



October 2014
Newsletter

WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS



FALL WORKSHOPS

Published by the
Wisconsin Association of
Campground Owners

EXECUTIVE DIRECTOR
LORI SEVERSON

P.O. Box 228
N22676 US Hwy. 53
Ettrick, WI 54627
WACO Phone #:

608-525-2327

Severson & Associates
Phone #: 608-525-2323

Fax #: 608-525-2328

email:

lori@seversonandassociates.com



Inside

Page 2: Fall Workshop

Page 3: Proposed Rules

**Page 4-5: In Other
WACO News...**

Page 6: Advertising

Our first Fall Workshop session went wonderfully! Thank you for all who came and thank you Grand Valley for hosting! Our next session is on October 7th and 8th at Hidden Valley RV Resort. We hope to see you there! We will spend the first day with the WACO Board of Directors and learn more about the Advertising Committee, update and review of WACO advertising opportunities, Cracker Barrel, seminar with Mark Hazelbaker, updates on state regulations with Jim Kaplanek, and also get to tour Hidden Valley RV Resort and join in on the haunted house at Hidden Valley! The next day we will tour Crazy Horse Campground, Petits Lakeview Campgrounds, and Badgerland Campground. See you there!

Fall Workshop



October 7th & 8th
Hidden Valley RV Resort
872 E. Hwy 59
Milton, WI 53563
608-868-4141
Hosts: Jim and Marcia Kersten

Tuesday, October 7th

8:00am-9:00am: Registration- Welcome & Coffee and Rolls

9:15am-10:15am: To be announced

10:30am-11:15am: Cracker Barrel

11:30am-12:00pm: WACO Board of Directors- Advertising Committee; update and review of WACO advertising opportunities

12:00pm-1:00pm: McDonald's, Culver's, or Subway

1:00pm-2:00pm: Seminar- Mark Hazelbaker

2:15pm-3:00pm: Updates on State Regulations- Jim Kaplanek

3:15pm-4:30pm: Tour Hidden Valley RV Resort

5:00pm-6:30pm: Dinner- TBA

7:00pm-?? Join in on the fun at Hidden Valley Haunted House!

Wednesday, October 8th

9:00am-10:15am: Crazy Horse Campground

11:30am-12:30pm: Lunch at Petits Lakeview Campground

12:45pm-1:45pm: Tour Petits Lakeview Campgrounds

2:15pm-3:15pm: Badgerland Campground





Department of Health Services- Proposed Permanent Rules

If you attended the last Fall Workshop, you may have heard about the update on the fire hazard for sites and that 10 feet must be in between any structure to be considered compliant. For many campgrounds, it would make many sites non-compliant. These structures include any accessory within 10 feet of a camping unit such as, but not limited to, a deck, storage shed or awning. A 10' perimeter must be able to be drawn around the camping unit, deck or porch, and any other accessory structures such as storage sheds. It would take a great amount of finances to re-do non-compliant campsites for many of us. Some may say, why fix it if it's not broken? We will be in defense of that this regulation should not go in effect.

The WACO Board has replied back to the Department of Health Services by stating some facts such as, WACO has surveyed six additional campgrounds during the comment period and found that two of the six will have less than 1% of their seasonal sites considered compliant by the proposed code, and only two of the six campgrounds will have more than 25% seasonal sites compliant if the proposed rules were to be accepted.

In the six parks surveyed by WACO during the comment period, 354 seasonal sites were found to be non-compliant with the proposed rule. When you extrapolate these losses and costs to the Wisconsin camping industry as a whole, applying it to the 1,193 campgrounds, the cost and losses in revenue for the least expensive option would total \$85,000,000 to \$350,000,000 in the first ten years alone. Our proposed change is to say there shall be a minimum distance of 10 feet between camping units, but disregard all the accessories within those 10 feet such as decks, storage sheds or awnings. We will keep you updated with more information as it comes along.

Board of Directors

- SCOTT KOLLOCK
PRESIDENT
Vista Royale Campground
1-715-335-6631
- JUDY BUCHTA
Past PRESIDENT
Duck Creek Campground
1-608-429-2425
- LORI SEVERSON
EXECUTIVE DIRECTOR
608-525-2327
- DAWN BUTTON
SECRETARY
Evergreen Campsites LLC
1-920-622-3498
- MARK HAZELBAKER
LAWYER
608-663-9770
- BERT DAVIS
Badgerland Campground
608-873-5800
- JULIE MICHAELS
Scenic Ridges Campground
608-883-2920
- MIKE DRICKEN
Lake Lenwood Beach & Campground
1-262-334-1335
- ADAM MALSACK
Lake Arrowhead Campground
1-920-295-3000
- PAT REHWINKEL
Merry Mac's Campground
1-608-493-2367
- ROBERT WEISS
Wilderness Campgrounds
1-608-297-2002
- BECKY GUSSEL
Sherwood Forrest Camping
1-608-254-7080
- RANDY SONDALE
Pineland Camping
1-608-564-7818
- BUD STYER
ARVC Representative
Smokey Hollow Campground
1-608-592-2128
- LELAND NELSON
Keyes Lake Campground
715-528-4907





Yum! Yum! More S'mores Please!

1. Bacon S'mores

Ingredients

Graham Crackers
Good chocolate — such as Hershey's
Marshmallows
Freshly cooked crispy bacon

Directions

Cook bacon in the skillet until it's nice and crispy. While it's cooking, set up your s'more so it's ready to go: graham cracker on either side, topped with the chocolate in the middle. Toast a marshmallow until it's crispy on the outside and gooey in the middle. Add the bacon to your s'more set-up and the marshmallow on top. Squeeze down and enjoy the sweet and salty goodness!

2. Nutty S'mores

Ingredients

Graham crackers
Nutella Hazelnut Spread
Chopped peanuts
Marshmallows

Directions

Set up your s'more so it's ready to go: graham cracker on either side, with a generous helping of Nutella on one side, and a sprinkling of nuts on top of this. Toast your marshmallow until it's crispy on the outside and gooey in the middle and layer on top of the peanuts. Squeeze down and enjoy the crunchy, nutty take on this old favorite!



3. Gourmet S'mores

Ingredients

Graham crackers
Marshmallows
Mini Almond Joy or Giradelli Carmel Squares

Directions

Taste this modern twist on the old classic by substituting the traditional Hershey's chocolate bar with a coconut twist using a mini Almond Joy bar, or for extra gooiness, a Milk Chocolate Carmel Square from Giradelli. Get your s'more ready to go while toasting your marshmallow until its crispy on the outside and gooey in the middle. Layer this on top of your set-up, squeeze down and enjoy!





New Deputy Secretary

It is with great pleasure that I introduce the new Deputy Secretary of the Wisconsin Department of Tourism. This person has 30 years of government experience, 20 years with the Wisconsin Department of Tourism. She developed the Customer Service program, which was awarded a National Marcom Award & has been presented to over 7,000 people across the state. She created the Tourism assessment program, which we are finding hard to keep up with! She restructured the Travel Green Wisconsin program, and brought it to international attention in Bruges, Belgium with a presentation that garnered rave reviews. Please congratulate Sarah Klavas. Sarah has held every position at the Department but Secretary! We are thrilled to have her in this capacity.

Stephanie Klett | Secretary | Wisconsin Department of Tourism | 608.266.2345



MARK YOUR CALENDAR



13TH Annual Business Day in Madison

Wednesday, March 4, 2015
Monona Terrace Community & Convention Center
Madison, Wisconsin

Business Day in Madison brings business leaders - from sole proprietors to major corporations - together with policymakers to discuss the most important issues facing our state.

7:30 a.m. Business Day Kick-Off
NFIB/Wisconsin "Exclusive" Small Business Session

9:00 a.m. Business Day General Session Begins - Program to be Announced

Mark your calendar and make plans to attend this very special event next March.

We also encourage you to invite others to attend.

☞ NFIB registration information for the event will be sent in the fall ☞

Questions, contact Deanna at the NFIB State Public Policy Office
608/255-6083 or Deanna.esser@nfib.org

NFIB
The Voice of Small Business.

Convention 2015

Have any theme ideas? Please e-mail ashleysinclair90@gmail.com





Get Your Ads In!

Advertising your campground is a smart and great way to promote your park! Place your ad into our directory or place your ad into our WACO bags for the RV shows. Whatever you decide it will be worth it! We distribute over 250,000 directories each year.

WACO ADVERTISING OPPORTUNITIES

Member Advertising	Deadline	Description
WACO Directory	10/10/14	250,000 WACO Directory's are distributed to the State Tourism Sites, Chamber of Commerce's, Campgrounds and Trade-shows
Full Page \$3393.60		Any ad is 50% off ad size if upgrading advertising size (1 time only) (Exception Prime Space)
3/4 Page \$2744.70		
2/3 Page \$2422.35		
1/2 Page \$2197.65		
1/3 Page \$1617.00		
1/4 Page \$1252.65		
1/8 Page \$ 896.90		
Additional Listing \$100.00		If you have a listing in a small town and would like to be listed again in a larger town, a reference can be made, ie: Stevens Point: Vista Royale Campground – see listing under Bancroft pg X
Website Advertising \$500 yr	1/1/15	Coupons/Promotions- Run up to 3 coupons per month \$500.00 year
Banner ad www.wisconsincampgrounds.com	1/1/15	www.Wisconsincampgrounds.com Website gets approximately 1.3 hits! In May alone! This is where most website hits come from!
Rotating \$500.00		Header & Footer on the website
Side Banner ads \$400.00		Side Banner Ad
Event Ad/Coupon Ad \$50.00		Advertise 1 month worth of events on website-Coupon Tab Page
Promotional crawl on website \$50.		Monthly fee
Literature Distribution 2015	1/1/15	39,500 are distributed thru the WACO Bags w/the Directory at various tradeshow
Madison \$250 Jan30-Feb 1		3,200 /4000 distributed to RV Dealers
Minn/St. Paul \$250 Feb 5-8		4000
Rockford \$250 Mar 20-22		2,000/1,200
Green Bay \$250 Jan 22-25		6,000/4,000
Chicago \$250 Feb18-22		4,700/5,000
Milwaukee \$250 Feb 26-Mar1		5,000/3,000
Wausau \$250 Mar 13-15		1,500
All 7 shows for \$1250.00		Determine your number of brochures
Piggy Back Program \$175(approx 5,000 sent out per year)	12/15/14	Your campground brochure is sent out with the WACO Directories

WACO Brochure Distribution Information:

1. Must be paid in full by Dec. 1, 2014
2. You provide the brochures – no larger than 10" x 12"
3. Brochures must be received at **N22676 US Hwy 53 Ettrick, WI 54627** no later than January 1, 2015. – **608-525-2327**
4. Undistributed brochures will not be returned unless requested and prepaid by campground
5. **All Brochures Must be marked for each individual show. Send no more than the Maximum distribution for each show. Your printer should be able to do this for you.**

Name of Campground _____

Name of authorized person for advertising approval _____ Signature _____ Date _____

Master or Visa Number _____ - _____ - _____ Exp: / / code _____

Return to:
WACO P.O. Box 228, Ettrick, WI. 54627....608-525-2327 or fax: 608-525-2328



Recommended Record Retention Schedule

ONE YEAR

Duplicate Deposit Slips
Receiving Sheets
Requisitions
Routine Correspondence (Vendors & Customers)
Stenographer's Notebooks
Stockroom Withdrawal Forms

SEVEN YEARS

Accident Reports & Claims (Settled)
Accounts Payable Ledgers & Schedules
Accounts Receivable Ledgers & Schedules
Bank Statements and Reconciliations
Cancelled Checks (See Permanent Retention)
Contracts & Leases (Expired)
Employee Files (after termination)**
Expense Analysis & Distribution Schedules
Inventories: Products, Materials & Supplies
Invoices: Customer & Vendor
Notes Receivable Ledgers & Schedules
Option Records (Expired)
Payroll Records, Summaries incl. Pensioners
Plant Cost Ledgers
Purchase Orders (Except Purchasing Dept. Copy)
Sales Records
Scrap & Salvage Records (Inventories, Sales, Etc.)
Stock & Bond Certificates (Cancelled)
Subsidiary Ledgers
Time Books
Voucher Register & Schedules
Vouchers: Payments to Vendors & Employees
(Incl. Allowances, Travel
Reimbursement, Entertainment)

THREE YEARS

General Correspondence
Internal Audit Reports
(Sometimes longer is desirable)
Internal Reports (Miscellaneous)
Petty Cash Vouchers
Physical Inventory Tags
Savings Bond Registration Records (Employee)

PERMANENTLY

Audit Report of Accountants
Capital Stock & Bond Records:
Ledgers, Transfer registers, stubs showing issues,
record of interest coupons, options, etc.
Cash Books
Charts of Accounts
Checks: Important payments, taxes, property purchase.
File under transaction
Contracts & Leases (in effect)
Correspondence: Legal & Important Matters
Deeds, Mortgages, Bill of Sale
Depreciation Schedules
Financial Statements (end of year)
General & Private Ledgers (incl. trial balances)
Insurance: Current Accident Reports, Claims, Policies
Journals
Minute Books for Directors & Stockholders
(Incl. By-laws & Charters)
Property Appraisal (by Outside Appraisers)
Property Records (costs, depreciation reserves, end-of-year
trial balances, depreciation schedules, blueprints, plans)
Tax: Returns, Worksheets, Revenue agents' reports,
income tax liability documents
Trademark Registration

Please note: Certain business entities may have specific industry requirements for document retention.

**Specific rules apply. Inquire for details.





Long-Term Care Insurance: Helping You Live Your Life...Your Way

Submitted by: Becky Nommensen
Written and Prepared by Mutual of Omaha Insurance Company

It's your life and you want to live it your way. That means doing all the things that are important to you and your family today plus all the things you dreamed of doing in retirement.

But what if you need help someday? Or if you were faced with providing care for a loved one? What would that do to the plans you've made?

WACO has teamed up with Mutual of Omaha Insurance Company allowing me to offer you a long-term care insurance policy to meet your individual needs. As an association member, you are eligible to apply for this insurance at lower premiums that are not available to the general public.

A long-term care insurance policy may provide funds to help pay for some of the services you may need someday – whether in your home, in an assisted living facility or in a nursing home. Consider what those costs may be if you were to pay using your retirement savings or other assets. Based on a national average* you may expect to pay:

- \$150 per month for the services of a home health aide
- \$200 per month for a one-bedroom unit in an assisted living facility
- \$200 per month for a semiprivate room in a nursing home

The high cost of long-term care services may have the potential to deplete your savings and impact your retirement plans. A long-term care insurance policy may be a good way to help protect your finances so you can keep the plans you've made.

If you would like more information on a long-term care insurance policy, contact Becky Nommensen at 608-317-4237 or call our Benefit Hotline at (800) 624-5554 and tell them you're a member of WACO. An insurance agent/producer will contact you by telephone.

Long-term Care Insurance is underwritten by Mutual of Omaha Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175, 1-800-775-6000. Policy form: ICC13-LTC13-AG. This policy has exclusions, limitations, reductions and terms under which the policy may be continued in force or discontinued. For costs and further details of coverage, including exclusions, any reductions or limitations and terms under which the policy may be continued in force, see your agent/producer or write to the company. The insurance provided will be individual coverage, not group coverage.

This is a solicitation of insurance. By responding you are requesting a licensed insurance agent/producer to contact you by telephone to receive more information.

*Long-Term Care Cost-of-Care Survey conducted by Univita, 2012. Source available upon request.

ICC13AFN43557

