

Wisconsin Association of Campground Owners



2026 WACO



Convention & Trade Show!

**STRATEGY.
SKILLS.
SUCCESS.**

**MARCH
11-15,
2026**

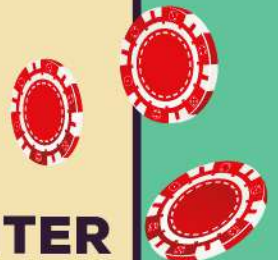
2026 ANNUAL MEETING FULL REPORT

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



SCOTT KOLLOCK, PRESIDENT

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



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



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



KRISTI MLODZIK, 3RD VP

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



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deneen@stoneycreekrvresort.com
715-597-2102 | 2024-2027, 2nd Term



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SCENIC RIDGE CAMPGROUND
jmmsrc@gmail.com | 608-883-2920
2025-2028, 2nd Term



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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



CHRISTINA KORNETZKE, DIRECTOR

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



JOSEPH LEDGER, DIRECTOR

LAKESIDE FIRE CAMPGROUND
joseph.j.ledger@gmail.com
608-408-7491 | 2025-2028, 1st Term



TIFFANY PARGMAN DIRECTOR

INDIAN TRAILS CAMPGROUND
camp@indiantrailscampground.com
608-429-3244 | 2025-2028, 2nd Term



BEN STEFAN, DIRECTOR

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



JIM BUTTON, OHI REP

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



ADAM MALSACK, CHAIR ELECT LEGISLATIVE

LAKE ARROWHEAD CAMPGROUND
adam@lakearrowheadcampground.com
920-295-3000 | Appointed 2024-2026



Our goal is to make this
conference easy and enjoyable
—no matter where you land on
the board! If you need
assistance at any time, just ask
a staff or Board Member.



LORI SEVERSON, EXEC DIRECTOR

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

Your experience matters to us, and there are no silly questions—game on! 🎲



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!



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) 525-0247



Bonnie and Mickey Wood



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

ATTENTION NEW OWNERS & FIRST TIME ATTENDEES!

Got questions? Find an "Ask Me" mentor!

New owners and first-time convention attendees — we're so glad you're here! If you have questions at any point during convention, please don't hesitate to ask. In addition to our WACO staff members, be sure to look for fellow owners wearing an **"ASK ME"** ribbon on their badge. These experienced attendees are fellow owners/managers who have volunteered to help and are ready to answer questions about sessions, events, navigating the schedule, or anything else you need to make the most of your time here!



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!



SCAN ME

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



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 2027 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!



2026 Speaker Bios



We'd like to give a BIG thank you to all of our 2026 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!

SCAN
ME



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!



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



**Find your bingo card inside
your blue event bag to start
collecting 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 spaces on your bingo board and make your plan for completing the tasks!
- Collect stamps throughout convention for completing various tasks.
- Earn tickets for the \$3,000 drawing by getting bingo on your board! (Up/down, side to side and diagonal count!). Get 25 tickets for 1-3 bingos, 50 tickets for 4-6 bingos, and get 100 tickets if you complete a blackout bingo card (all spaces completed)!
- Once you've completed as many bingos as you can - stop by the registration desk to collect your tickets for the \$3,000 drawing! **Must be turned in by 8pm Saturday night.**

BONUS SPOT DRAWING: SATURDAY FROM 2:00 - 4:00PM

- **The spots marked with the bonus drawing symbol must be completed by 2pm on Saturday!**
- Once you've collected your stamps on these spots, come to the Registration desk by 2pm to have WACO staff verify your stamps, and enter your name into the drawing bucket!
- Starting at 2:15pm, we'll 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 2026 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
- Getting 4-6 bingos on your WACO Bingo card

25 Tickets for...

- Registering during the Early Bird (Before 1/31)
- Stopping by the WACO booth by Registration to review your membership and update/set-up your renewal for 2027
- Presenting an education seminar
- Any PAC fund donation that you make
- Every vendor you purchase from (Bring your receipts to Registration to collect tickets)
- Getting 1-3 bingos on your WACO Bingo card

100 Tickets for...

- Completing the WACO Bingo card!

WATCH FOR BONUS TICKET OPPORTUNITIES THROUGHOUT CONVENTION!



Spots on your Bingo card marked with this symbol must be completed to enter to win the \$4,000 we're giving away on Saturday from 2-4pm!



ANNUAL MEETING

SATURDAY 3/14 - 8AM - BANQUET ROOM

Join us for the 2026 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.**

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 !

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 2026 WACO Trade Show (ends Saturday at 4:30p!)



Directory Box Pick-Up

REMINDER: Any Member registered to attend the convention must take one box of directories back to their community!

This is an opportunity to build and strengthen partnerships with local businesses in your community. Drop off some directories and ask them to distribute your park brochures, or any coupons you may have to offer! Plus, this helps spread the FREE WACO directory to even more areas of 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 complete the bonus spot on your WACO Bingo card, 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



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...

- WI New & Expanding Parks in 2026
- WI Parks Adding New Amenities, Activities, Themes and/or Entertainment
- WI Parks with Vacancy for Seasonal Campers
- Pet-First Campgrounds
- WI Campgrounds Near Historical Attractions that Make Great Destinations for America's 250th Anniversary
- The Top 10 or 12 Campground Bars and/or Bar/Restaurants in WI
- One Advantage Private Parks Have Over State Parks
- WI Parks that are Celebrating Major Anniversaries This Year
- Green Bay Packer Appearances at WACO-Member Parks in 2026
- Fun Fall Activities at WI Parks with an Emphasis on Activities Besides Pre-Halloween Weekends



Scan the QR code to see the full list of topic descriptions and to sign up for topics you'd like to be interviewed for by Jeff!

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



2026 WACO Annual Conference Official App



Push Notifications



Conference Maps



Sponsors Info

- PUSH NOTIFICATIONS
- AGENDA
- SPONSORS
- EXHIBITORS
- ROOM MAP
- SPEAKERS
- AND MORE...

Developed by:



AppMyCommunity.com



SCAN ME

Want to volunteer to help with WACO projects? Contact the WACO office or any member of 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!

2026 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!

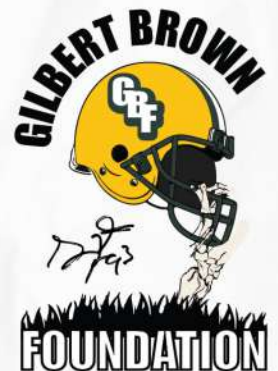


Heroes Weekend | May 15-17, 2026

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 29-31, 2026

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.





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!

If you missed it this Fall, we did an overhaul of the group and removed everyone, so make sure you request to rejoin if you haven't already!



Check out some of the amazing live and silent auction items donated by our Trade & Campground Members!

Congratulations!

You have won an

RV LIFE

Digital Featured Park Package

Value \$3495

Presented to _____

In Support of the Campground Conference

This 12-month package includes a Book Now link, sort priority on state/city searches, highlighted listing in green and highlighted green marker on the search map, featured ads across campgrounds.RVLIFE.com, and on RV LIFE's Mobile app, RV Trip planner & Community Forums.

To Claim Your Package Contact:

Dawn Watanabe
RV LIFE's Director of Campground Partnership & Success
805-290-0656 • Dawn@RVLIFE.com
Expires by 7/30/2025





Donated by Jim's Golf Cars



Cooler Pack Donated by Phelps Honey Wagon



Donated by Lake Side Golf Carts

good sam

2027 GOOD SAM CAMPGROUND GUIDE AUCTION AD*

Certificate is awarded to:

Business Name, City & State

This Certificate entitles you to \$2,500.00 towards Print &/or Digital Advertising in the 2027 Good Sam Campground Guide &/or on www.GoodSam.com

\$2,500.00 Value!

To redeem this certificate, contact Good Sam Enterprises @ 800.883.6348 by August 1st, 2026 or present to your Good Sam Rep. 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: 5.12.26



Milwaukee Items Donated by Merry Mac's Campground



...and so much more added at the show!



DAILY OVERVIEW

WEDNESDAY MARCH 11

7:30a Lobby BREAKFAST AND COFFEE - Located outside the Banquet Room

8:30 - Banquet Room MORNING GENERAL SESSION
9:15a Lori Severson and WACO Office Staff

9:45a Session Rooms EDUCATION SESSIONS
- Noon Multiple sessions to choose from!

Noon - Banquet Room LUNCH & LEARN SESSION
1:45p Keynote with Mark Koep, Campground Views and Industry Expert

2:00 - Session Rooms EDUCATION SESSIONS
4:15p 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!

*Special pricing
brought to you by...*
 **CSAW Associates, LLC**
Coulee Region Bookkeeping and Tax

*Made
with...* **LEAP**
PREMIUM
VODKA



4:30p Banquet Room WELCOME RECEPTION - SHARPEN YOUR SKILLS AND CREATE YOUR BEST STRATEGY!
4:30-5:30p - Networking and Dinner

WEDNESDAY DINNER

Thanks to **Bullhead's Bar & Grill** for providing tonight's dinner buffet!
Includes...

Broasted Chicken,
Mashed Potatoes,
Beans, Coleslaw and
Dinner Rolls.

Please scan QR code to the right to prepay your dinner by **Wednesday March 4th at 5pm**. There will only be a small amount of extra, so if you miss the cut off, please get in line early to pay! Located in the expo hall area.

5:30p - The Skill Exchange: Ten tables with different topics to discuss. Rotate through three 20-min. rounds, allowing you to connect on topics of you choose! Collect a ticket at each table, and we'll draw for two winners of \$500 each to spend with any vendor at the trade show! **Pick up a sheet at the door for full topic descriptions!**

TOPICS INCLUDE:

Table 1: Managing Credit Card Processing - Ben Stefan

Table 2: Technology That Actually Works - Mark Koep, Campground Views

Table 3: Conflict Resolution & Difficult Guest Scenarios - LeaAnn Gieck

Table 4: Best Practices for Campground Safety, Security & Risk Management - Eric Haun & Crystal Erickson, Coverra

Table 5: Foundation 101 - Joe Ledger and Carla Brown

Table 6: First-Time Owners & New Managers - Lori Severson & Jim Button

Table 7: Liability and How To Avoid It - Mark Hazelbaker, Weld Riley

Table 8: Long-Term Vision & Exit Planning - Phil Whitehead, Lake Ridge Bank and John Jaszewski, Properties Plus

Table 9: Camp Store Revenue Strategies - Lisa Black and Tiffany Pargman

Table 10: Zoning 101 - Anders Helquist, Weld Riley

7:00p - GBF Big Prize Bingo!

After the Skill Exchange, stick around in the Banquet room for Big Prize Bingo! We will play a total of ten games. Cost is \$10 per card - purchase as many as you'd like! Winners from each game choose their prize from the table of big prizes! **Thank you to Tiffany from Indian Trails Campground for organizing this fun event!**



SCAN HERE!



SEMINAR LINE UP



WEDNESDAY MARCH 11

SERV SAFE TESTING - PBR ROOM (INSIDE AMBER GRILL) - MUST BE PRE-REGISTERED! - Testing times are at 8am, 10:15am, 12:30pm and 2:45pm - must sign up ahead of time for a time slot at the link that was emailed to you! You'll have 2-hours for the exam and must provide your own laptop. Interested in becoming a proctor for FREE?! Get certified so your staff can take the exam anytime right on-site at your park! Stop in for more information on how easy it is to get certified!

	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 Jeff Gruszynski, Neuman Pools
9:45 - 10:45A	Your First Season as an Owner: Relax, We're Just Camping! Joe Walter	Don't Let Scammers Set Up Camp! Phil Whitehead and Kim Lantta, <i>Lake Ridge Bank</i>	Clarity Is Kindness: Building Better Teams Through Simple Processes Sarah Krause	From S'mores to Sales: Designing a Successful Kitchen Operation Joe Ledger and Geri Walter	CLASS RUNS FROM 8:00A-4:15P REQUIRES PRE-REGISTRATION
11:00A - 12:00P	CLOSED FOR LUNCH SET-UP	Great Customer Service Includes Proper Safety and Security Andrew Nussbaum	Too Busy to Grow? How Owners Can Break The Daily Grind! Lori and Tina Severson	What's APPening?! What Park Owners & Operators Wish They Knew Sooner Bobby Sorden, <i>App My Community</i>	Test will be taken on Thursday. *Lunch will be from 12:00 to 12:30pm if you registered for this course.
12:00 - 1:45P	LUNCH & LEARN SESSION with Mark Koep: The 2026 Outlook: Cheap Fuel, Historic Travels, and the New AI Reality Last year, we discussed how AI would transform our industry—and today, that future is already here. But while the world focuses on technology, the media is missing the bigger economic story for campground owners. Join us for a deep dive into the 'Perfect Storm' of 2026: how falling fuel prices and America's 250 th Anniversary are poised to create a record-breaking road trip season, and how you can use the AI tools we discussed last year to capture this new wave of travelers. 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				 Mark Koep <i>Campground Views</i>
2:00 - 3:00P	WACO Membership Benefits Overview WACO Office	Cracker Barrel: Small Parks Kristin & Marc Gilbertson - Kim & Richard Rose	Cracker Barrel: Med. to Large Parks Jim Button and Jessica Malsack	Cracker Barrel: New Owners Rob Brinkmeier and Mike Dricken	CPO POOL SCHOOL Jeff Gruszynski, Neuman Pools
3:15 - 4:15P	CLOSED FOR EVENING SET-UP	Marketing 101 in an AI-First World Mark Koep	Theme Weekend Think Tank! Tiffany Pargman, Hannah Butturini, Geri and Claire Walter	Understanding and Appealing Property Tax Assessments Mark Hazelbaker	

ALL EDUCATION SESSIONS AND EVENT TIMES ARE SUBJECT TO CHANGE.



SEMINAR DESCRIPTIONS

WEDNESDAY 3/11 – 9:45A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	Joe Walter	YOUR FIRST SEASON AS AN OWNER: RELAX, WE'RE JUST CAMPING! You're here because you've taken the leap into campground ownership—congrats! But I know the anxiety: 'Will guests show up? What if something breaks? Am I ready?' I've felt that too. This presentation is your roadmap to a smooth first season. We'll focus on preparation without overwhelming, because at the end of the day, we're just helping people camp. Think of it as hosting a big backyard party, but with RVs and s'mores. By October, you'll look back and think, 'That was fun!'
Stonefield Room	Phil Whitehead and Kim Lantta Lake Ridge Bank	DON'T LET SCAMMERS SET UP CAMP: PROTECTING YOUR BUSINESS AND YOURSELF FROM SCAMS AND FRAUD Are you overwhelmed by all of the creative ways fraudsters are finding to get ahold of your personal information, hard-earned money, and security? Fraud is a threat to all of us, every day, and takes on many forms. This session will focus on more than just bank fraud. Experts from Lake Ridge Bank will be sharing information about the most common scams and fraud attempts happening today and how to protect yourself and your business from them. Everything from Credit Card Fraud, Maintenance Scams, and Vendor Fraud to Romance Scams and Chargeback Scams. Join us to hear real-life scenarios and what processes you can implement today to be better protected.
Harvest Room	Sarah Krause	CLARITY IS KINDNESS: BUILDING BETTER TEAMS THROUGH SIMPLE PROCESSES When people know what's expected, how to succeed, and where to go for help, everything gets easier. This session is about how simple processes create clarity — and how clarity creates confidence, ownership, and better guest experiences. You'll walk away with ideas you can use immediately to build a stronger team and a smoother operation.
Woodland Room	Joe Ledger and Geri Walter	FROM S'MORES TO SALES: DESIGNING A SUCCESSFUL CAMPGROUND KITCHEN OPERATION Food service can be one of the most profitable amenities in your campground—if it's set up correctly. This course covers the step-by-step process of planning, equipping, and operating a campground kitchen for maximum efficiency and profitability. Discover best practices for food prep flow, inventory management, health regulations, seasonal staffing, and menu strategies tailored to campers. Whether you're starting from scratch or upgrading an existing setup, you'll leave with actionable tools you can implement immediately.
Trillium Room	Jeff Gruszynski 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.



SEMINAR DESCRIPTIONS

WEDNESDAY 3/11 – 11:00A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	CLOSED FOR LUNCH SET-UP	
Stonefield Room	Andrew Nussbaum	GREAT CUSTOMER SERVICE INCLUDES PROPER SAFETY AND SECURITY In the camping and tourism industry, safety and security often play a critical role in the overall guest experience. It's not just about providing great customer service, it's about ensuring that your visitors feel comfortable, secure, and welcomed from the moment they arrive. Join us for an essential discussion about Safety and Security Considerations for Your Location and the Basics of Welcoming Guests when they arrive at our doorstep. Topics will include assessing risk factors, emergency protocols, proper signage and communication, physical security of your business, guest privacy, and cybersecurity considerations. And, let's talk about the basics of customer service!
Harvest Room	Lori and Tina Severson	TOO BUSY TO GROW? HOW OWNERS CAN BREAK THE DAILY GRIND If you feel like you're always busy but never moving forward, you're not alone! This session tackles the real challenges campground owners face in balancing operations, and your life outside the business, with leadership. Learn how to restructure your role, build accountability into your team, and schedule focused strategy time – without sacrificing guest experience. It's time to stop reacting and start leading.
Woodland Room	Panel Discussion Led By Bobby Sorden App My Community	WHAT'S APPENING?! WHAT PARK OWNERS & OPERATORS WISH THEY KNEW SOONER Learn how custom mobile apps are helping Wisconsin RV parks and campgrounds improve guest communication, streamline daily operations, and create more engaging resort-style experiences. Hear real-world examples from park owners, operators, and management companies using mobile apps to drive ancillary revenue, simplify staff workflows, and keep guests informed before arrival, throughout their stay, and after checkout. Walk away with practical, easy-to-implement ideas you can put to work at your park right away.
Trillium Room	Jeff Gruszynski 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.



SEMINAR DESCRIPTIONS

WEDNESDAY 3/11 - 2:00P SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	WACO Office	WACO MEMBER BENEFITS OVERVIEW 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	Kristin & Marc Gilbertson Kim & Richard Rose	CRACKER BARREL: SMALL PARKS Designed specifically for small park owners, this session focuses on the unique challenges and opportunities that come with operating a smaller property. Share ideas, ask questions, and discuss practical strategies that fit your size, staffing, and budget.
Harvest Room	Jim Button and Jessica Malsack	CRACKER BARREL: MEDIUM TO LARGE PARKS Join fellow medium and large park operators to discuss the complexities of managing bigger teams, expanded amenities, higher guest volume, and long-term growth strategies. This is a space to exchange ideas with peers who understand the scale you're working at.
Woodland Room	Rob Brinkmeier and Mike Dricken	CRACKER BARREL: NEW OWNERS New to park ownership? This session is designed just for you. Connect with fellow new owners, ask questions in a supportive environment, and learn from experienced owners who will be moderating the discussion and sharing real-world insight. Bring your questions and leave with practical takeaways you can put into action right away.
Trillium Room	Jeff Gruszynski 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.



SEMINAR DESCRIPTIONS

WEDNESDAY 3/11 – 3:15P SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	CLOSED FOR EVENING SET-UP	
Stonefield Room	Mark Koep	MARKETING 101 IN AN AI-FIRST WORLD: BACK TO BASICS WITH SUPERPOWERED TOOLS Marketing tactics change, but the principles remain the same. In this session, we are going back to Marketing 101, but we're bringing 2026 tools with us. Learn how to apply the classic "4 Ps" of marketing (Product, Price, Place, Promotion) using the latest AI technology. We will cut through the noise to show you exactly how to plan your marketing calendar in a shifting environment, automate the busy work, and focus on what matters: filling your sites for the upcoming historic season.
Harvest Room	Tiffany Pargman, Hannah Butturini, Geri & Claire Walter	THEME WEEKEND THINK TANK! From holiday blowouts to creative niche themes, what really gets guests excited? This lively, roundtable-style session brings experienced park leaders together to swap stories, share standout successes, and laugh about the occasional flop. Expect real talk, crowd-sourced ideas, and actionable takeaways you can implement right away. Come ready to contribute – the more ideas we share, the stronger everyone's theme calendar becomes.
Woodland Room	Mark Hazelbaker	UNDERSTANDING AND APPEALING PROPERTY TAX ASSESSMENTS Changes in property tax assessing methods have increased some campgrounds' taxes dramatically. This session will explain how the assessor values your campground – and the process for fighting that assessment.
Trillium Room	Jeff Gruszynski 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.



DAILY OVERVIEW

THURSDAY MARCH 12

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

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

LEGISLATIVE LUNCH & LEARN SESSION

12:15 - 1:45p Banquet Room

- **Presentation of Colors - National Anthem**, Sung by Sarah Krause
- **DATCP Awards and Recognition** - Presented by Lori and Tina Severson
- **Keynote Speaker** - Anne Sayers, Secretary of Tourism
- **Legislative Update** - Knight Group, WACO Lobbyist
- **Industry Partnership & Legislative Progress** - Paul Bambei, OHI & Tina Severson, WACO
- **Closing Remarks and Call to Action**

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!

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

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:

6:30 - 8:30p Banquet Room

- Paul Hornung Autographed/Framed Print
- Autographed Canvas Print of 2026 Legends Weekend Players - Includes autographs of Donald Driver, Eddie Lacy, Gilbert Brown, Santana Dotson, William Henderson, Bill Schroeder, Craig Newsome, Don Horn, Ha Ha Clinton-Dix, Noah Herron and Joe Thomas.
- LeRoy Butler Package - Includes Autographed bottle of Leap Vodka, Autographed jersey, lemonade and glasses.
- Towel Basket
- (2) Amazon Gift Cards
- Patron Tequila Basket
- \$500 VISA Gift Card
- Mystery Basket!
- Jerry Kramer Autographed Jersey

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



SEMINAR LINE UP

THURSDAY MARCH 12



	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	Hidden Dangers of Chinese Knockoff Inflatables: Risk Mgmt. Guide For Park Owners CRS and Coverra Insurance	Fix It Before It Breaks: Smart Maintenance for Campgrounds Joe Ledger, Ben Stefan and Jim Button	Remarkable and Profitable Birthday Parties Frank Price	Healthy Lakes, Happy Campgrounds: Navigating Aquatic Plant Mgmt. & DNR Permits Madison Johansen	CPO POOL SCHOOL 9:15a–3:00p Jeff Gruszynski Neuman Pools • Coursework Resumes • Lunch from 12–12:30pm • Testing will begin after lunch.
11:00A – 12:00P	CLOSED FOR LUNCH SET-UP	Pool Code Updates, Highlights, and Compliance Reminders Mary Ellen Bruesch, DATCP	Events and Mini Festivals Frank Price	Media Outreach Basics for Private Park Owners Ben Quiggle and Jeff Crider	
12:00 – 1:45P	LEGISLATIVE LUNCH & LEARN SESSION • Presentation of Colors and Salute to WACO Members who have served. • National Anthem – Veterans please stand to be recognized! – Sung by Sarah Krause • DATCP Awards and Recognition – Lori Severson & Tina Severson to present to our honored guests • Guest Speakers: Anne Sayers, Secretary of Tourism				
2:00 – 3:00P	Foundations of Business Finance Joe Walter	Navigating the New Lodging Code (ATCP 72): What Operators Need to Know Ted Tuchalski, DATCP	Elevating Guest Experience Frank Price	Crisis Communication Ben Quiggle and Jeff Crider	CPO POOL SCHOOL 9:15a–3:00p Jeff Gruszynski Neuman Pools
3:15 – 4:15P		Sales Tax for Campground Add-Ons: Activities, Amenities and Packages Holly Hoffman	Entertainment Amenities: Using Music and Events to Stand Out Sarah Krause	Protect The Park: Estate Planning Strategies For Campground Owners Phil Whitehead and Kim Lantta Lake Ridge Bank	Keeping Your Campground Safe: A Private Investigators Approach to Prevention Jodie Lee

ALL EDUCATION SESSIONS AND EVENT TIMES ARE SUBJECT TO CHANGE.



SEMINAR DESCRIPTIONS

THURSDAY 3/12 - 9:15A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	Commercial Recreation Specialists and Coverra Insurance	THE HIDDEN DANGERS OF CHINESE KNOCKOFFS: A RISK MANAGEMENT GUIDE FOR CAMPGROUND OWNERS Knockoff inflatable water features are flooding the market, often priced at half the cost of certified products—an appealing option for campground owners feeling pressure to add amenities and stay competitive. However, choosing uncertified inflatables can expose your business to serious safety risks, insurance complications, and significant financial liability. This session will cover the safety and compliance standards that protect operators, how uncertified products impact liability and insurance claims, why upfront savings can lead to costly long-term consequences, and how to properly evaluate inflatable purchases to avoid expensive mistakes.
Stonefield Room	Joe Ledger Ben Stefan Jim Button	FIX IT BEFORE IT BREAKS: SMART MAINTENANCE FOR CAMPGROUNDS This cracker-barrel type discussion will focus on proactive maintenance strategies that save time, money, and headaches. Panel members, as well as session attendees, will share what they prioritize, what they outsource, and how they tackle projects during the off-season to stay ahead of costly repairs.
Harvest Room	Frank Price	REMARKABLE AND PROFITABLE BIRTHDAY PARTIES This session explores how birthday party programs are evolving and what campgrounds can do to stay relevant and profitable. We'll cover what's working, what's not, how to understand today's families, and how to build, price, and market party packages for real profit—while creating an unforgettable experience that keeps guests coming back and fuels future bookings.
Woodland Room	Madison Johansen	HEALTHY LAKES, HAPPY CAMPGROUNDS: NAVIGATING AQUATIC PLANT MGMT. & DNR PERMITS Learn how Wisconsin's aquatic plant management program affects lakefront campsites and recreational experiences. This session will guide campground owners through the importance of native aquatic plants for water quality and shoreline health, common invasive species concerns, and the DNR's permit requirements for aquatic plant control activities — from chemical treatments to mechanical and manual removal. You'll gain practical insights into when permits are needed, how to work with local aquatic plant management coordinators, and best practices for balancing recreation with ecological stewardship. Whether you're dealing with plant overgrowth near docks or planning lakefront improvements, this session will equip you with the knowledge to make informed decisions that protect both your guests and your lake.
Trillium Room	Jeff Gruszynski Neuman Pools	CPO POOL SCHOOL Coursework resumes - Lunch from 12-12:30pm. Testing will begin after lunch.



SEMINAR DESCRIPTIONS

THURSDAY 3/12 - 11:00A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	CLOSED FOR LUNCH SET-UP	
Stonefield Room	Mary Ellen Bruesch, DATCP	POOL CODE UPDATES, HIGHLIGHTS, AND COMPLIANCE REMINDERS This session offers a concise update on the Pool Code, highlighting recent changes, important clarifications, and frequently overlooked requirements. Attendees will receive key compliance reminders and best practices related to pool operation and safety. Brief updates from Food Safety and Recreational Licensing will open the session, with time included for questions and discussion.
Harvest Room	Frank Price	EVENTS AND MINI FESTIVALS Pop-up or limited-time festivals are growing in popularity with young families, young adults, and empty nesters by offering highly social, experience-driven events. With the right mix of music, lighting, food and beverage, planned activities, and engaging staff, these micro-festivals create memorable, community-focused experiences that build tradition, drive return visits, and increase perceived value through scarcity.
Woodland Room	Ben Quiggle and Jeff Crider	MEDIA OUTREACH BASICS FOR PRIVATE PARK OWNERS Learn how to write and pitch a press release, how to identify newsworthy story angles involving your park, and how to position yourself as an expert source for local and regional news media. This workshop will also provide information to help you learn how to compliment your social media outreach with direct outreach to newspaper, TV, radio and magazine reporters. This workshop will also provide an introduction to using AI tools for press releases writing for park operators who just can't see themselves writing a press release.
Trillium Room	Jeff Gruszynski Neuman Pools	CPO POOL SCHOOL Coursework resumes - Lunch from 12-12:30pm. Testing will begin after lunch.



SEMINAR DESCRIPTIONS

THURSDAY 3/12 - 2:00P SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	Joe Walter	FOUNDATIONS OF BUSINESS FINANCE Master the financial foundation of running a successful campground in this practical session. Learn how to manage seasonal cash flow, decode your business numbers, and identify the key metrics you need to track for long-term success. Whether you're a seasoned owner or new to the business, this session will provide actionable insights to help you make confident, informed financial decisions and keep your campground thriving year-round.
Stonefield Room	Ted Tuchalski, DATCP	Navigating the New Lodging Code (ATCP 72): What Operators Need to Know This session provides an overview of the new Lodging Code, ATCP 72, focusing on key changes, compliance expectations, and practical impacts for lodging operators and inspectors. Available resources to support implementation of the new code will be reviewed, along with common questions since adoption. The session will begin with brief updates from Food Safety and Recreational Licensing, followed by time for participant questions and discussion.
Harvest Room	Frank Price	ELEVATING GUEST EXPERIENCE While many operators report record seasons, guests are reporting declining service—and that gap matters. This session helps you clearly define and deliver a standout guest experience by building the systems and tools needed to create lasting value. Learn how today's families define "worth it," how to exceed their expectations, and how to give them a compelling reason to return—and pay what you're truly worth.
Woodland Room	Ben Quiggle and Jeff Crider	CRISIS COMMUNICATION Crisis can come in any form, from a disgruntled camper to domestic incident, health hazard, shooting, natural disaster and more. This class will give you some food for thought, practical steps to take and how you can prepare should a crisis arise.
Trillium Room	Jeff Gruszynski Neuman Pools	CPO POOL SCHOOL Coursework resumes - Lunch from 12-12:30pm. Testing will begin after lunch.



SEMINAR DESCRIPTIONS

THURSDAY 3/12 - 3:15P SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	Joe Walter	FOUNDATIONS OF BUSINESS FINANCE Master the financial foundation of running a successful campground in this practical session. Learn how to manage seasonal cash flow, decode your business numbers, and identify the key metrics you need to track for long-term success. Whether you're a seasoned owner or new to the business, this session will provide actionable insights to help you make confident, informed financial decisions and keep your campground thriving year-round.
Stonefield Room	Holly Hoffman Sales Tax Advisory Network	SALES TAX FOR CAMPGROUND ADD-ONS: ACTIVITIES, AMENITIES AND PACKAGES Campgrounds today offer far more than just campsites, and every add-on—from kayak rentals and pool wristbands to meal packages, seasonal passes, and bundled experiences—comes with its own sales tax rules. This focused session breaks down how to correctly tax popular campground amenities, including bundled pricing, recreation activities, concessions, and membership programs, all tailored specifically to the outdoor hospitality industry. Walk away with practical guidance to stay compliant, protect your revenue, and confidently enhance the guest experience without costly surprises.
Harvest Room	Sarah Krause	ENTERTAINMENT AMENITIES: USING MUSIC AND EVENTS TO STAND OUT Entertainment can be more than just fun—it can be a powerful amenity that sets your park apart. This session explores how live music, festivals, and themed weekends can boost occupancy, build guest loyalty, and create unforgettable experiences. We'll cover affordable event ideas for parks of all sizes, the basics of music licensing, and practical tips for partnering with local performers to bring big value without a big budget.
Woodland Room	Phil Whitehead and Kim Lantta Lake Ridge Bank	PROTECT THE PARK: ESTATE PLANNING STRATEGIES FOR CAMPGROUND OWNERS A practical, case-study driven session showing how campground owners can protect their family, business, and property through smart estate planning. We'll walk through real scenarios—succession choices, trustee/POA decision points, and trust strategies that can help reduce friction, avoid unnecessary court involvement, and support long-term legacy goals.
Trillium Room	Jodie Lee Lee's Private Detective Agency	KEEPING YOUR CAMPGROUND SAFE: A PRIVATE INVESTIGATORS APPROACH FOR PREVENTION This one-hour session provides campground owners and managers with practical tools to prevent losses caused by theft, fraud, and liability risks. Attendees will learn how to identify vulnerabilities, implement preventive measures, and strengthen policies to protect their property and guests. The session will also cover staff training, guest vetting, and proper documentation practices to minimize financial and legal exposure. This session will be interactive, and all attendees will walk away with practical tips they can start using immediately to strengthen their business.



DAILY OVERVIEW

FRIDAY MARCH 13

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 UW STEVENS POINT PEP BAND!
Join the line as it marches past each booth to kick off the 63rd Annual 2026 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 - Good Sam - Lee Recreation - Mouse Mix - Wilcor - Staylist

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 several raffles available for you to win many great prizes!

7:30p Banquet Room ENTERTAINMENT - Daniel C. Shaffer, Mentalist and Magician

ENTERTAINMENT SPONSORED BY:



Daniel C Schaffer began performing magic at age 7, and performed his first paid magic show at age 15. In 2014 while studying Atmospheric Sciences at the University of Utah he decided to pivot to pursue entertainment full time, with a goal of bringing joy and wonder to others. He completed his bachelors degree in business administration with a focus on strategy, leadership, and marketing. Daniel has travelled around the world to study the magical arts. He has worked with living legends like 2X US Memory Champion Ron White, and Motivational Speaker Les Brown!



?? 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!

- Coverra Insurance
- Campgrounds4Sale
- Campground Views
- First Mid Bank & Trust
- Insider Perks
- Lake Ridge Bank
- Jim's Golf Cars
- Lake Side Golf Carts
- Staylist



SEMINAR LINE UP

FRIDAY MARCH 13



	BANQUET ROOM	STONEFIELD	HARVEST	WOODLAND	TRILLIUM
8:00 – 9:30A	Sales Tax Survival For Campgrounds: A Mock Audit to Prepare for the Real Thing Holly Hoffman Sales Tax Advisory Network	YOU MUST BE PRE-REGISTERED! Emergency Action Plan Workshop Coverra Insurance	Terminating Campers: Key Issues Mark Hazelbaker Weld Riley	The AI Handoff: What's Working and What's Not? Brian Searl Insider Perks	WACO Young Professionals: Round Table Discussions Led by Tia Anderson
9:45 – 10:45A	Campground Key Performance Indicators John Jaszewski Campgrounds-4Sale.com	Powered for the Outdoors: Smart Propane Practices for Campgrounds Carl Kiedrowski and Cheryl Lytle WI Propane Gas Association	Turn AI into NOI Nicolas Gramstad Staylist	Turning Cold Nights Into Hot Revenue: Shoulder and Off-Season Marketing That Works! Lori Severson and Lisa Black	WACO Young Professionals: Annual Meeting Led by Tia Anderson
11:00a – 12:00p	CLOSED FOR LUNCH SET-UP	Rising Demand for Water Recreation: Assessing Inflatable Aquaparks as a Revenue Opportunity Panel Led by Commercial Recreation Specialists	Protecting Yourself From Employment Claims Anders Helquist Weld Riley	Smarter Staffing: How Nearshoring + AI Can Reduce Your Administrative Burden Ravi Parikh RoverPass	Navigating The Entitlement Process Gale Price FirstMid

Save
the
date

2026 WACO
Fall Tours

September 15-16 – October 6-7
Location information coming soon!

*Monthly board meeting will be the day before the tours begin (9/14 & 10/5). If you'd like to attend, please email us at office@wisconsinincampgrounds.com so we can have a packet ready for you!



SEMINAR DESCRIPTIONS

FRIDAY 3/13 - 8:00A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	Holly Hoffman Sales Tax Advisory Network	SALES TAX SURVIVAL FOR CAMPGROUNDS: A MOCK AUDIT TO PREPARE FOR THE REAL THING Sales tax for campgrounds can get complicated fast—so let's get ahead of it. This quick-hit Sales Tax Mock Audit presentation walks you through the most common compliance mistakes auditors look for and how to avoid them. You'll learn how to properly tax campsites, cabins, RV spots, and add-on amenities, improve your documentation and recordkeeping, and prepare your business long before the state comes knocking. Walk away with practical tips to reduce risk, avoid penalties, and keep your campground running smoothly year-round.
Stonefield Room	Eric Haun and Crystal Erickson Coverra Insurance	EMERGENCY ACTION PLAN WORKSHOP **YOU MUST PRE-REGISTER FOR THIS SESSION - LIMITED SPACE AVAILABLE AND YOU WILL NEED TO BRING SPECIFIC DOCUMENTS WITH YOU TO THE WORKSHOP** REGISTER HERE BY 3/6/26: https://form.jotform.com/260255501030036 Join us for an interactive workshop designed to help you begin developing your personalized Emergency Action Plan (EAP) for your campground. Receive practical tools, applicable documents, and hands-on guidance throughout the session.
Harvest Room	Mark Hazelbaker	TERMINATING CAMPERS: KEY ISSUES When it becomes necessary to remove a camper, it's important to handle the removal safely, professionally and quickly. Drawing on working with campgrounds in hundreds of removals over the past 16 years, Mark will share best practices and methods.
Woodland Room	Brian Searl Insider Perks	THE AI HANDOFF: WHAT'S WORKING AND WHAT'S NOT? Campgrounds are handing tasks off to AI every day—guest emails, review responses, content, SOPs, even pricing research. Some of it's working brilliantly. Some of it's a disaster. In this session, Brian breaks down the prompts and workflows producing real results across outdoor hospitality, and ones that sound great but fall flat. Leave with prompts you can use immediately and a sense of where AI helps, where it hurts, and where it's just not ready yet.
Trillium Room	Tia Anderson	WACO YOUNG PROFESSIONALS: ROUND TABLE DISCUSSIONS Join our young professional interactive roundtable focused on the ideas, challenges, and opportunities shaping today's campground industry. We'll explore the responsible use of emerging tools, including artificial intelligence, to improve efficiency, enhance marketing, and streamline communication while maintaining authenticity and the personal touch that defines great campground hospitality. This session is designed to encourage open conversation, idea sharing, and practical takeaways you can apply at your own campground. Come ready to share your experiences, ask questions, and connect with others who are helping lead the future of Wisconsin campgrounds.



SEMINAR DESCRIPTIONS

FRIDAY 3/13 - 9:45A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	John Jaszewski Campgrounds -4Sale.com	CAMPGROUND KEY PERFORMANCE INDICATORS KPI is going to be our new buzz phrase in the Campground industry. John at Campgrounds4sale.com is going to help you take your numbers to the next level. He'll discuss how traditional numbers are great, but the next level can really set you apart! This session will be a quick fundamental understanding of the different tiers we can use to really do a deep-dive into how our campgrounds work and how we can improve them. At the end of the session, as always, you'll get the latest and greatest spreadsheets to help you track your success in your own campground. And as a valued member of the WACO community, you are always allowed to bring your last years P&L to my booth and get a FREE market analysis of your park. Use this to take to your bank if you need more development money, or if you just want to see how you improved year over year. It's a great tool that you and your banker will love!
Stonefield Room	Carl Kiedrowski and Cheryl Lytle	POWERED FOR THE OUTDOORS: SMART PROPANE PRACTICES FOR CAMPGROUNDS Propane powers the fun — from cabins and bathhouses to pools, hot tubs, grills, and fire features. Now receive tips on safe system setups & common mistakes, general safety guidelines, maintenance practices, and explore revenue opportunities. Partnering with your propane professional will keep your campground running smoothly all season long.
Harvest Room	Nicolas Gramstad Staylist	TURN AI INTO NOI Discover how practical, real-world AI can become a force multiplier for your business. In this session, Nic Gramstad breaks down how operators are using AI to automate everyday workflows, eliminate manual tasks, and give their teams back valuable time. Learn where AI delivers the biggest impact today, from reservations to reporting, and how freeing your staff from busywork leads directly to better guest experiences, leaner operations, and stronger NOI. Less grind. More growth.
Woodland Room	Lori Severson and Lisa Black	TURNING COLD NIGHTS INTO HOT REVENUE: SHOULDER & OFF-SEASON MARKETING THAT WORKS When temperatures drop, many campgrounds pull back on marketing — and that's exactly when opportunity appears. This session explores how to stay visible, stay relevant, and stay profitable during the shoulder and winter months. From pricing psychology and demand creation to niche targeting and retention campaigns, you'll gain a roadmap for maintaining momentum long after peak season ends.
Trillium Room	Tia Anderson	WACO YOUNG PROFESSIONALS: ANNUAL MEETING 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.



SEMINAR DESCRIPTIONS

FRIDAY 3/13 – 11:00A SESSIONS

ROOM	PRESENTER	TITLE/DESCRIPTION
Banquet Room	CLOSED FOR LUNCH – SET-UP	
Stonefield Room	Panel Led by Commercial Recreation Specialists	RIISING DEMAND FOR WATER RECREATION: ASSESSING INFLATABLE AQUAPARKS AS A REVENUE OPPORTUNITY Recent data shows over 60% of campers now seek water-based activities when choosing where to stay—making inflatable aquaparks a growing opportunity for campgrounds. This session will cover the benefits, costs, and operational realities of adding an aquapark, with real-world examples from parks already using them. Attendees will learn HOW to forecast returns, plan for staffing and safety, avoid common pitfalls, and decide if this amenity is right for their property.
Harvest Room	Anders Helquist Weld Riley	PROTECTING YOURSELF FROM EMPLOYMENT CLAIMS Take a seat around the legal campfire and we'll roast the most common HR headaches (wrongful termination, overtime gripes, "I slipped on a pinecone" and am disabled claims...) with practical takeaways and minimal "legalese."
Woodland Room	Ravi Parikh RoverPass	SMARTER STAFFING: HOW NEARSHORING + AI CAN REDUCE YOUR ADMINISTRATIVE BURDEN Rising labor costs and staffing shortages are tightening campground margins, but there are practical solutions. This session shares low-risk strategies to cut administrative expenses by combining nearshore support (remote staff from nearby countries) with targeted AI tools for reservations, guest communication, and back-office tasks. Attendees will leave with a clear 5-step plan to identify bottlenecks, decide what to automate or delegate, set up communication systems, test a pilot, and scale what works—plus real-world examples from RoverPass and across the hospitality industry.
Trillium Room	Gale Price FirstMid	NAVIGATING THE ENTITLEMENT PROCESS Thinking about expanding your RV Park? The approval (entitlement) process can be difficult to navigate, especially when an owner does not go through the approval process on a regular basis. Hear from a commercial lender who sat on the municipal side of the table in his first career and understand what some of the expectations are in place to move forward with such a project.



DAILY OVERVIEW

SATURDAY MARCH 14

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	BONUS SPOT DRAWING - Eight winners 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
- Presidents Award
- Campground Celebrations
- Board Member Introduction
- Final Drawings

Congratulations to our

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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



Kristin M. Gilbertson – Whiskey Creek Family RV Park – Sparta, WI

Running for first term

My name is Kristin Gilbertson, co-owner of Whiskey Creek Family RV Park, and I am honored to be considered for a position on the WACO Board of Directors. My husband, Marcus, and I built our park from the ground up in 2020. Before breaking ground, we attended our first WACO conference—an experience that proved invaluable. Since then, WACO's conferences, fall tours, and strong network of knowledgeable owners have played a critical role in shaping our success. I have attended every conference and fall tour and believe deeply in staying active and engaged in our association. My professional background is in hospitality and tourism, including roles with Comair and United Express, followed by years in healthcare. Across all roles, my passion has always been building long-term relationships—something that carries through to campground ownership, where I love welcoming returning families and helping create meaningful experiences. If elected, I would be honored to serve WACO and help advance, protect, and elevate Wisconsin's campground industry. Wisconsin has some of the best campgrounds in the country, thanks to the dedication and collaboration of its owners, and I would be grateful for the opportunity to give back to the association that has given so much to us.



Mike Dricken – Lake Lenwood – West Bend, WI

Running for second term

Mike Dricken and his wife, Mary, along with their three kids, have been operating Lake Lenwood Beach and Campground since 1983. My parents were charter members of WACO and started the campground in the early 60s. Since then, Mike has grown up, raised his children in, and purchased the campground. WACO was set up to represent only private parks, and Mike feels it should stay that way. Mike and his family operate a smaller park with limited staff, so can relate to and help represent smaller parks of the WACO membership. WACO has given so much to me, and he would like to give back!



Christina Kornetzke – ELS/Lake of the Woods – Wautoma, WI

Running for second term

Christina has been with ELS for 11 years in their RV portfolio. Prior to ELS she was in the Hotel Resort Industry for over 27 years. During that time in the hotel industry, she sat on the tourism board for Sheboygan County for five years and Glenwood Springs, CO for three years. She and her husband are both WI natives and raised their family of five children in the Kiel area. They now live in the Elkhart Lake area and are busy in our spare time with seven grandchildren. They are outdoor enthusiasts and love to spend our free time traveling and exploring the great outdoors on backpacking trips.

Christina believes her experience will provide this board with some valuable insight into Campground operations and Wisconsin guidelines and statutes that will affect our industry.





Campground Celebrations



Join us in congratulating these members celebrating milestones this upcoming 2026 season!



Carmen and Jesse Tank are celebrating 15 years of ownership of Lake George Campsites.



Rick and Lori Severson are celebrating 15 years of ownership of Champions Riverside Resort.

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@wisconsincampgrounds.com!



DAILY OVERVIEW

SUNDAY MARCH 15

8:30a

Lobby

BREAKFAST AND COFFEE

Located outside the Banquet Room

9:00 –
10:45a

Banquet
Room

STRUCTURED CRACKER BARREL

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

1. **No mo' Pennies! Cash Rounding and the Tax Implications** – *Holly Hoffman*
2. **Open Book For Property Assessments/Taxes** – *Mark Hazelbaker*
3. **Dynamic Pricing – Worth It or Not?** – *Tia Anderson & Tina Severson*
4. **Hiring in a Tight Labor Market**
5. **Managing Difficult Guests/Employees Without Escalating the Situation**
6. **What Amenity Has Had the Best ROI at Your Park?**
7. **AI Tools for Campground Owners**
8. **Maximizing Shoulder Season Revenue**

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 game this year! As you head into the 2026 season, may the strategies you learned, the skills you sharpened, and the connections you made help you make winning moves all year long.



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