure on the private business owner in WI, WACO continues conversations to educate city, county, and town officials on what campgrounds contribute to their local communities, as well as how our Seasonal agreements are written and enforced. Part of that education includes a strong relationship that continues to grow with Wisconsin's Chamber (WMC).

ALLIANCES & HOTLINES



WACO has partnered with several industry leaders and experts to provide you FREE hotline services when you have a question in the complicated worlds of accounting, legal or sales tax. Utilizing these services is simple. You complete an online form with your question, our office submits it to the expert, we share their answer with you! Additionally, if they are answering a question about an issue that several park owners could encounter, we compile those answers on the Members Only section of our website where all members can view the answers. Saving you valuable time, money and energy!

Having access to these hotline experts as a FREE perk of your membership is a HUGE money saver! Legal questions alone could cost the price of your membership alone!

ACCOUNTING HOTLINE

Services are provided by:



CSAW ASSOCIATES, LLC
COULEE REGION BOOKKEEPING & TAX

The accounting hotline can help with questions like...

- General Accounting Regarding Campgrounds
- Bookkeeping Organization
- Quickbooks...and more!

The legal hotline can help with questions like...

- Seasonal/Overnight Camper Issues
- Service/Emotional Support Animals Legalities
- Negative Online Reviews/Defamation
- Zoning and Property Issues
- Mark can also review your seasonal agreement or other documents each year for free!

LEGAL HOTLINE

Services are provided by:



**Kasieta
Legal
Group, LLC**

SALES TAX HOTLINE

Services are
provided by:



Sales Tax
Advisory Network

The sales tax hotline can help with questions like...

- Sales and Use Tax on things you purchase in another state
- When to charge and when not to charge sales tax on items/services
- Sales tax reporting...and more!



YOUR WACO PAC (POLITICAL ACTION COMMITTEE)

makes a difference in legislation when it pertains to YOUR campground business!

WACO Board members are instrumental in working with our Legislators and Mark Hazelbaker (WACO Attorney) to keep our members informed on all the latest information being reviewed in Madison that can affect the campground industry.

Politics can affect your tax rates, the wages you pay your employees, the amount you pay for insurance when you can schedule teen employees to work, your licensing fees, and the list goes on!



The WACO PAC is a non-partisan fund supported by voluntary personal contributions by Wisconsin Association of Campground Owners members.

As a contributor to WACO PAC, your donation will be combined with those of your fellow WACO members to create a sizable fund with great impact.

Our PAC's active involvement in campaigns will then help to elect candidates with small business experience or pro-business attitudes on the state and local level as well as help create a positive legislative environment.

With your contribution, you can help make WACO one of the strongest political forces in the state! Bob Weiss, a long-standing and loyal WACO member, oversees our PAC efforts and tracks funds for the organization. He's always willing to review information on politicians our membership feels should have our support. Send any of your suggestions into office@wisconsinincampgrounds.com and we'll be sure to get it in his very capable hands.

MARKETING OPPORTUNITIES



WACO Annual Campground Directory

As a member, your individual park listing is included in our directory. This is a free publication for campers. With over 275,000 copies distributed throughout the year, your listing gets in the hands of campers throughout Wisconsin and surrounding states. We also allow anyone in the country to request a free copy of this directory online, so we frequently end up sending them to states like Texas, Florida, Arizona, Tennessee, and more!

In addition to being distributed at some of Wisconsin's largest camping and RV shows, these directories are also sent to various convention/ visitor centers, waysides, gas stations, sport stores, grocery stores and more!

The directory contains a listing for each individual member, a breakdown by region of the state, and by city within that region. As well as campground and association Trade Member advertising, upcoming events for campers, and a state map in the middle.

There is also a digital version on our website.

As a member, your campground will receive a free listing in the directory containing all your park information that campers will want to know! Things like your contact information (address, reservation number, website, etc.), how many and what type (tent, water/electric, full hookup, pull-thru, seasonal, etc.) of sites you have, the services/amenities/recreation options you offer, local attractions and more!

OSSEO

STONE CREEK RV RESORT, 50483 Oak Grove Rd, Osseo, 54758

715-597-2102, www.stonecreekrvresort.com, Season: 4/1 to 11/1,

Email: info@stonecreekrvresort.com, Owner/Manager: Brian & Deneen Pedersen & Joyce Stenklyft, Driving Directions: from I-94 and Hwy 10 E intersection, go 50' turn R or South on Oak Grove Rd by Dairy Queen - go 3 long blocks - We are on the right, 2019 Rate Range: \$35.00 - \$65.00

WACO Satisfaction Guarantee - Big Rigs, Blacktop roads

Sites and Services: 192 Total Sites, 81 Full Hookups, 31 Water/Elec Hookups, 16 Pull Throughs, 64 Seasonal Sites, 110 Overnight Sites, Dump station, Pay showers, Groceries, Laundry, Cable/tv/hookup, Snack bar, WIFI/Hot Spots, Wood for sale, ATM, Credit cards accepted

Recreation: Swimming pool, Playground, Game room, Wagon rides, Jumping pillow, Skate park, Fishing, ATV trails, Themed weekends, Planned activities, Train rides, Laser tag, Full time activity director, Gaga ball

To Rent: Sleeping cabins, Rentals w/bathroom, Rentals w/kitchenette, Rentals ADA compliant, Golf carts

Nearby: Stockman's, Amish Tours, Cheese Houses.

Restrictions: Quiet Time: 11PM - 7AM, No Rottweilers, Pit Bulls, Dobermans or mix thereof. No pets in cabins

GPS Coordinates: N 44 34.504, W 091 11.792 - [See ad page 12](#)

Plus! Members have the option to place ads in the directory at discounted prices!

WACO begins constructing the listings when membership renewal happens starting in July. Proofs and final looks for corrections are sent out to our members in the Fall.

Member Only Facebook Group

Join the private, member-only, Facebook group where you can ask your peers a question and they will give you their opinion quickly! You can buy and sell, ask questions about how others would deal

with a certain situation or where others buy a particular store item from. You can even vent your frustrations to those who truly understand, celebrate a success, or show off something new and exciting in your park! We currently have over 320 members. Join at facebook.com/groups/1875765552706962



MARKETING OPPORTUNITIES (CONT.)



Camping & RV Trade Shows

WACO attends several RV Shows throughout the Midwest, as well as partners with other shows, to get our directories, member brochures, and more passed out in bags as attendees enter the show!



Our RV Show Distribution program allows you to have a presence at these shows and market your park to thousands of campers, without ever leaving your park!

- Save yourself the time, money and effort and let WACO be your marketing team! You can opt-in to insert your brochures in our giveaway bags, along with the campground directory, at over ten of the largest camping & RV trade shows in the Midwest! Customize your participation to include just the shows/areas you want to market in, or participate in all shows for a discounted rate.
- Think about the time and money this can save you! Typical costs to attend these shows yourself would include things like, booth cost (tables, chairs, display items, etc.), gas to and from, hotel stay, meals, etc. Not to mention the valuable time away from your park (or a vacation!), set up and tear down time of your booth, vehicle wear and tear – and times this by TEN if you'd travel yourself to every camping & RV trade show that WACO normally attends!

WACO has also teamed up with the Madison RV Show to save our members big money! If you'd like to attend this show on your own, we have secured space and pricing that is JUST for you! WACO members get a booth at a deeply discounted rate versus non-members.

Purchasing Power

WACO has partnered with Hospitality Connections to provide our members a large list of discounts from vendors with the products and services you need to run a successful campground!

Discount vendors include Constant Contact for email marketing, Suburban Propane, GoodEmployee/Tenant Alert, Integrity Energy, Pepsi, The Bear Factory, Swank Motion Picture, and more! This program also provides discounts for music licensing which can be very costly and time consuming to get done on your own! Read more about these benefits, what vendors are included and how to sign up/register for each discount in the Member Only section of the WACO website!



MARKETING OPPORTUNITIES (CONT.)



WACO Website

In addition to your listing in the campground directory, you are also listed on the WACO website (wisconsincampgrounds.com). Your listing will show campers a snapshot of what you offer at your park, up to four photos, contact information and a link to your own website.

This website generates millions of hits a year! As a member, you also have the opportunity to place banner and side ads that link to your personal website for campers to see you first!

With your membership, you will also gain access to the password-protected Members Only section of the website where you have 24/7/365 access to a plethora of information useful to you and your campground business!

In this area, you will find things like:

- WACO meeting minutes and annual reports
- Legal documents including model seasonal agreements, non-renewal forms, model rules, golf cart rental agreements, work camper agreements, agreements for selling a camping unit on site, etc.
- Safety signage for pool/pond and kitchen areas
- New hire documents, job descriptions and model employee handbooks
- Campground Code information and other DHS/DSPS documents
- Informational videos, newsletters, ideas for activities and theme weekends...and so much more!

Dell Pines Campground

Dell Pines Campground

Relax and reconnect at Dell Pines Campground! RV, tent, pull-thru's and cabins. Heated pool, mini-golf, pickle ball, themed weekends, near state parks and water parks.



Address: E10590 Shady Lane Road, Baraboo, WI 53913

Your Hosts: The Traxler Family

Phone: 608-356-5898

Email: camp@dellpines.com

Website: www.dellpines.com

Located in: Central Wisconsin River

Season: 4/19 -10/6

Rate Range: \$39.00 – \$235.00

 WACO Satisfaction Guarantee

Sites and Services

- 155 Total Sites
- 54 Full Hookup Sites
- 97 Water/Electric Hookups
- 8 Pull Throughs
- 50 Seasonal Sites
- 105 Overnight Sites
- Dump Station
- Free Showers
- Offsite Storage
- Groceries
- Laundry
- Snack Bar
- WiFi/Hot Spots
- Worship Services
- Wood for Sale
- Credit Cards Accepted

Recreation

- Swimming Pool
- Playground
- Pavilion/Rec Hall
- Game Room
- Trails
- Themed Weekends
- Planned Activities
- Mini Golf
- Pickle Ball
- Barrel Train Rides
- Located on ATV Trails

Items to Rent

- Sleeping Cabins
- Rentals w/Bathroom
- Rentals w/Kitchenette

HOW CAN WE HELP YOU?

A

- ARVC Website
- ARVC – Update Listing
- ADA Information
- Advertising Opportunities
- Alcohol, Beverage and Tobacco Laws
- Amusement Rides (Jumping Pillows/Pads, Barrel Rides, Coin Operated Carousels, etc. registration & licensing)
- Annual Reports
- Attorney Information

B

- Band List for WACO – by Sarah Krause
- Blog – Members Only
- Board Member Book
- Board of Directors Member Contacts
- Board of Directors Meeting Dates & Minutes
- Bylaws

C

- Campground Codes
- Campground Member Benefits
- Campground Member Contact List
- Campground Member Forms
- Campground New Member Form

GIFT CERTIFICATES



WACO offers gift certificates that can be used just like cash at any campground that is a member of the association. They can be used for reservation fees, in a camp store, bar & grill or restaurant on-site, activities and more! And as long as you are a member in good standing with WACO, you can redeem these certificates for money back, or credit on your account.

What do I as a member get out of accepting these certificates?

If you receive a WACO gift certificate as payment at your park, you just mail it in to the WACO office with a note about how you'd like the reimbursement made. As the campground, you have the option for WACO to apply the amount as a credit on your account or issue you a check for the same amount. If you choose to do a credit, those funds can be used towards membership dues, event registration fees, etc.

How do people get WACO Gift Certificates?

- Campers can order gift certificates from our website (wisconsincampgrounds.com) for themselves or as a gift! They sell all year long, but especially around the holidays as it makes a super easy and valuable gift for all campers to give!
- The WACO office "trades" them for promotional use to media all over the State of Wisconsin, Minnesota and Illinois. We get the total amount of the certificate to use for advertising. For example if we send a \$100 certificate to a TV station they would run a \$100 TV ad for us. If they use it for a contest or sell it at a reduced price on their auction we get the additional advertising they use to promote their auction or contest. WACO members are paid the full value of the certificate, so instead of paying thousands of dollars directly media, we get advertising and our members get the money.
- We use them as prizes for events such as games at our RV show booths, as well as to drive our social media contests and promotions.
- They can also be used for convention expenses, like treating the volunteer staff, paying the speakers, and even tipping the servers! Again, this is just another way to take the cash we would normally pay for these services, and give it to our members!
- Donations that were requested by campground owners for special events.



THINGS TO NOTE...



AS A NEW MEMBER!

WACO Satisfaction Guarantee

As a campground member, you have the option to offer and market the WACO Satisfaction Guarantee. This guarantee is voluntary. Should you choose to offer it, the icon shown below will be added to your online listing, and will be noted on your campground directory listing. This guarantee is defined as:

“The WACO Guarantee is a full refund to any camper requesting a refund on campsite fees and leaving within one hour of check-in. This guarantee applies to campsite fees only and is not valid on holidays or holiday weekends.”



New Member Exclusive Offers

As a first-time new member, you are eligible for two specific deals through WACO.

- Take 50% off any ad size in the directory, with the exception of prime space.
Example: You could select a full page ad for only \$1,746.50 (originally \$3,493)! Or you could even purchase a two-page spread for the price of one!
- Attend first year events for FREE! As a first-time new member, you can attend both of our Fall Tour/Workshop events and our annual Convention and Trade Show for FREE!



Donate Certificates

This program is used at many of our WACO events and promotions throughout the year, including the camping & RV shows, where your coupon or gift certificate is used as a prize in games like spin-to-win, envelope games, radio giveaway/contests and more! These are used as a fundraiser for the Gilbert Brown Foundation. Periodically, we also insert them in directory requests through the WACO website.

Your coupons may also be used at waysides, welcome centers, chambers, libraries and gas stations where directories are located. This Program is FREE to all WACO members. Printing and shipping these items to the WACO office (no later than December 1st) is the responsibility of the campground owner.

The Gilbert Brown Foundation

Former Green Bay Packer and Super Bowl Champion, Gilbert Brown and his foundation help and support our branding and philanthropic efforts. His name connects us through social media, advertising and of course, connects us to Packer nation!

The Gilbert Brown Foundation supports over 156 children's charities throughout Wisconsin. Being a Green Bay Packer, Gilbert loves his Wisconsin fans and has adopted the idea that “the money raised in Wisconsin, stays in Wisconsin!”

Gilbert partners with the WACO by making appearances at various parks throughout the summer to raise funds for the charities his foundation helps support. Campers truly enjoy spending time, and talking, with the former Super Bowl Champion (and the friends he brings along!) while raising money for a great cause! This appearance opportunity is a \$5,000+ value, but as a WACO member, you're able to book Gilbert at your park for FREE!



ANNUAL CONVENTION



Each year, the WACO Convention & Trade Show is hosted mid-March, at the Stevens Point Wisconsin Holiday Inn Hotel & Convention Center. It is currently the largest state association trade show in the country!

Classes and Certifications

Starting on Wednesday of convention week, there are courses scheduled for campground owners and their staff to obtain and/or renew certifications that will benefit their campground. Such certifications include the ServSafe Manager course, Certified Pool Operator course!



Speakers and Seminars

Our convention is host to more than 50 speakers and seminars throughout the entire convention week. We offer a wide range of topics including technology, social media (beginner and advanced), landscaping tips, marketing, motivating and retaining reliable employees, legislative issues, ADA rules and so much more!

Trade Show

The WACO trade show hosts nearly 200 vendors from across the country. Our trade members work with WACO to provide exclusive show discounts and deals specifically for our attendees. Throughout the show, there are hands-on demonstrations, direct communication with suppliers and the ability to take home purchases that week. Bring your trucks and trailers because many vendors offer cash and carry items, and even sell the big stuff – they don't have to haul it back, and you save on costly shipping!








Environment

The WACO Convention is one that really cannot be beat. It is a family-friendly environment with events for everyone in the family to do. We provide an affordable Kids Kamp for kids to learn, play and laugh while the adults are able fully enjoy all the education and important networking that WACO convention has to offer. The combination of classes, speakers, trade show, networking with your peers, and of course all the FUN and entertainment, makes for a perfect week to re-energize, re-ignite and get yourself ready for fun and successful camping season ahead! The information that is gathered and friendships that are created while at the WACO convention will last you, your family and your staff a lifetime!



WACO works hard to provide you with various benefits and discounts that can help you run your business, and save you money!

- A seasonal model document to update your agreements each year in a fillable form that can be customized to your campgrounds.
- Your agreement can be reviewed by our WACO attorney at no charge at all – an easy \$275 value!
- Your campground listing is included in our directory at no additional charge and is distributed to 275,000 people.
- WACO suppliers are available online (or via request on a spreadsheet) to easily see what products our Trade Members offer.
- WACO hosts the largest state association tradeshow in the USA with nearly 200 suppliers and a minimum of 50 different educational sessions, available to our members at a very reasonable rate!
- We work for you legislatively, acting as your “watchdog” for additional laws and regulations changes that may negatively impact our industry.
- We have an accounting, sales tax, and legal hotline where you can ask basic questions, saving you time and money!
- We provide website advertising opportunities in addition to your free online listing!
- Our members have a members-only Facebook page where you can see how other campground owners handle tough situations.
- We have a program to help you prepare your succession plan, prepare to sell and set yourself up for a successful retirement.
- Gilbert Brown Foundation appearances normally \$5000, but FREE to WACO members.

Music Licensing	Discounts up to 50%	
Suburban Propane	10-40% off your propane depending on location!	
Movie Licensing	25% discounts on motion picture licenses	
Constant Contact	25% Discount	
Background Checks from Good Employee / Tenant Alert	20% Discount	
SB Value / US Foods	National savings of 17%. No cost, no contract. Simply buy what you buy now, just cheaper.	
ADP	Payroll, HR, Tax Services & More!	

MEMBER TESTIMONIALS



O'NEIL CREEK CAMPGROUND



A small business owner goes through incredible highs and lows constantly. We're all trying to find that balance. Wouldn't you like to know others that have the exact same issues as you? In your business...who has YOUR back? Do you feel alone? Ever get the feeling you're stranded on a deserted island, and the sharks are circling? WACO is full of forward thinking park owners that lean on each other daily. The culture in the association revolves around success and guidance. As a member of WACO, I have access to centuries of collective experience in this wonderful industry. Since I've been a member, there hasn't been a single year that I haven't learned something that has made, or saved, me five times my membership dues. To be involved with so many like-minded individuals is a true blessing and gives me the edge...in business, as well as my personal life. Membership in WACO is an absolute "NO-BRAINER"! And now, with the new coffee cups at convention, everybody's a winner!

- Joe Walter



We consider this our backbone of our Family. I don't know what we would do with out the help and knowledge from everyone!

- Kristy & Denny

As campground owners, we would not be where we are without the leadership and education that we have received from the WACO community. It provides learning opportunities and unavailable resources when you are not a member. We have access to legal advice and a community that offers helpful advice and guidance on issues that might come up. Another benefit is access to various vendors through the WACO convention and camaraderie with other campground owners. WACO staff is willing to answer any questions and offer advice.

- Tracy & Brian Huth

**CAMPING
IN THE
CLOUDS**



My grandparents started our campground in 1965. One of the first things my grandparents did was join WACO. I grew up going to Kids Kamp at our convention, and both my boys grew up going to Kids Kamp as well. Fast forward to many years later, and I am 3rd generation owner and continue to be a member of WACO. There are many reasons to be a member of WACO, from the educational seminars and workshops to the advertising opportunities to the supplier discounts. There are too many reasons and benefits to list in just one paragraph.

The educational benefit of convention and fall workshops is invaluable and helps us continually improve and grow our business. We have developed relationships with other campground owners, which has also helped us continue to learn about the industry and gain more knowledge that cannot be found in a seminar or classroom setting. Supplier discounts have helped us become more profitable and made purchasing more efficient.

It is our responsibility as a successful business owner to contribute to the legislative process and help do our part to affect legislation that all campground owners in the state benefit from. The PAC Auction at the convention is a great way to help show legislative support. 100% of the campgrounds in Wisconsin benefit from our legislative efforts.

I have been to the national campground owner's convention several times and find that our WACO convention is top-notch and the BEST. I will continue to support our state convention every year, be a proud WACO member, and instill the same values in my family when the 4th generation is ready to take over.

The camping and campground industry is dynamic and constantly evolving. WACO allows our campground to stay in the know and keep ahead of the ever-changing curve!

Happy Camping, Tiffany Pargman



WELCOME TO THE WACO FAMILY!

Office Hours:

8am to 5pm – Monday through Friday

For Weekend Questions:

Please email us at office@wisconsincampgrounds.com and someone on our staff will get back to you within 24-hours.



Contact Us:



(608) 525-2327



office@wisconsincampgrounds.com



www.wisconsincampgrounds.com



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