



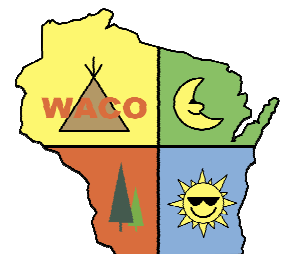
50 Years

WACO

Annual Meeting Report

2013

2012 Information



Your WACO Board Members



President - Finance Committee

Scott & his wife Diane are the second generation owners of Vista Royale Campground in Bancroft, WI. The park was built 36 years ago and has been run by the family since day one.

Scott has valuable long term experience with all aspects of the camping business. Scott loves camping and looks forward to promoting it and WACO into the future.

Scott is now serving the board as Past President.

SCOTT D. KOLLOCK

Vista Royale Campground
715-335-6860



Past President - Member Services Committee

Judy Buchta and her husband Tom have owned and operated Duck Creek Campground in Pardeeville since 1999. She served on the board for six years plus. She is now the WACO President.

Judy says "When we first bought Duck Creek our neighboring campground owners took us under their wing and made sure we became involved in WACO right away. I cannot imagine being a campground owner and not having all the invaluable benefits that WACO has offered to us. In addition, being fortunate enough to serve on the board has taught me so much about not only the camping industry but has also given me the opportunity to learn from all the other campground owners."

JUDY BUCHTA

Duck Creek Campground
608-429-2425



Secretary - Member Services Committee

Jim and Dawn Button own Evergreen Campsites and Resort in Wild Rose. They have owned the campground for 10 years, but Jim's family had owned it for over 15 years. They have three children who love the excitement of the campground. Dawn loves the campground business, because it is family driven, and she gets to give families a fun vacation that they will always remember.

She has a degree in Elementary Education, but has worked in the campground for the last six years. Her degree really helps when planning activities and also running the activities. The campground has really grown these last five years, with the addition of an aquatic facility.

DAWN BUTTON

Secretary

Evergreen Campsites & Resorts
920-622-3498

She loves being part of WACO because of all the great learning experiences that are offered, the great people she gets to meet and talk with, and because she also get to share her own ideas with others. She is happy to be secretary of WACO and a WACO Board Member, so that she can share the enthusiasm of her work with other campground owners, and to give back all that they have given to her.



WACO Treasurer - Finance Committee

Dave is from Indian Trails Campground in Pardeeville, WI. He brings 23+ years of diverse business experience with WACO. He has a BA in Finance and 15 years of Senior Management experience in Information Technology, Manufacturing, Sales, Operations, Customer Service. Myrna and Dave like hiking, camping, mountain biking, cross country skiing, snowmobiling, boating, and kayaking.

Dave appreciates the opportunity to serve on the board and helping WACO with its continuous improvement efforts. Myrna and Dave completed their third and final year at the National School of RV Park & Campground Management School in 2009, earning their 3rd CPO and completing the Graduate course.

DAVE SCHNEIDER

Indian Trails Campground
608-429-3244

Planning & Development Committee



BERT DAVIS
Pride of America
1-608-742-6395

Bert Davis is the Ground manger for Pride of America Camping Resort.
He has 8 years in the Camping Industry and all is with Pride of America.
Bert completed First Year of Oglebay Campground Management School in 2010
He is also a Certified Pool Operator

Planning/Development Committee



MIKE DRICKEN
Lake Lenwood
Beach & Campground
262-334-1335

Mike and his wife Mary own and operate Lake Lenwood Beach and Campground located near Westbend. There are 130 sites with approximately 45 seasonals and WI-FI at each site. Their specialty is quiet family camping.

The campground was started in the late 50's by Mike's parents Len & Rhea, who were Charter Members of WACO. Mike and his brothers & sisters helped build and operate the campground as they were growing up. In 1983 Mike & Mary took over the operation and in 2001 began to purchase.

Being part of WACO was key in developing and improving the business. Mike feels he is constantly learning from other WACO Members and feels strongly that it is important to be a participating member.



Randy Sondalle

Randy graduated Princeton High School in 1974. He went to Stevens Point college for 1 year And then joined the family insurance business in 1975. He sold insurance for family insurance Agency for 19 years before purchasing the agency with sister and brother in 1993.

In 1995, Connie and Randy started Ambassador Limousine Service and operated that for 2 years. Then in 2001 they purchased Buffalo Lake Lodge, a supper club located in Montello Wisconsin. They operated Buffalo Lake Lodge for 1 year and sold it.

In 2003, sold the family insurance agency and in October 2003 purchased Pineland Camping Park in Arkdale WI And they are still operating the campground today.

Advertising Committee



DAWN REHWINKEL
Merry Mac's Campgrounds
608-493-2367

Dawn owns and operates Merry Mac's Campground, with her husband Pat, since October 2007. Prior to ownership, she managed Crystal Lake RV Resort for 10 years. With a degree from the University of Central Florida, Orlando, in Marketing and Public Relations, she worked for 2 corporate businesses in Sarasota, Florida, in the Business Marketing field.

They moved to Wisconsin in 1998 to help with the family campground business. Dawn is CPO Certified from National School of RV Park & Campground Management School and is currently serving on the WACO Board.

Member Services Committee



ADAM MALSACK

Lake Arrowhead Campground
920-295-3000

Adam has been in the camping industry all his life, starting with weekend garbage collection at the age of 9 and advancing to full time Manager at 17. In 2009 he became co-owner of the Lake Arrowhead and Lakeside Campgrounds in Montello, marking the third generation of family ownership.

Adam has undergraduate degrees from Ripon College in Computer Science and Mathematics, and received a Master of Science in Electrical engineering from the University of Wisconsin in Madison. In his free time Adam enjoys being involved in theatre, photography and most of all, he loves to camp.

Planning & Development Committee



Becky Gussel

Sherwood Forrest Campground
Phone: 608-254-7080

Becky came to Wisconsin Dells from Janesville, WI. She attended UW-Eau Claire and UW-Stout for business management and interior decorating. She moved to Wisconsin Dells in 2000 to begin her career in hospitality.

Becky managed restaurants in both Wisconsin Dells and Middleton until 2009 when she became active in the camping industry. She has been working alongside her husband, Brad, at Sherwood Forest Camping & RV Park in Wisconsin Dells. Together, they have grown the park to include 36 seasonal campsites and 181 overnight sites and rental units. In the fall of 2011 Becky was elected Director of the Campground Division for the Wisconsin Dells Visitor & Convention Bureau where she continues to serve on the Board of Directors.

Planning & Development Committee



Bud Styer

Smokey Hollow Campground
608-635-4806

Bud Styer, Smokey Hollow Campground, was elected to National Association of RV Parks and Campgrounds (ARVC) Board in December, 2008. Please do not hesitate to contact him with any ARVC related questions or concerns. Bud was recently appointed to fill a vacancy on the WACO Board.

Treasurer - Finance Committee



ROBERT (BOB) WEISS

Wilderness Campgrounds
608-297-2002

Bob and his wife Melanie are the second generation owners and operators of Wilderness Campground in Montello. Bob has been involved with campground operations since 1969, when his parents first purchased it. In which time, Bob has had a hand in its growth from 100 basic sites to 360 water and electric sites.

Bob's family has been members of WACO since 1969. Bob considers WACO to be the most beneficial association his family has ever belonged to.

He is very thankful to be able to give back to the organization that has meant so much to success of his family's business by serving on the board.

Bob is currently in charge of the PAC Fund.



President's Report



Let me start by wishing every WACO member a Happy 50th Anniversary, we all should be very proud of this organization and what it has grown to become, one of the best in the nation. As we move forward in 2013 the board continues to pursue the implementation of a new State Campground Code and changes to other statutes for the use of cabins and other camping units in our parks. While this process has taken longer than expected, primary due to the unsettles political climate in Madison the past couple of years, we now feel that some solutions are on the horizon and hope to pass them along to the membership very soon. We also continue to look for new and better ways to promote the organization and camping industry in Wisconsin and provide our members with the best service for their dollar. That being said we are always looking for input from the membership on how we can serve you better and hope you won't hesitate to provide us with your comments. Hope you all have a great convention and even better 2013 season.

Happy Camping,

Scott



Executive Director Message

Our Members

Each member is the key to our success as an organization. That is why it's so important for us to continue to strive to give various reasons for campground owners to want to belong to WACO. We understand we are a member driven organization. Our goals are simple, we want to be the core resource for our members. We need to provide solid business reasons to belong and prove to be a resource that shows value to its membership and delivers a high return on the investment made. We want you to look at the dues you pay and see the value in those dues.

We have done enough research to know that many of the members have different reasons for belonging to the organization. Each member chooses to belong to WACO for a variety of motivations. WACO works hard to offer multiple benefits to members so we can provide services that fit our individual member's business plan. The key principles mean connecting campground owners with solutions and resources that makes their business the best possible. WACO provides exclusive member benefits that allow it's members to stay current with industry trends. We understand the industry as a whole needs to thrive so together we can all provide the ultimate experience for guests in Wisconsin Campgrounds. We work hard to provide advertising and promotions that connect you with guests that want to stay with you.

Reasons for Campground Owners to join WACO

Advertising

Legislative

Public Relations

Networking

Celebrity exposure

The WACO directory & our new website is a huge member benefit, using the celebrities in our book and on the website makes a huge difference on the number of hits we receive. Many members enjoy learning how to get involved legislatively and understand the importance of being involved in that piece. Others have joined because they love the fundraising and tie in of the celebrities and their park. The enhanced relationship with the Department of Tourism has been a huge boost to our marketing efforts. Almost all members truly enjoy the networking that is done.

Surveys

We survey our membership a minimum of twice a year to keep what you want in front of us. Please be sure to participate and tell us what your expectations are.

We also benchmark against other States within the US & Canada to see how we compare, what we can learn and how we can improve.

Marketing & Branding

We are always searching for better ways to use our marketing dollars. The low and no cost methods are time consuming but have proven great results. This portion has helped tremendously with our branding efforts. Many States are just starting branding programs and are doing it in more traditional ways that aren't as cost effective. I think this is a major accomplishment over the last 10 years.

Currently 75% of other States have copied our marketing program and are expanding their options of leveraging their options. Being copied in this way is a compliment to our program.

Severson & Associates Duties & Contract Commitments

- **Commitment:**

Day to day operation of the organization including answering phones, correspondence, acting within the parameters established by the Board of Directors, and reporting directly to the President. Keep normal business hours.

We provide office, post office box, computer, e-mail services, fax service, independent "800" telephone line equipped with an automated answering system which during the workday will usually, subject to other incoming calls, provide the caller with live contact or voice mail that answers on behalf of WACO. We have a call forward feature that allows us to answer phones while at WACO functions or when our staff is out of the office.

We receive and handle all correspondence and communications (typically responding within one business day), and perform all usual and customary activities associated with the administration of a professional trade association.

- **Results:**

Phone calls are returned within 24 hours. All members have access to my cell phone and home phone and we take calls in the evening, holidays and weekends. Someone is in the office or the phones are forwarded every day during normal business hours. We call forward to cell phones when it's necessary to have all personnel out of the office. Convention is an example.

Emails are answered within 24 hours

Anytime there is a problem with a timely communication, please contact me directly as we likely have a system problem you can help us fix!

- **Commitment:**

Attend all board meetings and membership meetings, and provide necessary reports.

Assist officers, directors and committees with association activities and facilitate initiatives.

- **Results:**

Never missed a Board meeting and supply additional personnel when necessary.

We have a responsibility to the Board to prepare an agenda to be reviewed, updated and approved by the Board monthly. Pass on all member inquiries and issues as necessary.

Severson & Associates Duties & Contract Commitments

- **Commitment:**

Coordinate timely completion of annual Wisconsin Association of Campground Owners Directory.

- **Results:**

The directory was printed and completed by the first week of January. We looked for trade members who could produce a quality product on a timely basis for the best possible price.

We work to come up with new reasons for the consumer to want to pick up the directory and use it. We educate our campers on promotions the organization is doing and on driving them to the website. We continue to use the "Packer Phenomena" as a key portion of attracting consumers to our guide, as was indicated in the Wisconsin Department of Tourism study. The study showed that people in Ill, MN and Michigan markets think of the Packers as a Wisconsin attraction. Our ability to use their celebrity status has helped us be successful in our branding efforts. We have been successful in acquiring players to use in our marketing with no financial obligations.

- **Commitment:**

Develop and maintain communication and good will of members, maintain database of members and prospective members.

- **Results:**

Our data base is complete and allows us to register people on site at convention and have live financial information. We continue to update this process. We are using an email program to keep our members updated and can track who opens them. We have implemented new forms to keep our data base and website accurate. Information can be changed directly from our data base to the website with 24 hours.

- **Commitment:**

Have a "quality" face to face interaction/discussion with 2/3 of WACO members at least once per year (can be at the workshops, convention, winter meetings, spring training sessions, camper shows, or by calling on them at their campground).

- **Results:**

We decided to conserve resources by visiting campgrounds that asked for a visit or when we were in the area. We continue to evaluate this process.

Severson & Associates Duties & Contract Commitments

Commitment:

Develop and maintain database of trade members and advertisers.

Results:

Our data base currently contains 463 campground prospects and 175 campground members. We also have a data base for campgrounds in other States that have expressed interest in attending our convention. We have 670 prospective trade members and 195 paid trade members. All these are entered on our system and saved on our server space. WACO is currently not being charged for this.

Commitment:

Solicit advertising for annual directory, newsletters, internet and sponsors for convention.

Results:

Convention sponsorships were \$22,180.00 in 2011. We were excited to be able to do this. I have heard sponsorships were at an all time low from other State Executives.

Commitment:

Handle convention registration, coverage of events; introduction of members and activities; legislation and other updates; summary of board and committee meetings, activities and mailings. Mail requested literature of member directory and brochures.

Provide overall meeting management; including but not limited to, organizing, promoting and facilitation of all meetings of board and membership. Prepare agendas and other print materials as requested by the president or committee chairs.

Results:

We are currently on line at convention so we have the ability to be live with our system. We can see payments amounts due etc. We have received positive comments on the staffing at convention. We introduce new members at every opportunity. All board meeting minutes are done by the Secretary and kept on our server. Mailings are still done at the office and include directory distribution, member communication and Board meeting agendas. Agenda's are printed for each Board meeting.

Severson & Associates Duties & Contract Commitments

Commitment:

AGENT will set up and oversee annual convention and trade show. Attend other meetings, conferences, workshops and events as requested by the board.

Results:

Severson & Associates and staff set up the convention and trade show Tuesday & Wednesday allowing for early registration for our members by Wed evening. This year we are trying some Wed. evening events to try to increase Thursday attendance at the educational seminars. Our trade show and attendance is at a high level – the highest attendees in any State and the largest percentage of member attendance by far.

Fall workshops are set up and orchestrated by the Membership Committee with assistance from the WACO office. Our goal is to get the information communicated to the membership as quickly as possible. This is an area we are committed to getting better at. WACO office handles all Fall Workshop pre-registrations and the Membership Committee comes up with the rest from there. In 2012 our convention expanded to begin on Wed. with additional educational training.

Commitment:

Severson & Associates team members will attend, as directed by the board, camper shows to promote WACO membership and goodwill.

Results:

RV Camper shows are now manned by WACO staff under a separate program. We use players to generate excitement and attendance and earn additional space for WACO by doing so. We have developed a wonderful working relationship with Madison RV show that allows our members to save \$250.00 and receive prime space at the show. This is a huge benefit to many members. The other RV shows and dealers are becoming more willing to cooperate, distribute our books and partner with us.

Commitment:

Attend national ARVC convention, winter meetings, spring training sessions as attendee if not contracted to conduct the sessions. A minimum schedule of 50 days is required. A total of 261 staff days were calculated for 2012. With our new system staff is able to log into the system to track work specifics and projects.

Results:

We attend the ARVC convention and have conducted a spring training session along with winter meetings as needed. Severson & Associates does not charge WACO training sessions even though the contract says these are a separate charge. This year we partnered with the Department of Tourism to assist in the customer service training.

Outside of Contract Extras

1. Paid for and have signage for the building that identify's WACO.
2. Created & paid for a data base to update member information and provide timely service to the members. We can also collect information about our members, track directories, create checklists, and pull reports that help us run the business more effectively. We are able to track time on individual projects and customers.
3. This system allows us to keep our data safe on a server and backed up.
4. WACO currently does not pay for data storage either physically or electronically.
5. Took on data entry of Quick Books and financial bill pay and book keeping. This project is outside the contract.
6. Use Severson & Associates training staff to teach at convention at no cost. Severson & Associates bills out training to other campground conventions at \$2500 per day plus expenses.
7. Attend fundraisers at individual campgrounds to work with players and campground owners. This program is a player requirement.
8. Attend political fundraisers and contribute personally, representing WACO.
9. Attend local and State Department of Tourism Meetings.
10. Attend Wisconsin Federation of Tourism meetings.
11. President of CAMP – Campground Executives in the National Organization.
12. WACO distribution of directories over and above RV shows such as Family Fest, Showcase Galesville, Yes Holmen, Cranfest, Iola Car shows, Madison Races, Gander Mountain Campground Promotional Days, Oktoberfest, & Oshkosh.
13. Speak at group 20's for members at no charge. Attended 3 sessions this year.
14. Warehouse directories at no charge.
15. Attended 9 Political fundraisers and contributed personally to these.
16. Joined the tavern league and attended both conventions and local meetings to learn how they conduct business and specifically how they are so successful legislatively.

					Actual	2012	2013
WACO P&L					Jan - Dec 2012	Budget	Budget
Ordinary Income/Expense							
Income							
Fundraiser - Cook Book							
Fundraiser - Coupon Book							
Phone Company Program							
Single Directory Sales							
Tri State Endorsement							
2213073 - Transfer							
4-1000 - Allied Members							
4-1010 - ARVC Commission					3,325.00		
4-1015 - Alliance Intern'l Commission							
4-1020 - Convention Income							
4-1021 - Auction/Raffles/Etc.							
4-1022 - WACO Bucks							
4-1021 - Auction/Raffles/Etc. - Other					34,823.00	40,000.00	34,000.00
Total 4-1021 - Auction/Raffles/Etc.					34,823.00	40,000.00	34,000.00
4-1023 - Booth Fees					59,625.00	48,000.00	55,000.00
4-1024 - Classes					3,195.00	500.00	2,000.00
4-1025 - Kids Kamp					3,715.00	3,000.00	3,000.00
4-1026 - Meals					1,314.00	1,000.00	1,100.00
4-1027 - Optional Events							
4-1028 - Registrations					41,430.00	38,000.00	40,000.00
4-1029 - Sponsorships					24,379.69	22,000.00	22,000.00
4-1030 - Convention Income - Other					2,710.00	2,500.00	2,500.00
4-1020 - Convention Income - Other							
Total 4-1020 - Convention Income					171,191.69	155,000.00	159,600.00
4-1200 - Dividends & Capital Gains							
4-1201 - Income							
4-1210 - Fall Workshop Income					2,350.00	2,500.00	2,500.00
4-1220 - Interest Income							
4-1230 - Internet Income					11,350.00	13,000.00	12,000.00
4-1240 Literature Dist							4,200.00
4-1241 - Madison Show Booth Inc-Member							6,600.00
4-1300 - Directory Advertising							
4-1301 - Directory Advertising					133,730.67	133,750.00	130,000.00
4-1304 - Additional Directory Listing					100.00		
4-1308 - New Ad Discount							
4-1309 - Member Advertising - Other					2,000.00		
4-1300 - Directory Advertising - Other							
Total 4-1300 - Directory Advertising					135,830.67	133,750.00	136,600.00
4-1330 - Membership Dues							
4-1331 - Membership Dues - WACO					105,932.11	105,500.00	116,500.00
4-1332 - Membership Dues - ARVC					46,759.99	46,500.00	49,500.00
4-1333 - Membership Dues - Other							
4-1334 - Coupon Redemption Promotion							
4-1338 - New Member Discount							
4-1330 - Membership Dues - Other							
Total 4-1330 - Membership Dues					152,692.10	152,000.00	166,000.00
4-1339 - Misc. Income - Other							
4-1400 - RV Directory Distribution Inc.							
4-1240 - Show Income					14,225.00	14,000.00	14,000.00
4-1400 - RV Directory Distribution Inc. - Other							
Total 4-1400 - RV Directory Distribution Inc.					14,225.00	14,000.00	14,000.00
4-1404 - Member Donations							
4-1408 - WACO Member Pins							
4-1410 - Newsletter Income					1,680.00	500.00	1,000.00
4-1415 - Newsletter Advertising							
4-1420 - Outside Ads					2,133.17	6,000.00	4,543.00
4-1430 - Seminar Income							
4-1440 - Trade Member Advertising						1,000.00	500.00
4-1445 - Trade Member Banner Ad						500.00	300.00
4-1446 - Member Banner Ad					125.00		
4-1450 - Trade Member Dues					26,630.00	25,000.00	26,000.00
4-1460 - Uncategorized Income							
4-1470 - WACO Gift Certificate Sales					605.00	500.00	500.00
4-1480 - The Piggy Back Promo Program					1,487.50	500.00	800.00
4-1490 - Freight Income					18.84		
4-1600 - Advertising - Discover WI							6,000.00
4-1900 - WI. Business Days							
4-5000 - Customer Allowance							
4-5010 - Customer Refunds					-2,334.07		
Total Income					521,309.90	504,250.00	534,543.00

Balance Sheet

		Expense							
		Other Show Expense							
		5-1000 - Advertising & Promotion							
		5-1010 - Advertising & Promotion - Other	2,665.00	5,000.00	1,000.00				
		5-1020 - Advertising Contract Fee	10,000.00	10,000.00	10,000.00				
		5-1030 - Camping Coupons	9,841.00	16,000.00	12,000.00				
		5-1040 - Directory Distribution	28,165.74	20,000.00	24,000.00				
		5-1050 - Directory Printing	74,047.01	82,000.00	71,233.14				
		5-1060 - Internet Expense	5,963.30	15,000.00	10,000.00				
		5-1070 - Printed Materials	13,648.66	7,000.00	7,000.00				
		5-1080 - Radio	351.75						
		5-1090 - Show Space Rental Expense	3,854.00	3,000.00	4,000.00				
		5-1091 Member Show Booth rental expense			6,600.00				
		5-1095 - Show Expense	23,717.79	22,000.00	23,000.00				
		5-1000 - Advertising & Promotion - Other							
		Total 5-1000 - Advertising & Promotion	172,254.25	180,000.00	168,833.14				
		5-1100 - ARVC Representative							
		5-1200 - Bank Charges	31.00	400.00	200.00				
		5-1205 - Bad Debt Expense							
		5-1300 - Board of Directors		750.00	250.00				
		5-1400 - Commissions	30,254.89	23,000.00	28,394.45				
		5-1500 - Contract Fee	75,000.00	75,000.00	75,000.00				
		5-1600 - Convention Expense							
		5-1610 - General	109,133.35	75,000.00	90,000.00				
		5-1620 - Kids Kamp	3,109.77	3,000.00	3,000.00				
		5-1630 - Speakers	6,098.90	10,000.00	8,000.00				
		5-1631 - Convention Expense - Other							
		5-1600 - Convention Expense - Other							
		Total 5-1600 - Convention Expense	118,342.02	88,000.00	101,000.00				
		5-1999 - ARVC Dues Expense	37,434.15	37,200.00	39,500.00				
		5-2000 - Credit Card Fees Expense	7,344.17	6,000.00	8,000.00				
		5-2010 - Dues, Subscriptions, Reg.	2,710.00	500.00	2,000.00				
		5-2015 - Incentive Expense							
		5-2020 - Fall Workshop Expense		500.00	500.00				
		5-2030 - Insurance	2,023.00	2,000.00	2,000.00				
		5-2040 - Interest Expense							
		5-2050 - Legal & Professional		2,500.00	12,000.00				
		5-2055 - Accounting Fees Expense	3,367.00	3,000.00	3,500.00				
		5-2060 - Legislative Expense	11,138.00	15,000.00	5,000.00				
		5-2070 - Member Goodwill	188.63		200.00				
		5-2080 - Membership & Dues Expense							
		5-3000 - Miscellaneous Expense							
		5-3100 - Newsletter Expense	4,000.00	6,000.00	6,000.00				
		5-3200 - Office Expense	23,451.35	18,000.00	18,000.00				
		5-3300 - Payroll Expenses							
		5-3400 - Postage	6,327.99	8,000.00	8,000.00				
		5-3401 - Freight Expense	359.70						
		5-3500 - Proxy Tax							
		5-4000 - Scholarship Fund Expense		500.00	500.00				
		5-5000 - Telephone	1,650.93	3,500.00	2,000.00				
		5-6000 - Travel Expenses							
		5-6010 - Air Fare	1,895.45	2,000.00	2,000.00				
		5-6020 - Lodging	1,460.54	2,500.00	2,500.00				
		5-6030 - Meals	559.72	1,000.00	1,000.00				
		5-6040 - Mileage	8,776.89	8,000.00	8,000.00				
		5-6050 - Other Travel Expense	343.81	500.00	500.00				
		5-6000 - Travel Expenses - Other	1,241.36						
		Total 5-6000 - Travel Expenses	14,277.77	14,000.00	14,000.00				
		Total Expense	510,154.85	483,850.00	494,877.59				
		Net Ordinary Income	11,155.05	20,400.00	39,665.41				
		Other Income/Expense							
		Other Income							
		8-2000 - Sale of Assets							
		9-5000 - Misc. Income - Interest Income	126.74	9.20	128.00				
		9-5001 - Misc. Income	501.90						
		Total Other Income	628.64	9.20	128.00				
		Other Expense							
		9-2000 - Depreciation Expense							
		9-3000 - Gift Certificates							
		9-3100 - gift certificates							
		9-3000 - Gift Certificates - Other							
		Total 9-3000 - Gift Certificates							
		9-3200 - Membership Goodwill							
		Total Other Expense							
		Net Other Income	628.64	9.20	128.00				
		Net Income	11,783.69	20,409.20	39,793.41				

Balance Sheet

Dec 31, 12

ASSETS		Dec 31, 12
Current Assets		
Checking/Savings		
	1-1185 - US Bank Checking	209,304.93
	1-1190 - Bancroft State Bank - CD Act.	25,126.03
Total Checking/Savings		234,430.96
Accounts Receivable		
	1200 - Accounts Receivable	11,313.59
Total Accounts Receivable		11,313.59
Other Current Assets		
	1-1400 - Undeposited Funds	250.00
	1-1500 - Prepaid Booth Fees	6,900.00
	1-1550 - Prepaid Commission Expense	28,394.45
Total Other Current Assets		35,544.45
Total Current Assets		281,289.00
Fixed Assets		
1-2000 - Fixed Assets		
1-2110 - Equipment		
	1-2120 - Accum Depr - Equipment	-7,065.93
	1-2110 - Equipment - Other	7,065.93
Total 1-2110 - Equipment		0.00
1-2210 - Software		
	1-2220 - Accum. Depreciation - Software	-634.35
	1-2210 - Software - Other	634.35
Total 1-2210 - Software		0.00
Total 1-2000 - Fixed Assets		0.00
Total Fixed Assets		0.00
TOTAL ASSETS		281,289.00
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Other Current Liabilities		
	2-1125 - Deferred Literature Dist.	9,775.00
	2-1126 - Deferred Madison Show Booth Inc	6,600.00
2-1130 - Deferred Convention Income		
	2-1131 - Deferred Booth Fees	24,970.00
	2-1132 - Deferred Classes	750.00
	2-1133 - Deferred Kids Kamp	1,900.00
	2-1134 - Deferred Meals	368.00
	2-1135 - Deferred Optional Events	400.00
	2-1136 - Deferred Registration	27,045.00
	2-1137 - Deferred Sponsorships	11,170.00
	2-1138 - Deferred Cov. Inc. - Other	100.00
Total 2-1130 - Deferred Convention Income		66,703.00
2-1200 - Deferred Memb. Adv.		
	2-1201 - Deferred Outside Ads	4,543.00
	2-1203 - Deferred Directory Advertising	130,043.67
	2-1210 - Deferred Internet Income	10,250.00
	2-1213 - Deferred Adv. - Disc. WI	6,000.00
Total 2-1200 - Deferred Memb. Adv.		150,836.67
2-1230 - Deferred Member Dues		
	2-1120 - Deferred Mem. Dues - ARVC	49,432.67
	2-1231 - Deferred Mem. Dues - WACO	116,346.61
Total 2-1230 - Deferred Member Dues		165,779.28
2-1260 - Deferred Trade Member Dues		11,187.50
	2-1265 - Deferred RV Show Expense	-4,489.62
Total Other Current Liabilities		406,391.83
Total Current Liabilities		406,391.83
Total Liabilities		406,391.83
Equity		
	3-1000 - Opening Bal Equity	107,684.70
	3-1020 - Retained Earnings	-244,571.22
	Net Income	11,783.69
Total Equity		-125,102.83
TOTAL LIABILITIES & EQUITY		281,289.00

WACO

ADDITIONAL INFORMATION REGARDING BALANCE SHEET ACCOUNTS

FOR YEAR ENDING DECEMBER 31, 2012

Other Current Assets:

1-1500 Prepaid Booth Fees – \$6,900

This expense was paid in year ending 2012 for the 2013 Madison Show. A journal entry will be created in January, 2013, to move this amount from Account #1-1500 –

Prepaid Booth Fees to Account #5-1065, Show Expense.

Prepaid Commission Expense - \$28-394.45

This expense was paid in year ending 2012; normally the commissions earned from the current year is paid in the new year. Since the commission was paid in 2012, the payment was entered under a prepaid account. A journal entry will be created in January, 2013, to move this amount from Account #1-1550 – Prepaid Commission

Expense to Account #5-1400 – Commissions.

Sports Media Contacted Related to Players

E-Mail Address	First Name	Last Name
jabraham@wisctv.com	Jim	Abraham
lallan@todaystmj4.com	Lance	Allan
janders@wisc.edu	Jeff	Anders
JonArias@clearchannel.com	Jon	Arias
jonbabalola@hotmail.com	Jon	Babalola
heraldsports@gmail.com	Badger Herald	
jbadzinski@lacrossetribune.com	Joel	Badzinski
3baggots@charter.net	Andy	Baggot
baseman@wisc.edu	Brandon	Baseman
wbates@mdogmedia.com	Wade	Bates
sbauer@ap.org	Scott	Bauer
Internet@rivertowns.net	Brady	Bautch
mbeac@hotmail.com	Mike	Beacom
wwisbman@yahoo.com	Brian	Brawner
rburks@todaystmj4.com	Rodney	Burks
cbursaw@wisctv.com	Craig	Bursaw
joseph.cadorin@twcable.com	Joseph	Cadorin
tctsport@madison.com	CapTimes	
ncarey@wisc.edu	Nate	Carey
cbdupont@wisc.edu	C	Dupont
newsdesk@cbs58.com	CBS58 News	
sports@nbc15.com	Ch. 15 Sports	
c3k@channel3000.com	Ch. 3 Sports	
bchristopherson@postcrescent.com	Brett	Christopherson
jcleveland@journalbroadcastgroup.com	Justus	Cleveland
rdrftbl@aol.com	Fvan	Cohen
TFolke@comcastsportsnet.com	Comcast	
coshun@charter.net	Craig	Coshun
bcruz@cbs58.com	Brandon	Cruz
sports@dailycardinal.com	Daily Cardinal	
espndatainfo@espn.com	ESPN	Data
ldavis@espn1380.com	Lance	Davis
daypaul@gmail.com	Paul	Day
DDcgrace@ap.org	Dave	Degrace
davedexter145@hotmail.com	Dave	Dexter
bekern@wkbt.com	Bryan	Ekern
lfensin@conleynet.com	L	Fensin
cfly@ap.org	Colin	Fly
rjfoley@ap.org	Ryan	Foley
cfrancis@cbs58.com	Chris	Francis
efranke@wisctv.com	Eric	Franke
cfreems@aol.com	Chuck	Frelmund
nfritz@wisc.edu	Niki	Fritz
tim.froberg@gogreenbay.com	Tim	Froberg
jganzer@journal sentinel.com	Jim	Ganzer
jgarcia@todaystmj4.com	Jesse	Garcia

Sports Media Contacted Related to Players

Jason@wrpn.com	Jason	Mansmith
bruce@1410wizm.com	Bruce	Marcus
amatas@wkbt.com	Adam	Matas
kurtmayer2003@yahoo.com	Kurt	Mayer
pmayo@wabay.com	Pat	Mayo
larry.mccarren@wfrv.com	Larry	McCarren
jonmack25@yahoo.com	Jon	McNamara
jmcpoland@gazetteextra.com	John	McPoland
p-image@sbcglobal.net	Kyle	Mellon
AMertz2@madison.com	Adam	Mertz
michaels@620wtmj.com	Bill	Michaels
wheelnews@yahoo.com	Stan	Milam
TMilewski@madison.com	Todd	Milewski
jmiller@wisctv.com	Joe	Miller
sports@truenorthtv25.com	Christopher	Misun
jssports@journalssentinel.com	MJS	
jssports@onwls.com	MJS Sports	
Joshua.Morgan@wluk.com	Josh	Morgan
tmully58@aol.com	Tom	Mulhern
emurphy@wcinet.com	Erin	Murphy
owenmurphy@clearchannel.com	Owen	Murphy
desk@ncaasports.com	NCAA	
dneedles@hearst.com	Dan	Needles
mnelles@esomilwaukee.com	Mitch	Nelles
scott.nelson@hallmanlindsay.com	Scott	Nelson
anicholas@nicholasfunds.com	Ab	Nicholas
njfulton@gmail.com	N.	Fulton
rnolan@cbs58.com	Ryan	Nolan
toates@madison.com	Tom	Oates
ksemenchuk@msn.com	Tom	Oates
drew@staff.onmilwaukee.com	Drew	Olson
josborne@madison.com	Jesse	Osborne
cherokee53963@hotmail.com	Adam	Parks
pearsonill@yahoo.com	John	Pearson
ppearson@wluk.com	Paige	Pearson
deb.piper@wpt.org	Deb	Piper
tom.pipines@milwaukee.witi.com	Tom	Pipines
poggrams1@mac.com	Claudia	Pogreba
stevep@gkbradio.com	Steve	Politziner
polzin@madison.com	Jim	Polzin
ryan.popkey@wfrv.com	Ryan	Popkey
brianposick@clearchannel.com	Brian	Posick
JPOTRYKUS@journalssentinel.com	Jeff	Potrykus
MRPowers@nwc.edu	Mike	Powers
dpunzel@madison.com	Dennis	Punzel
punz@charter.net	Dennis	Punzel
rreker@entercom.com	Ryan	Reker

Sports Media Contacted Related to Players

jgillespie@whay.com	John	Gillespie
nick.goddard@wfrv.com	Nick	Goddard
aaron@gkbradio.com	Aaron	Goldhammer
EG2@athletics.wisc.edu	Betsy	Golomski
bgraff@waow.com	Bryon	Graff
sports@greenbaypressgazette.com	Green Bay Press Gazette	
erik@wtdy.com	Erik	Greenfield
chad.g@insidewisconsinisports.com	Chad	Griepentrog
burke.griffin@wfrv.com	Burke	Griffin
jharrison@gkbradio.com	Jerry	Harrison
hellcr@journalinteractive.net	Dave	Heller
thermanson@wisctv.com	Trisha	Hermanson
rhernandez@madison.com	Rob	Hernandez
BHoffmaster@mdogmedia.com	Bob	Hoffmaster
thouslet@capitalnewspapers.com	Travis	Houslet
sportsnews@stats.com	Stats	Inc
mjacques@wsaw.com	Mike	Jacques
news@wkowtv.com	Steve	Jandacek
newsroom@gazetteextra.com	Janesville	
cjenkins@ap.org	Chris	Jenkins
billjohnson@espnmilwaukee.com	Bill	Johnson
jjurkovich@waow.com	Jana	Jurkovich
mikekaebisch@msn.com	Mike	Kaebisch
tkahl@madison.com		Kahl
ck@gkbradio.com	Craig	Karmazin
akendeigh@hearst.com	Andy	Kendeigh
chrisknee21@hotmail.com	Chris	Knee
calendar@isthmus.com	Bob	Koch
dkraft21@yahoo.com	Doug	Kraft
dennis.krause@twcable.com	Dennis	Krause
ckumlien@wkbt.com	Emily	Kumlien
thomas.kurtz@twcable.com	Thomas	Kurtz
radio@whsm.com	Joe	Lancello
benlars79@gmail.com	Ben	Larson
jlaughrin@wlu.com	John	Laughrin
klavicka@gkbradio.com	Ken	Lavicka
tlea@wisc.edu	Tom	Lea
plecker@marshfieldnewsheald.com	Paul	Lecker
peggy.lenz@midwestfamilybroadcasting.com	Peggy	Lenz
mlepay@gmail.com	Matt	Lepay
aliebetau@espn1380.com	Andrew	Liebetau
jglinder@yahoo.com	Jon	Linder
longdin@gmail.com	Brett	Longdin
dlubach@sheboygan.gannett.com	Dave	Lubach
lucas2@chorus.net	Mike	Lucas
mlucas@madison.com	Mike	Lucas
dmanoyan@journal sentinel.com	Dan	Manoyan

Sports Media Contacted Related to Players

Jason@wrpnam.com	Jason	Mansmith
bruce@1410wizm.com	Bruce	Marcus
amatas@wkbt.com	Adam	Matas
kurtmayer2003@yahoo.com	Kurt	Mayer
pmayo@wabay.com	Pat	Mayo
larry.mccarren@wfrv.com	Larry	McCarren
jonmack25@yahoo.com	Jon	McNamara
jmcpoland@gazetteextra.com	John	McPoland
p-image@sbcglobal.net	Kyle	Mellon
AMertz2@madison.com	Adam	Mertz
michaels@62Dwtmj.com	Bill	Michaels
wheelernews@yahoo.com	Stan	Milam
TMilewski@madison.com	Todd	Milewski
jmiller@wisctv.com	Joe	Miller
sports@truenorthtv75.com	Christopher	Misun
jssports@journalsentinel.com	MJS	
jssports@onwis.com	MJS Sports	
Joshua.Morgan@wluk.com	Josh	Morgan
tmully58@aol.com	Tom	Mulhern
emurphy@wcinet.com	Erin	Murphy
owenmurphy@clearchannel.com	Owen *	Murphy
desk@ncaasports.com	NCAA	
dneedles@hearst.com	Dan	Needles
mnelles@espnmilwaukee.com	Mitch	Nelles
scott.nelson@hallmanlindsay.com	Scott	Nelson
anicholas@nicholasfunds.com	Ab	Nicholas
njfulton@gmail.com	N.	Fulton
rnolan@cbs58.com	Ryan	Nolan
toates@madison.com	Tom	Oates
ksemenchuk@msn.com	Tom	Oates
drew@staff.onmilwaukee.com	Drew	Olson
josborne@madison.com	Jesse	Osborne
cherokee53963@hotmail.com	Adam	Parks
pearsonill@yahoo.com	John	Pearson
ppearson@wluk.com	Paige	Pearson
deb.piper@wpt.org	Deb	Piper
tom.pippines@milwaukeeewiti.com	Tom	Pippines
poggrams1@mac.com	Claudia	Pogreba
stevep@gkbradio.com	Steve	Politziner
polzin@madison.com	Jim	Polzin
ryan.popkey@wfrv.com	Ryan	Popkey
brianposick@clearchannel.com	Brian	Posick
JPOTRYKUS@journalsentinel.com	Jeff	Potrykus
MRPowers@nwc.edu	Mike	Powers
dpunzel@madison.com	Dennis	Punzel
punz@charter.net	Dennis	Punzel
rreker@entercom.com	Ryan	Reker

RV Shows

2013

Other RV Shows and Distribution Points

- Green Bay
- Madison
- Rockford
- Chicago
- La Crosse
- Milwaukee
- Fondulac
- Oshkosh
- Minneapolis
- 4 regional shows – EauClaire, Holmen, GET, & LaCrosse not charged

- All shows are currently getting more involvement in WACO and have asked us to play a bigger part in their shows for 2013.
- Our ability to draw more people to the shows with the sports marketing connection has made a difference.
- Madison offers a \$250 booth saving for WACO members – more members looked at this as a plus and new campgrounds obtained booths. WACO has a huge additional space that we control. Campers must go by us to get in and depart from the show.

- Milwaukee supplied us with an additional booth.
- We continue to try to find a way to work with Green Bay



Legislative Report



MEMO

To: Wisconsin Association of Campground Owners
From: Attorney Mark Hazelbaker
Date: March 8, 2012
Re: Report on Activities for 2011-12

During the past year, as your legal counsel, I have had the privilege of working with a number of campground owners in response to Hotline questions. I have also worked on developing a model Seasonal Campground Agreement, which I hope will be the first of similar models for use by WACO members. The goal has been to establish a useful and economical source for legal solutions for WACO members. I hope that the members join me in the assessment that we have done so.

In addition to the legal services, I have also monitored the extraordinary political developments that have transfixed Wisconsin during the past twelve months. It has been among the most unusual of Legislative Sessions. Perhaps nothing says that as much as comments made on Wednesday, March 7, 2012 by State Representative Gary Hebl (D-Sun Prairie), wishing that the Legislative Session would end immediately. Ordinarily, the Democratic party would be more interested in keeping legislation going and the session active, but he indicated that the current political disposition of the Legislature is so bad that the sooner the Session ends, the sooner the damage ends. Of course, his Republican colleagues would disagree, and would do so as sharply as the parties have been at odds in my lifetime.

This report then is a summary of the two fields where I have worked for WACO.

Legal Services

My role for WACO consists of assisting in educational programming, working with the Board to provide resources for members, and being a low-cost resource for members through our Hotline. I have greatly enjoyed the chance to come to membership meetings over the past year to address a wide variety of topics. In the process, the education has been two-way. I have learned a great deal about the operations of campgrounds and the structure of WACO members. This, in turn, helps me to be a more valuable resource to all. Some of the discussions we've had include the basic nature of



Legislative Report



the relationship between campers and campgrounds. We've come to realize that it is important for campgrounds to specifically indicate that they are not landlords and that their campers are not tenants. We've also had issues where we've discussed how to remove troublesome campers, how to deal with camper complaints, and how to deal with local agencies that seem to have a poor understanding of what campgrounds are.

The Hotline has been another useful way for us to learn more about campgrounds. We've made a lot of efforts to improve awareness of the Hotline. We continue to do so. It's my hope that we continue to receive good questions from our members. The Hotline is an important means in which the members can have the assurance that they have the information about legal issues as they weigh alternatives open to them.

Finally, the past year saw a great deal of work toward developing a model campground agreement. There are significant variations among campgrounds in their appearance layout and services. But, there are many common issues they face. To that end, preparing a model agreement should eliminate some of the uncertainty about the camper-campground relationship. As we gain experience with this model agreement and issues related to it, we will modify it. It will also form the basis for future efforts to address other issues of importance to campgrounds. Employment, overnight camping agreements, and questions raised by members will be the focus of future efforts.

Legislative Efforts

Anatole France, a famous French writer, once wrote that "the life, liberty and property of no man is safe so long as the legislature is in session." This certainly has been true of this Session. From the very beginning, the massive change in composition of the Legislature, as well as the election of conservative Governor Walker made it clear that there was going to be a major change in direction of state policy. No one foresaw that it would be as major as it has proven to be, or that the struggle would consume virtually all of the attention and energy of the state government. Although the Legislature has certainly adopted other bills this session, the weight of the collective bargaining issue and the acrimony it has fanned has been such that it has displaced virtually everything else. There has been little place for people to push other controversial issues. That is both good and bad. On the one hand, there hasn't been much legislation of any kind, including that which would be harmful to campgrounds. On the other hand, the opportunity to advance legislation favorable to tourism industries has also been limited. We were fortunate that the 2011 budget included a \$2 million increase in the funding for tourism promotion. That increase was a standout among budgets, most of which were cut quite dramatically. It reflects the correct assessment that tourism is a money-maker for the state, not a money loser.

The election lies ahead and beyond it, another Session. The only point of which we can be certain is that the Session will be different. However, we need to make some careful decisions during the coming months about priority items for the 2013 Session. And, we need to get the drafting requests in so that we will have measures ready to seek sponsors when the Sessions begins.

I look forward to working with WACO during the coming year and appreciate the chance to be of service.



Mark Hazelbaker

Hazelbaker & Associates to Provide Association Legal Services to WACO and Members

WACO is introducing an important new service for members through arrangement with Hazelbaker & Associates, S.C., a Madison law firm. The firm, headed by 27-year veteran attorney Mark Hazelbaker, will be advising the Association board on association business. But the firm will also answer member questions about legal issues through a new legal hotline. And, WACO members will be eligible for discounted legal services from the firm dealing with individual legal issues encountered by campground owners.

Hazelbaker & Associates has a strong emphasis on employment, zoning and local government law, areas WACO members often deal with. “I started out my career advising county officials, and I’ve been involved in zoning and employment cases ever since,” Hazelbaker said. “It’s exciting to work with WACO and its members because I share their experience and frustrations as a small business owner myself.”

The legal hotline, which starts immediately, is a service under which Hazelbaker and his team will answer short questions about legal topics. Legal hotline information is not legal advice, but it can help resolve simple issues or identify the need for legal counsel.

In order to obtain legal hotline information, call Mark at 608 663 9770. The service is free for WACO members, and includes a short consultation and information.

Mark will also be working with WACO on improving zoning of campgrounds and building more effective member services. We welcome him aboard.

- Legal Hotline creation – a member benefit is now to be able to call the legal hotline and ask a question where Mark can advise you on simple issues.



Secretary's Report



WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS

2012 WACO Annual Meeting

Saturday, March 17, 2012

Steven's Point Holiday Inn Convention Center

The 2012 annual meeting of the Wisconsin Association of Campground Owners was called to order at 3:01 p.m. on Saturday, March 17, 2012 by Judy Buchta, President. A roll call was done as members were checked into the meeting. There are a total of ____ campgrounds present at this meeting (List of attending campgrounds is kept on file at the WACO office.) All current board members were also present. Jeff Sims from ARVC was present at our meeting. A copy of the 2011 annual meeting was distributed to all members for review.

Bud Styer approved the agenda for the 2012 annual meeting with the change of adding the Legislation Report. Mike Dricken seconded the motion. Motion #031701 was carried.

BY-Law Changes:

Leland Nelson discussed the by-law changes, see attached sheet with the changes. Paul Hagen approved the discussed By-law changes and Jim Kersten seconded the motion, Motion #031702 was carried.

President's Report

Judy again honored Lori Severson for her 10years of service

Secretary's Report

Gary Doudna made a motion to approve the minutes from the 2011 Annual meeting with correction of his name spelling, Virginia Mintin, seconded the motion, Motion #031703 was carried.

Treasurer's Report

Dave Schnieder presented the 2011 Treasures Report. All financials are attached. Mike Hagen approved the Treasure's report and was seconded Melanie Weiss, Motion #031704 was carried.

Betty Zievel made a motion to accept the 2012 Budget. Virginia Mintin, seconded the motion. Motion #031705 was carried.

WACO PAC Report

Bob Weiss reported that the PAC Balance started at \$2630.00 and our ending balance on 12-31 was \$3829.74. No checks were written for any candidates in 2011, since it was a non-election year. A check was written for \$500.00 for the government accountability because it had to be paid for by the association.

Legislative Report:

Mark Hazelbaker presented the legislative report. He discussed the ADA pool laws and the 60 day extension. He discussed the drafted letter he put together that campgrounds can send to their legislators on our feelings of the ADA pool compliances. He also included a list of our representatives and Senators that we could contact. This letter will be available on the WACO website.

Nominations:

Nominations for the Board of Directors were presented by Scott Kollock. There are three vacant seats to fill for a three year term, and two people running for their second term.

The nominees presented by the current Board of Directors are:

Bud Styer, Smokey Hollow Campground, Randy Sondalle, Pineland Camping Park, and Becky Gussel, Sherwood Forest Camping and RV Park

Those Board of Directors rerunning for three year terms are:

Dawn Button from Evergreen Campsites and Resort, and Adam Malsack, from Lake Arrowhead Campground.

Scott Kollock called for a unanimous ballot.

Issues from the Floor:

Mike Hagen wanted to say that he was impressed with ARVC's president, Paul Bambie's presentation on Friday. He also thanked the board for helping everyone stay informed on the ARVC issues.

Director's Report

Lori Severson started by thanking everyone for all the hard work that our members do for the WACO Association. The convention will be held here at the Holiday Inn and Convention Center for the 2013 year, we are still looking at specific dates.

Linda Doudna made a motion to adjourn the 2012 Annual WACO Meeting at 3:51 p.m. and Jim Button seconded the motion. Motion #031706 was carried.

Respectfully submitted,

Dawn Button

Secretary

Mentorship Program

- **Membership is retained once members come to “something”.**
- **Our goal is to help new members discover the benefits of belonging to WACO.**
- **Leaders and membership are helpful to other members when they have issues.**
- **Board Members who are willing to donate their time and energy to make things work.**
- **The concept is that many times a member will be forced to become the “expert” because of a problem they have. The goal is to share the information and be able to give that information to other campground owners who have the same issues.**
- **One of WACO’s strategic planning goals is to update the website and be able to continuously improve the mentorship program.**
- **Our goal is to get members to show up to events by taking away all the concerns that stop members from coming. We have created Doggy Day Cares and Kids Kamp to help with some of the issues.**
- **Our goal in 2013 is to create a more informational members and consumers area in our website. We have launched our new website & will continue to make improvements.**

WACO Promotions 2012



Branding The WACO Name

- We are known throughout the state using the appropriate pronunciation of our name through....
 - Sports Marketing
 - Media identification program
 - Campgrounds participated by hosting events from April 1 – October 31, 2012

Branding was a major issue we faced 5 years ago. The consumer, our camping guests really didn't understand the WACO brand. We would survey people at RV shows, and they were familiar with the camping bible "The Directory" but not with WACO as a name brand. We began exploring various avenues to create better brand recognition and even explored changing the name. Research showed us that brand recognition of the stature we wanted would cost hundreds of thousands of dollars. We looked for ways to create that kind of awareness with out the cost. We created 2 programs that really seemed to help.

1. Invention of the WACO Gift Certificates. These were used by various media to promote WACO and educate the public on the name. In the beginning we had to beg radio stations to try them. Now we are in every market in Wisconsin, Illinois, Minnesota and parts of Iowa. Our certificates are used by all media including major television markets.
2. The second piece came to us through Sports Marketing and the Charity work WACO does. We found that many of our WACO campgrounds have been doing wonderful charity work through the years. Unfortunately – or fortunately for us – The media is very interested in the football phenomena in Green Bay – Our partnerships with Gilbert Brown's Foundation have created many media opportunities for WACO to get our name out there.
3. The Department of Tourism is helping us take a very key role in branding and supporting our WACO name and brand.

Gilbert Brown Foundation WACO Connection

- Gilbert Brown works with WACO and does fundraising events in various campgrounds to raise money for his foundation.
- Prior to working with WACO Gilbert personally funded his foundation and did one large event – a free football camp for intercity kids. This was a huge undertaking and required over \$100,000.00 of funding. He funded other charities, but to a lesser degree.
- Today with WACO & other partners he not only runs a yearly free football camp, but contributes to over 144 Children's Charities throughout Wisconsin.

Where does the money go?

- Along with Brett Favre's Fourward Foundation sponsored children in all 4 sessions for Camp Sunshine Wisconsin in Warrens. Over 48 children & their families were served.
- Scholarship programs in your local schools.
- Gas cards for kids with cancer from Galesville, Holmen, Trempealeau, La Crosse, Cashton, Elroy, Sparta, & Tomah.
- Gas cards for women with breast cancer from Galesville, Fountain City & Onalaska.
- School supplies to intercity children
- 4 children from the coulee region have received services from St. Judes.
- Donated auction items for various charities in the community raising over \$40,000.00 for youth sports groups, individual cancer kids & families, memorials, area golf tournaments, breast cancer walks & runs, area football camps and scholarship fundraisers.
- Teddy Bear Fund.
- Provided refrigerators, stoves, washers & dryers to flood victims.
- Donations to The American Red Cross
- Gilbert puts on FREE football camps for intercity youth
- Sends footballs to the troops
- Supports Make a Wish Foundation
- St. Judes Kids from Wisconsin
- MS
- Camp Sunshine for Kids with Cancer
- Boys & Girls Clubs
- Supports Raw Hide Boys Ranch
- Children's Hospital

Total of 144 charities are served. Gilbert believes that the money raised in Wisconsin stays in Wisconsin. He also holds other fundraisers that benefit Michigan Charities, and St. Judes in Pennsylvania.

Miracle League in Wisconsin

In 2010 the Miracle League was born in LaCrosse Wisconsin, due to the matching fund support of the Gilbert Brown Foundation. Children who are disabled to some degree that keeps them from participating in team sports get the opportunity to play ball just like other children.



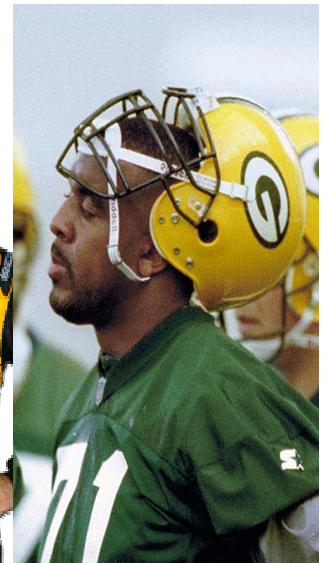
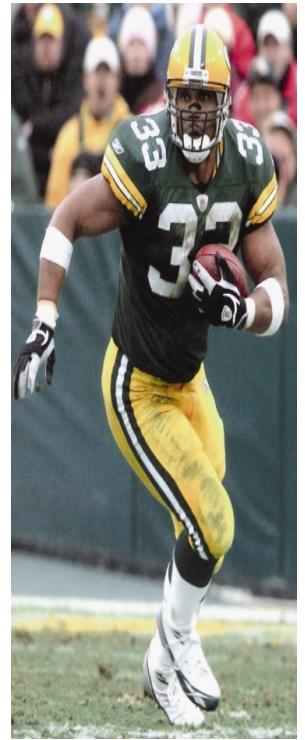
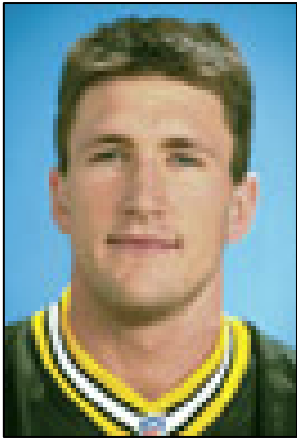
Miracle League complex includes a custom-designed field with a cushioned rubberized surface to help prevent injuries, wheelchair accessible dugouts, and a completely flat surface to eliminate any barriers to wheelchair-bound or visually impaired players. Friendships these kids develop make the Miracle League Field an oasis away from their everyday battles. Gilbert himself was on the field for the grand opening to play with the kids.



The Gilbert Brown Foundation

"Where the
Money Goes
In
Wisconsin"

Charity Connections



The Foundation Currently

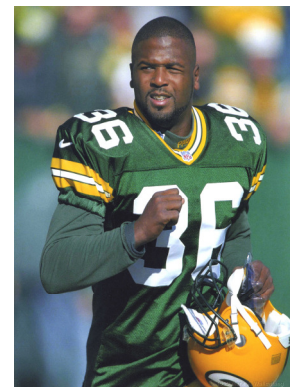
JIM BIEVER/PACKERS.COM

**works with
26 players**

Player Appearances

Gilbert Has

Provided



Gilbert Brown Foundation

- **For All Gilbert Brown Foundation Events:**

- The Foundations responsibility:
- Players will conduct phone press interviews for you prior to the event. Contact Lori for details.
- Provide help to collect funds at the event.
- Bring photos and books & some merchandise to be signed.
- Be sure WACO and campground is named in all press conducted prior, during and after the event.
- Use the campgrounds name and logo whenever possible.
- Assist with compiling press releases.
- Provide tickets for events as needed.
- Provide likeness to use at your event. All other uses of likeness must be pre-approved. All pictures used in any advertising must be approved.

- **The Campground responsibilities:**

- Provide the Foundation with flyers and proof of advertising efforts – listing of where posters are placed, and media variations.
- Create a fundraising outline to be approved prior to any advertising of the event.
- Submit your plan & budget in writing a minimum of 6 months in advance.
- Submit a copy of your advertising plan and flyer you plan to use.
- Appearance requirements are \$2500.00 raised per player per activity. (A deal or no deal, football camp is an activity)
- Due to the economy and tough pre-sales Gilbert has waived this in many cases.
- Gather as many donated items as you can.
- Have any pre-sale moneys collected at the end of the event and turned into the foundation at the event. All moneys should be calculated with your total no later than the end of the weekend.

How much does WACO pay for this?

The WACO organization does not pay for any of the appearances or fund any of the Foundations work as an Association. In fact for 5 years running Gilbert Brown has personally been a \$2500.00 sponsor at our convention. No appearance fee is paid to any of the players.

How about the Executive Directors time?

Severson & Associates donates office space and answers the phone for the foundation. No fee of any kind is paid to them. S&H Ad Specialties has the clothing contract for the foundation, and Severson & Associates has benefited through business relationships that Gilbert Brown himself has introduced us to.

How about all the players at Convention who pays for them?

Gilbert arranges for the players to attend. They all understand there is no compensation for appearances at convention as it's used to promote the Gilbert Brown Foundation.

Who gets the autograph money?

Gilbert donates the money from autographs at convention only, to WACO.



Directories and WACO information is shared at all events and Gilbert and the players mention WACO in all work with the press.

WACO Charity Connections

Gilbert Brown Foundation

St. Judes

Rawhide Boys Ranch

Bart Starr connection

Camp Sunshine of Wisconsin

Ronald McDonald House

MS Society

Bill Schroeder's Circle of Friends

Distribution of WACO Directories 2012

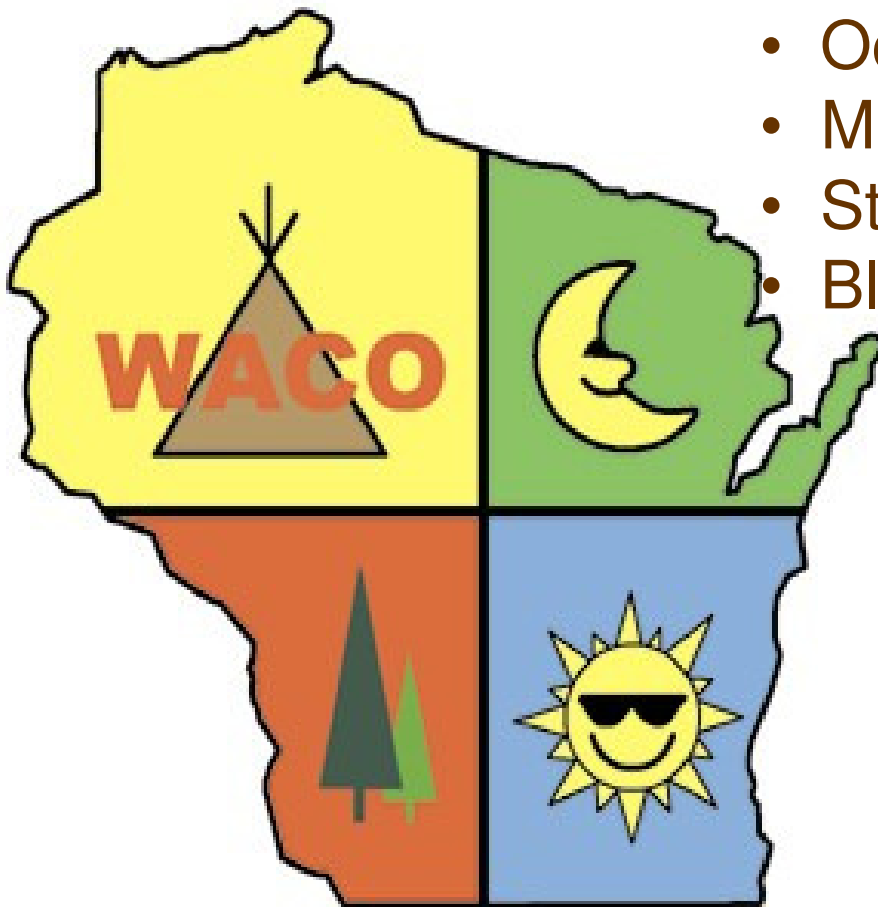
Directory Distribution of 225,500

- Waysides in all counties in Wisconsin:
Total Distribution - 54,000
- Green Bay Show - Total Distribution - 18,800
- Fondulac Wisconsin RV Show -
- Oshkosh RV & Boat Main Event Show
- Milwaukee RV & Camping Show - Total Distribution - 8,700
- Madison Camper & RV Show - Total Distribution - 7,200
- Rosemont (Chicago Show) - Total Distribution - 8,800
- Rockford RV Show - Total Distribution - 4,800
- La Crosse Show - Total Distribution - 1,000
- UPS to our Distribution List - Total Distribution - 50,000
- Indian Head Country - Total Distribution - 15,000
- Tourism - Total Distribution - 55,000

Wisconsin Camping

Parades Attended:

- Ettrick
- Cranfest
- October Fest
- Milwaukee
- Steamboat Days MN
- Blair Cheese Fest



www.wisconsinincampgrounds.com

Discover Wisconsin Interview

What should campers look for in a campsite?

Physically – Size

Fit for your family

What does your group like to do?

Taking time to find the right fit is important.

Explained our mission

Gilbert Brown Connection – this ran prior to the Super Bowl –
so WACO enjoyed this piece by allowing Discover
Wisconsin to connect to the Website.

WACO Press

Releases Planned for

2013

- Hero's Weekend & Armed Forces Weekend
- Industry update
- Generations of family campers
- Diversity in camping families
- New activities campers love to do
- What's new in campgrounds - \$ spent on upgrades
- Interviews with camping families – generational stories
- Work with tourism on upcoming events
- Fundraising events & charity collaboration.
- Get response & get published before and after events.
- Articles on spending time with the family.
- Articles on getting kids outside and enjoying outside activities.
- Options to players families camping
- Continuously look for great camping pictures

See Jeff Crider at our convention – this may be the last year we have this wonderful gift.

WACO Promotions

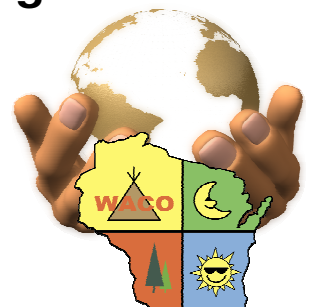
Advertising

- **Leverage our advertising dollars by teaming up with members, Department of Tourism, and partnering with businesses that fit our camping demographics**
- **Used the player connections to get us into free local and state wide events.**
- **Distributed WACO Directories through Ad-Lit to the waysides in Portage area.**
- **Worked with the Hall of Fame in Green Bay to distribute our directories through their customer base.**
- **Distributed WACO directories at sporting goods stores through-out Wisconsin. Includes Dicks Sporting Goods, Cabella's and Camping World.**

WACO Promotions

Trade Advertising

- **WACO Gift Certificate coupons good in any WACO member campground are used to sell on radio programs & expanded into for print & television**
- **WACO Gift Certificate coupons are used for contest giveaways, promotions and incentives**
- **Members are now re-reimbursed for the value of the certificate**
- **Media venues sell them to the public, at a reduced price, or uses them promotionally**
- **The Association gets full price in advertising**



WACO Promotions 2013

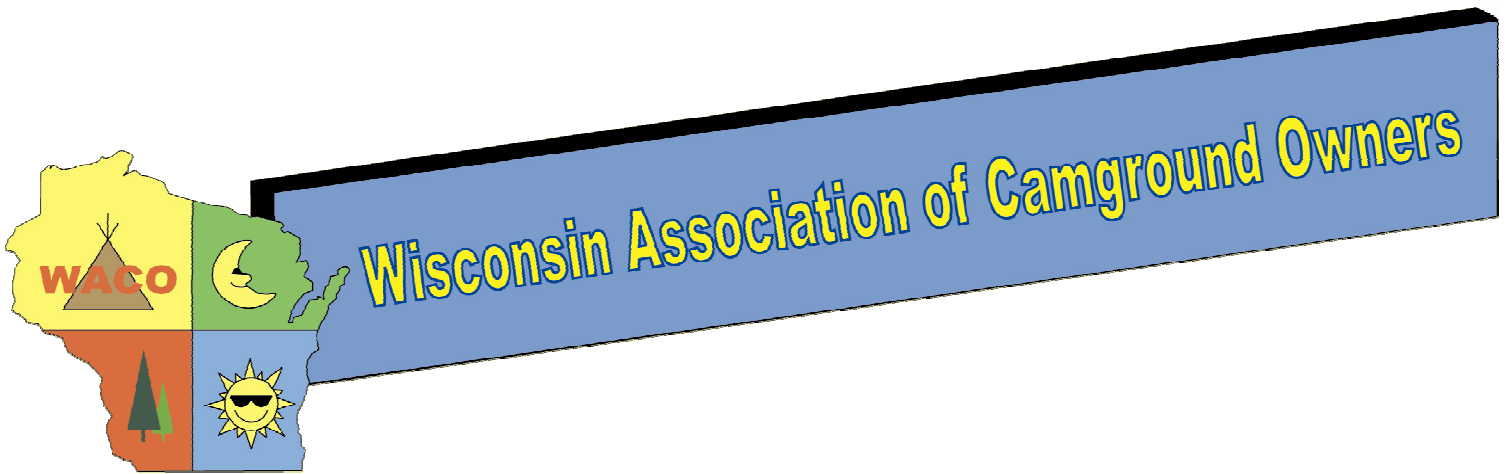
WACO Advertising

WACO Certificates were used as follows:

- **Sports shows as prizes**
- **Sold on radio marts for advertising use**
- **Sold to the public as gift certificates**
- **Used to “pay” speakers**
- **Newspaper contest prizes**
- **TV Trade – Television options in most markets for 2012!**

Advertised Convention in E-News

WACO Promotions 2012



WACO Newsletter

- **Only Association in USA to do monthly newsletter**
- **Keeps our Members and Vendors abreast of upcoming events**
- **Use both email and print to cut costs. Will work toward more of a paperless product in 2013**
- **Informative educational Articles on Customer Service, policies & procedures, Taking your campground to the next level, Emergency Management, etc.**
- **Article from our Legislation Firm on upcoming legislation that impacts our industry.**

Advertising

Opportunities

Advertising Opportunities for Members



- ARVC Survey says that State Directory is the number one way campers find you!
- The WACO Directory belongs to the members. Each campground receives one free listing.
- Please thank the members who advertise and allow us to provide this needed service.
- Distribution points are growing –
- Market specific

Advertising Opportunities for Members

Directory Coupon

- \$500.00
- WACO Directory on Coupon Page
- If you have an offer it's a great way to test the market results.

Advertising Opportunities for Members

Website Marketing

- Banner ad www.wisconsinincampgrounds.com
- Rotating \$500.00
- Stationary \$250.00
- Event Ad
Advertise 1 month worth of events on website
in event form for \$50.00
- Coupon Ad One time \$50.00 for one month
- Located under the Coupon Tab Page on
website

**Watch for the
new program
with our new
website!**

Advertising Opportunities for Members

- Distributed thru the WACO Bags w/the Directory at various tradeshow
- Madison
- LaCrosse
- Rockford
- Green Bay
- Chicago
- Milwaukee
- Wausau
- Fondulac
- Minneapolis
- Regional EauClaire & LaCrosse Shows

**Literature
Distribution**

This is a cost effective way to distribute your brochures without having to incur the cost of traveling to the show, spending the time and travel expense.

Advertising Opportunities for Members

- Piggy Back Program
- Cost is \$175 per 1000
- Approximately 5,000 sent out per year
- Your campground brochure is sent out with the WACO Directories

You Make A Difference



- Please give us input on how we are doing
- Give your Board Members your input so we can make decisions that work for you
- Supporting the effort.
Contribute your knowledge and make the best decisions for the organization
- Let us know how we can better meet the needs of the organization



Member Services Committee



Scholarships

- Convention Scholarships
- WACO Memberships Scholarships

WACO Convention:

- Continuously searches for new suppliers for the camping industry
- Works to keep the educational programs at a high level
- Continues to attract new members





Member Services Committee



Camping Council *for travel and wilderness campers, inc.*

17 East 48th Street, New York 17, N. Y.
PLaza 5-1127

December 14, 1962

DIRECTORS

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John A. Cissel, Jr.
Sales Manager
Burlington Industrial Fabrics Co.

EXECUTIVE VICE PRESIDENT
C. R. Agnew, Jr.

VICE PRESIDENT
Herman F. Wenzel
Chairman
H. Wenzel Tent and Duck Co.

TREASURER
Michael Kent
Merchandising Manager
Celanese Fibers Co.

SECRETARY
Morton G. Jarashow
President
Morsan Tents, Inc.
L. W. Cousino
Sales Manager
National Canvas Products Corp.

Curtis T. Ettinger
President
GIC Sporting Goods

Robert W. Sullivan
Ass't. Sec'y Treas.
The Valve Manufacturers Association

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Westport, Conn.

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Devin-Adair Company

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YMCA
Baltimore, Md.

Ward E. Terry, President
Ward Terry & Company
Denver, Colo.

James Todd
Bedford, N. Y.

WISCONSIN PRIVATE CAMPGROUND OWNERS:

Do you want to form your own Association to advance the interests of private campgrounds--to obtain cooperative publicity--to protect yourselves from the competition of low government campsite fees, to promote more and better camping?

Associations of private campground owners have been formed in Maine, New Hampshire, Massachusetts and New York. They have induced the state to advertise and publicize their campgrounds. In one state the state campsite fee has been increased by 50%. Other benefits have been obtained as well.

An association can promote good standards and better conditions for campers. Technical and other assistance can be secured from the government. This will help those wanting to establish campgrounds as well as those currently operating.

Any association formed will be independent and will be governed by active campground operators of Wisconsin. It will be similar to those formed in other states. Dues in these other associations vary from \$5 to \$15 per annum.

What do you think of this idea? Please reply on the enclosed card. Can you attend the meeting proposed below?

If there is sufficient interest, an organization meeting will be called at Fond du Lac on Saturday, January 26th, at 11:30 A.M. Mr. Victor T. Broome, a veteran camper, will cooperate in making arrangements for the meeting. His address is 530 East Second Street, Fond du Lac. If a meeting is decided upon, a detailed notice will be sent to you early in January. Please contact campground owners near you and tell them about this notice. We have a list of campgrounds in Wisconsin, but are not sure it is complete.

Rea Agnew
Camping Council



Member Services Committee



Charter Members

- Mr. & Mrs. Edward C. Augustine
 - Spike Horn Campground
 - Mr. & Mrs. Keith Kindschi
 - Wallace Plzak
 - Mr. & Mrs. Lynden E. Duescher
 - Fred Becker
 - Pleasant Lake Lodge John Kaishian
 - Safari Downs
 - Springstead Family Campground
 - John J. Sciacco
 - Mrs. WM. J. Benson
 - Mr. Philip H. Chase

 - Mr. Robert R. Conroy
 - Mr. & Mrs. Dricken

 - Mr. and Mrs R. Helpap
 - Leesome (Pine) Lake Campground
 - Mr. Vernon Gruenwald
 - Mr. & Mrs. H. Weaver
 - Lynn Ann's Campground
- Milwaukee
 - Baileys Harbor
 - Klondike Campground

 - McHenry Ill.
 - Brookfield
 - Frankline
 - Lac Du Flambeau
 - Park Falls
 - Harvard, Ill.
 - Century Camping Resort, Inc
 - Evergreen Park and
Campsite
 - Bear Lake Campground
 - Lake Lenwood Beach
Campground
 - Shady Oaks Campground
 - Spooner
 - Dells Camping Resort
 - Weaver's Campsites
 - St. Germain



Member Services Committee



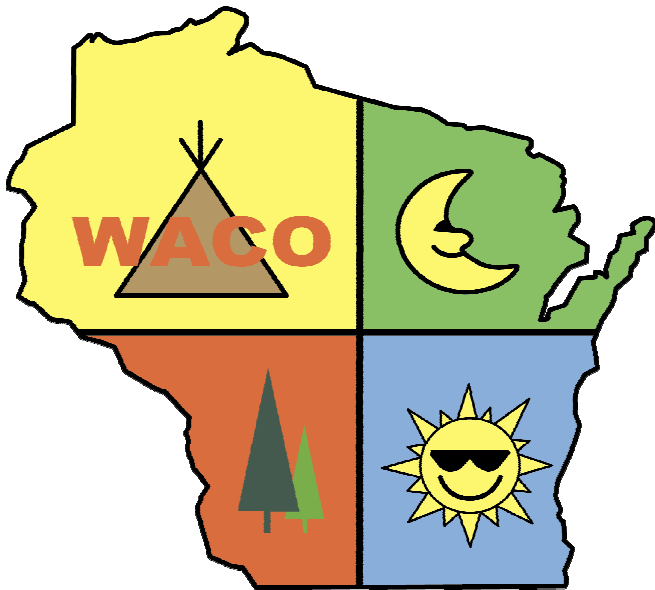
Hall of Fame Members

- Spike Horn Camps
- Benson's Resort
- Evergreen Park & Campsites
- Conroys Bear Lake
- Lake Lenwood Beach & Campground
- Lynn Ann's Campground
- Safari Downs
- Springstead Family Campground
- Dells Camping Resort
- Shady Oaks Travel - Trailer & Camping Resort
- Klondike Campground
- Pleasant Lake Lodge
- Leesome Pine Lake Campground
- WeaversCampsites
- Holiday Shores Camp Resort
- Wilderness Campgrounds
- Lake Arrowhead Campgrounds
- Vista Royale
- Maple View Campsites
- Lake Chippewa Campground

2012 Candidates for Hall of Fame

1. Silver Springs
2. Indian Trails

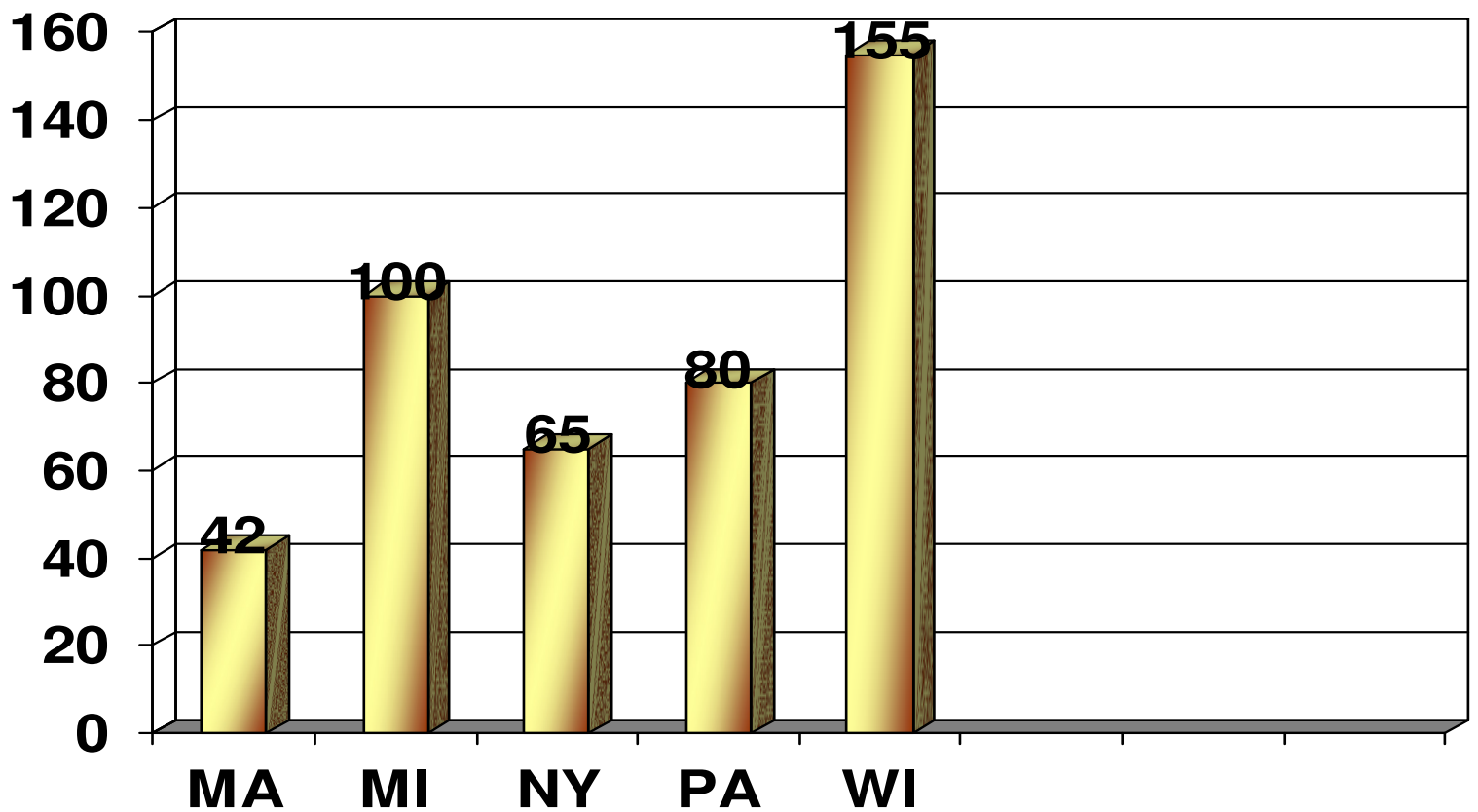
WACO Comparison To Other States in 2012



We have chosen to look at various States to give WACO an idea of where we can improve and where we are doing well comparatively. We chose States that have a like number of members and call them Peer States. States who have more members than us are called States we would like to Benchmark against. The number these States have would be our stretch goals.

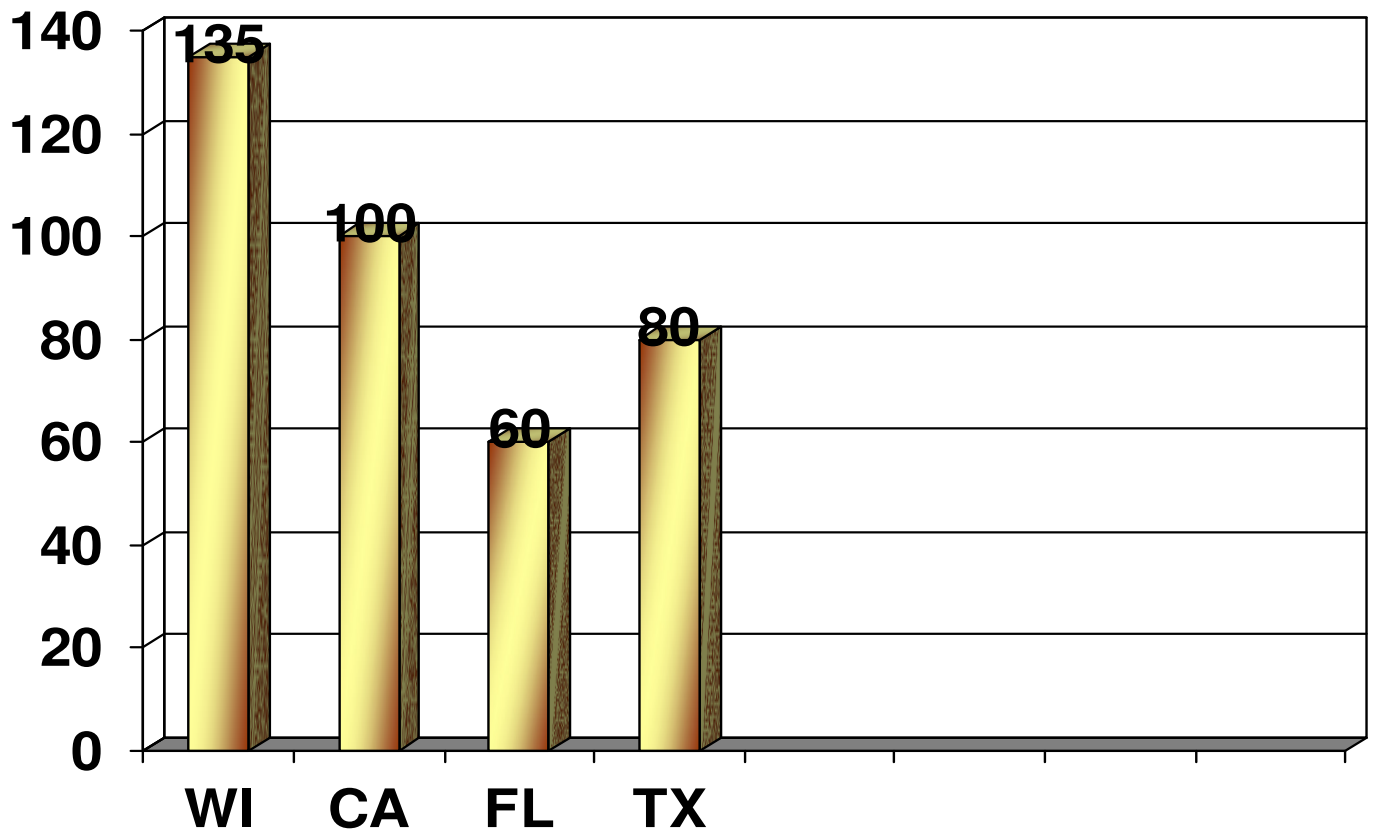
Campground Attendance To Convention

Peer Group



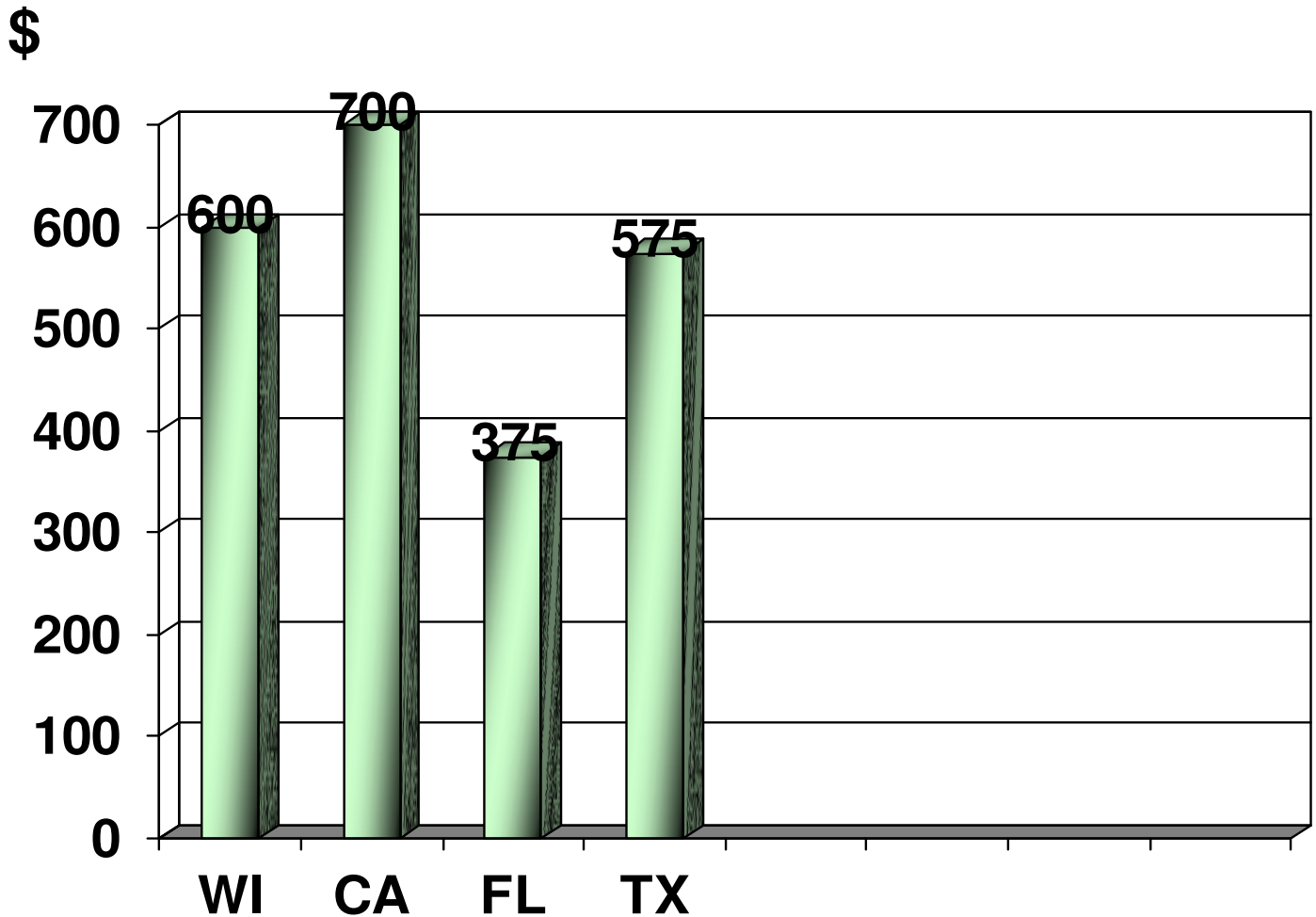
Campground Attendance To Convention

Benchmark



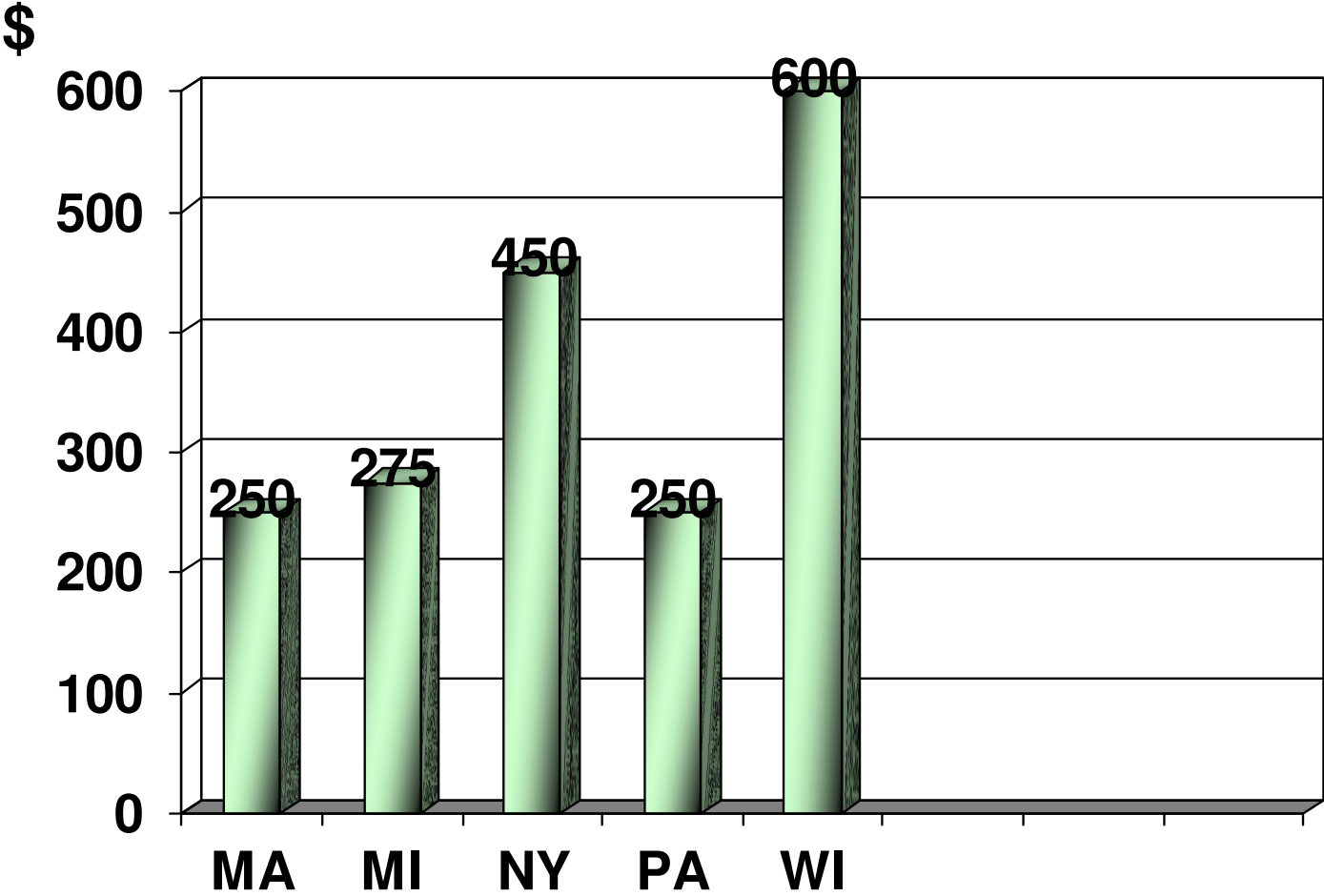
Exhibitor Booth Space Cost

Benchmark



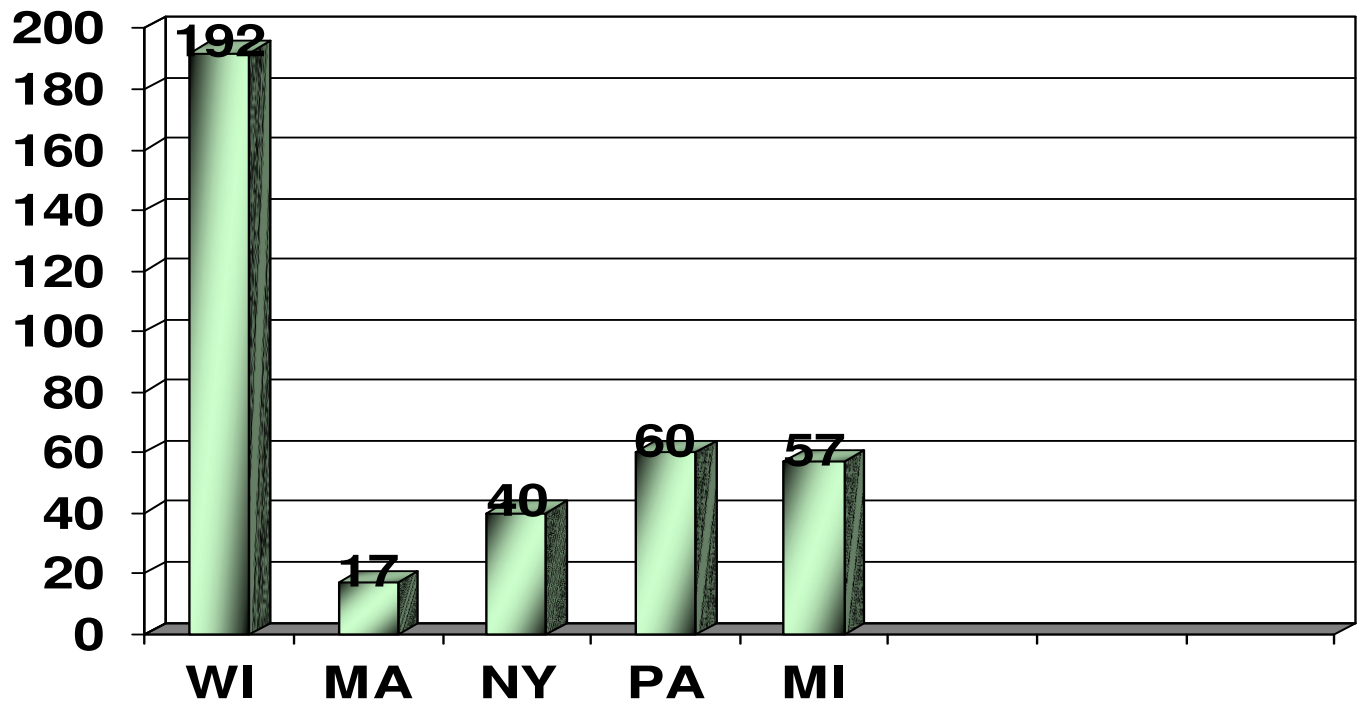
Exhibitor Booth Space Cost

Peer Group



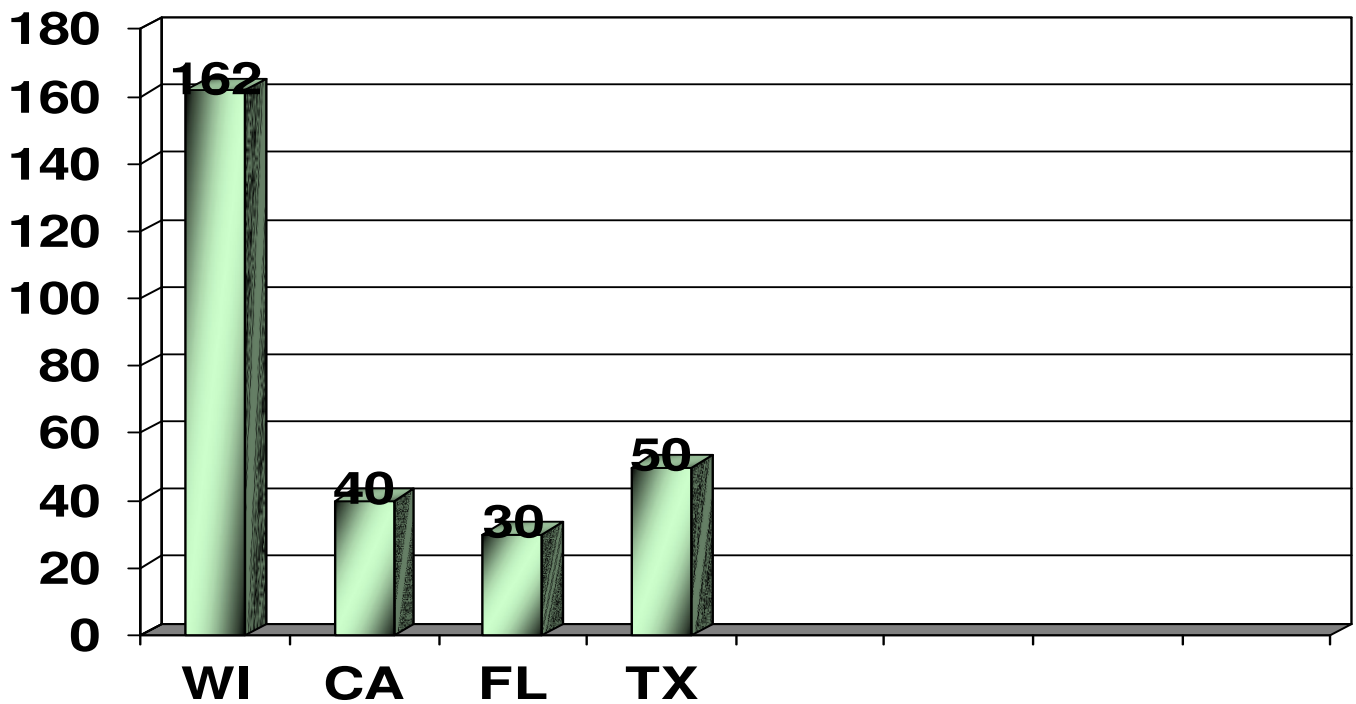
Average # of Exhibitors

Peer Group



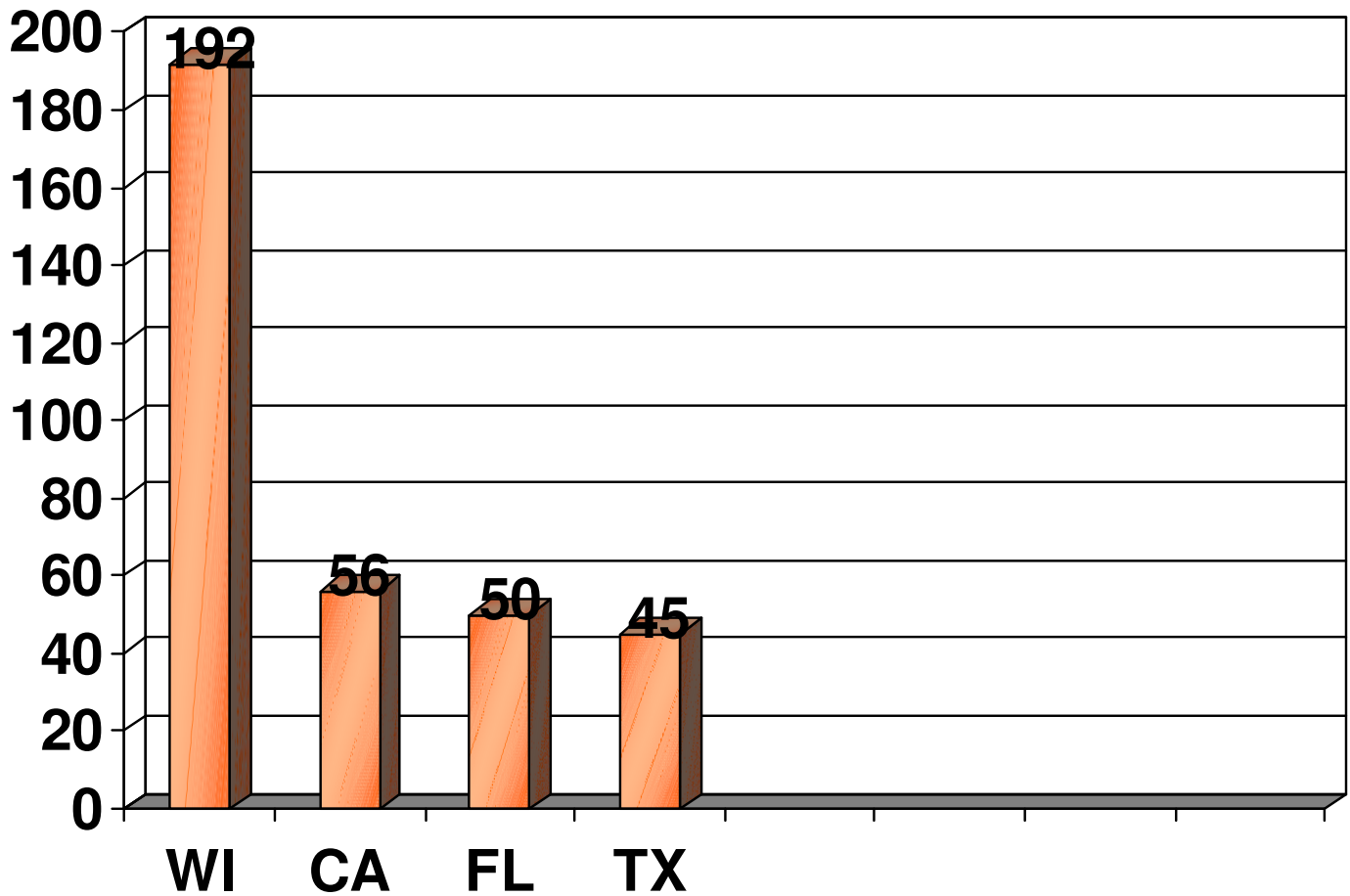
Average # of Exhibitors

Benchmark



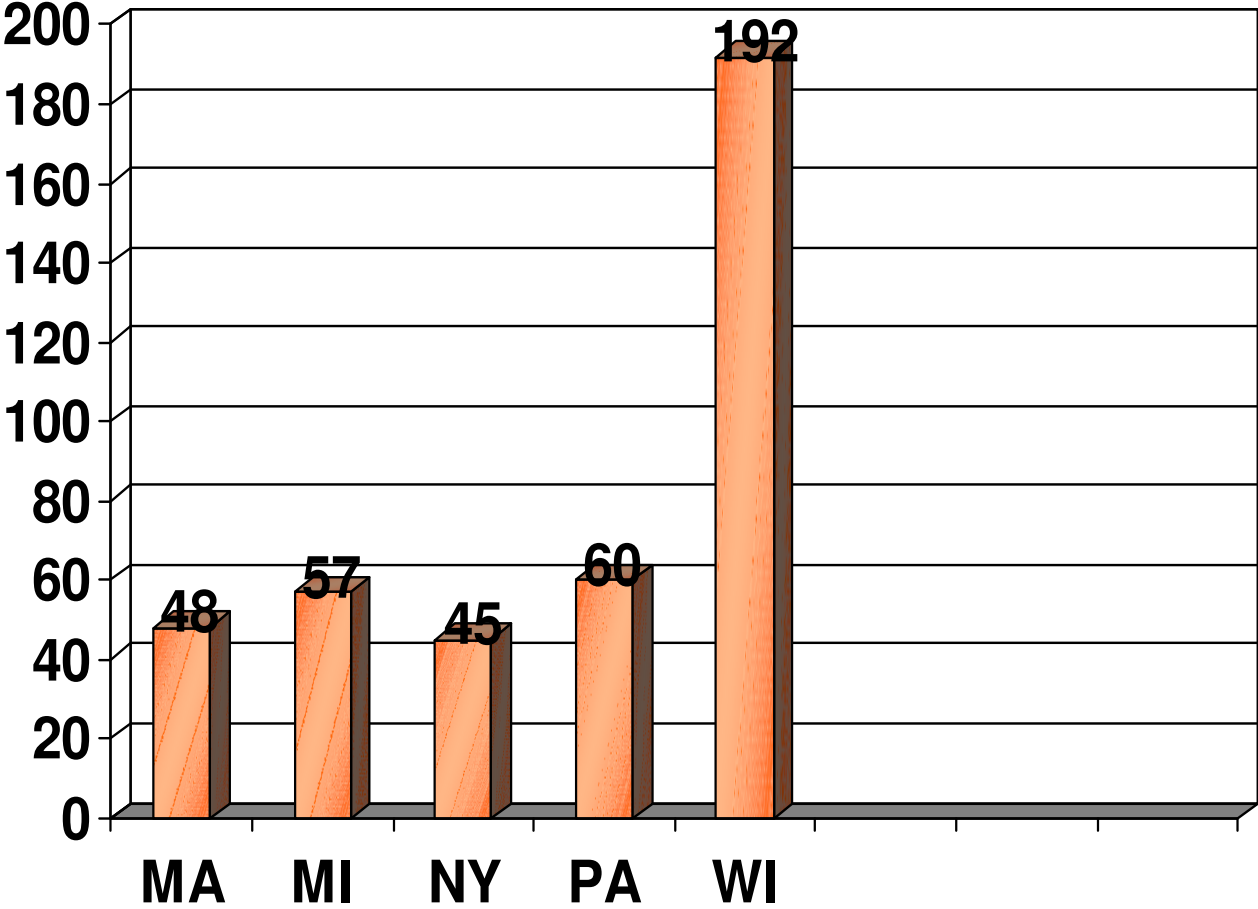
of Supplier Trade Members

Benchmark



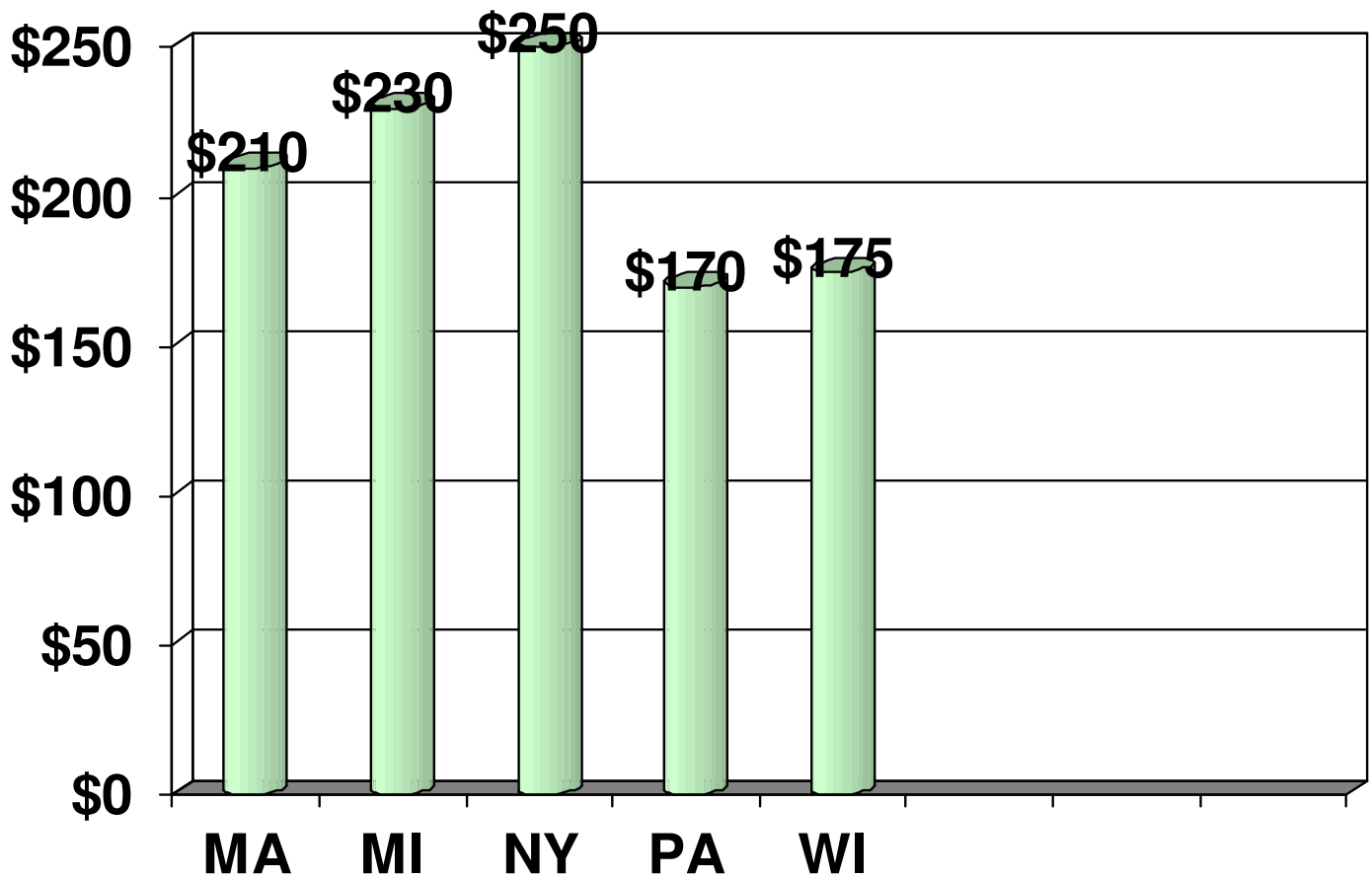
of Supplier Trade Members

Peer Group



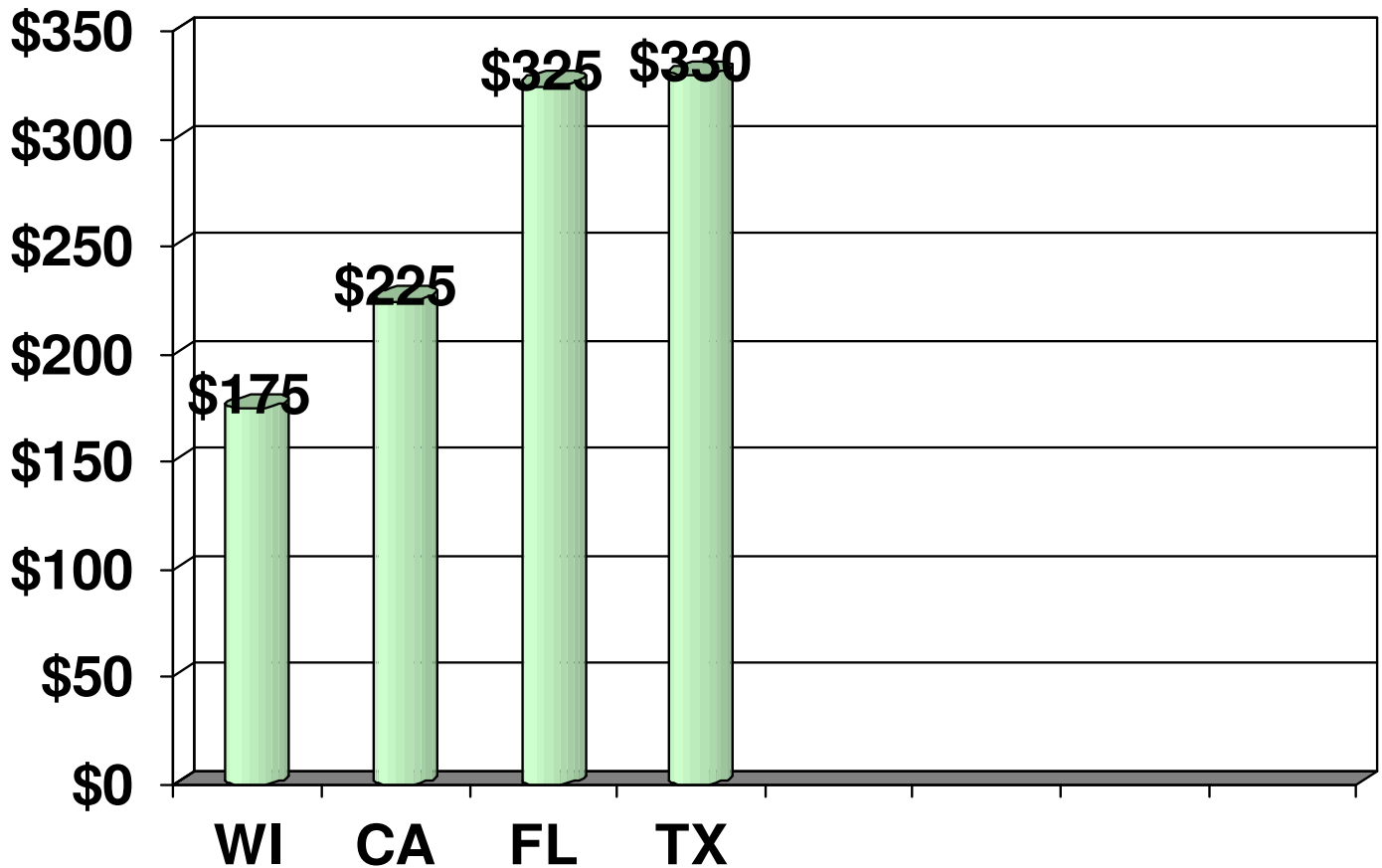
Supplier Dues

Peer Group



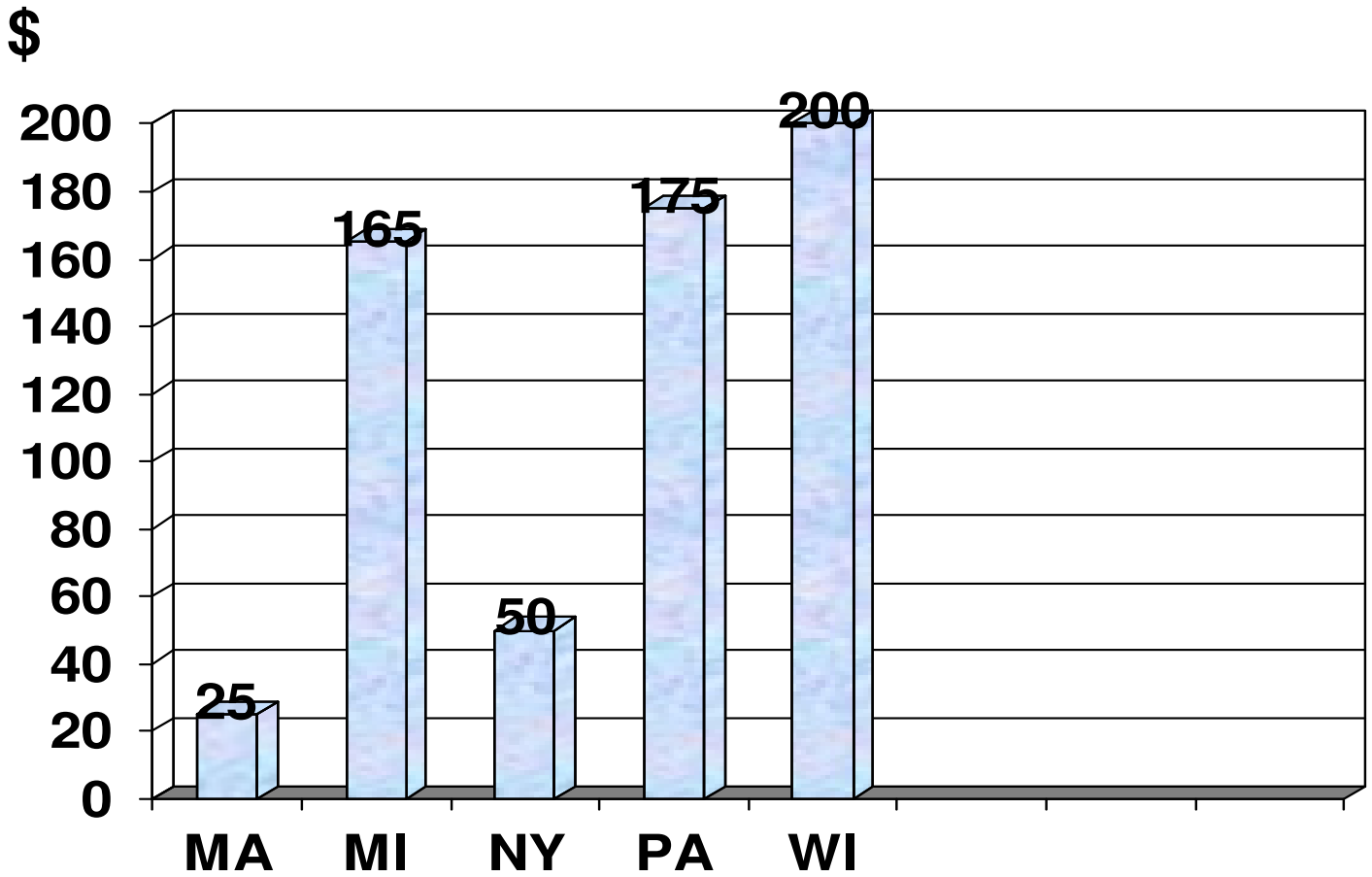
Supplier Dues

Benchmark



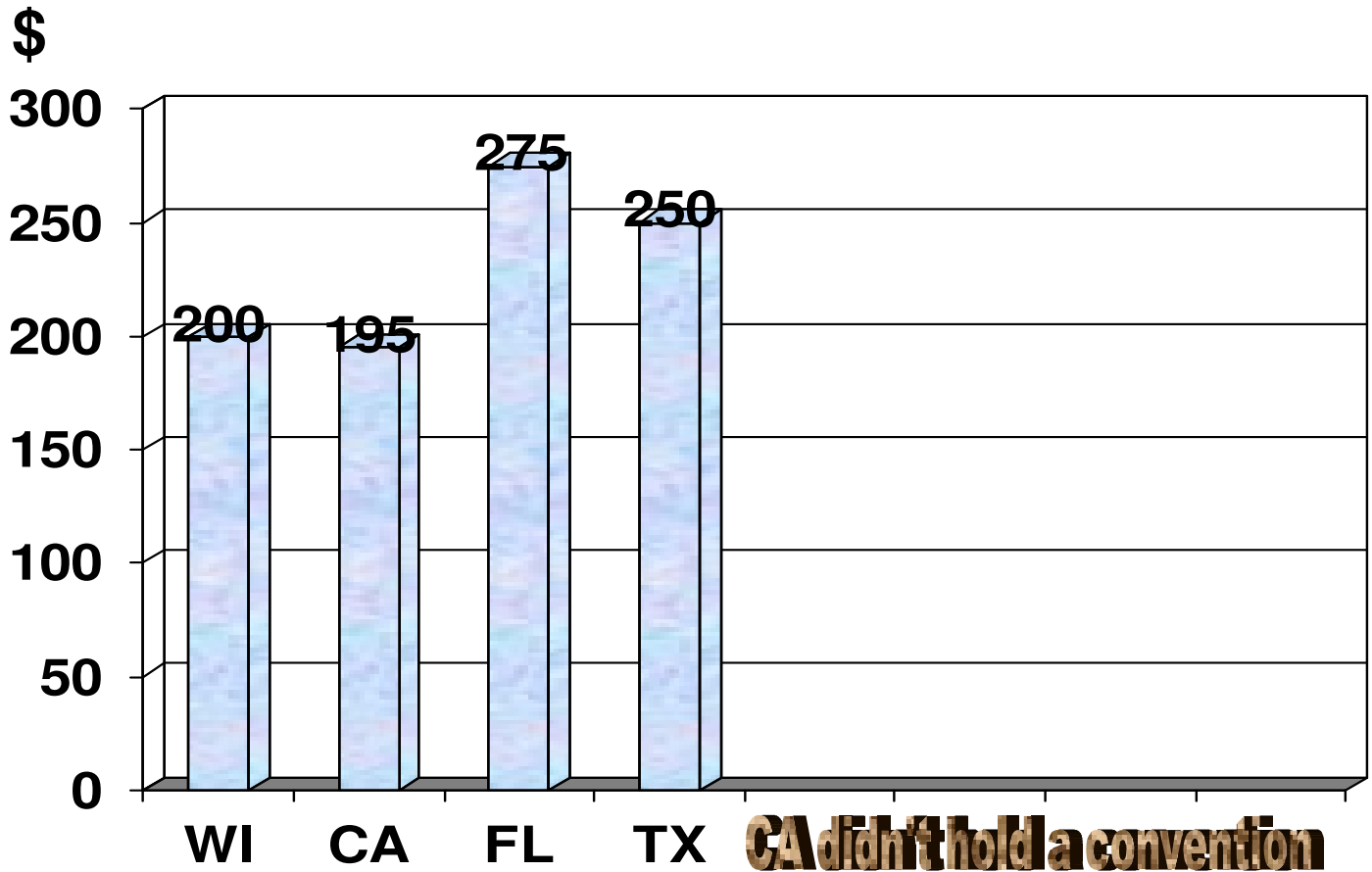
Registration Fee

Peer Group



Registration Fee

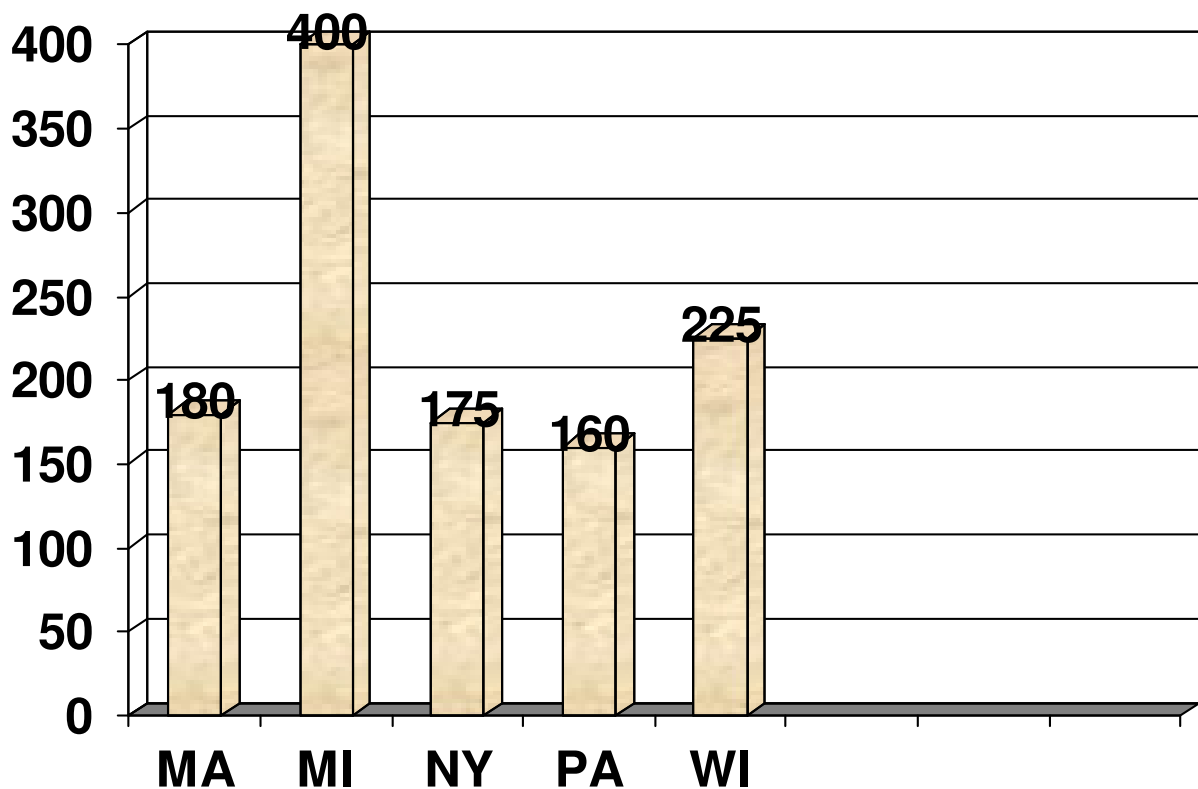
Benchmark



Directory Circulation

Peer Group

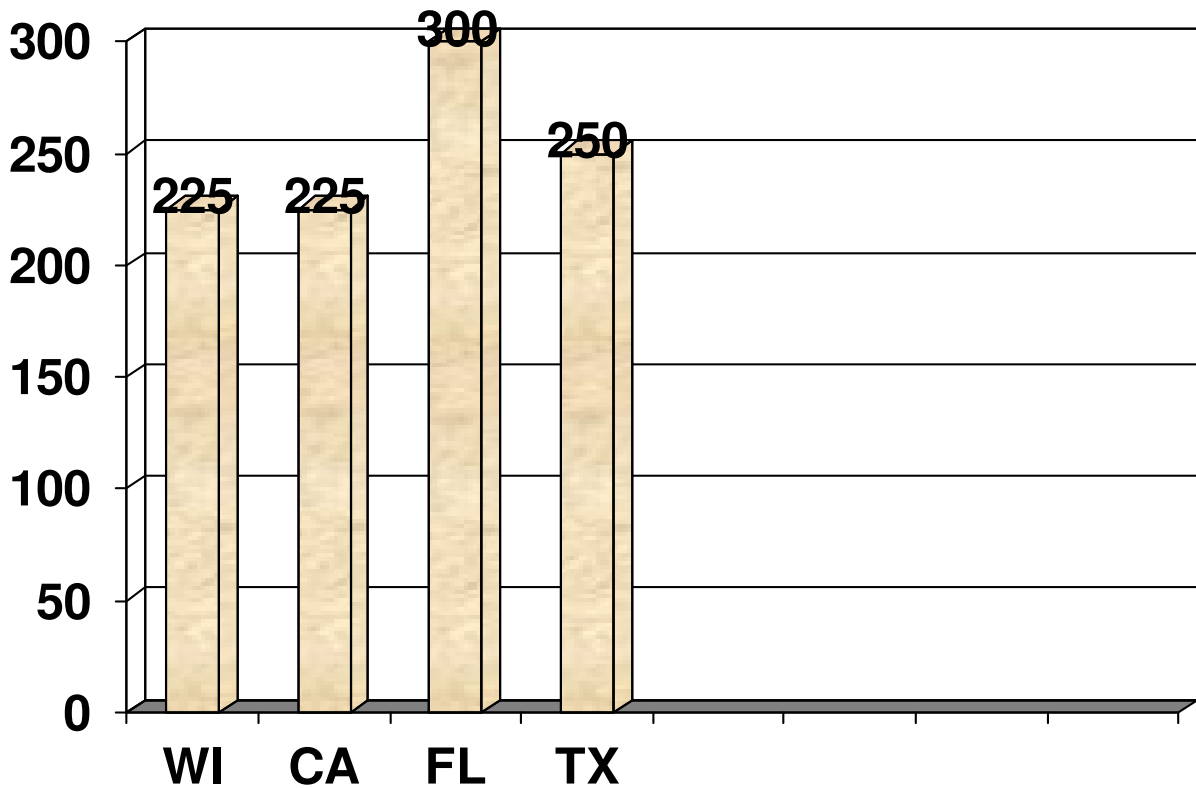
Thousand



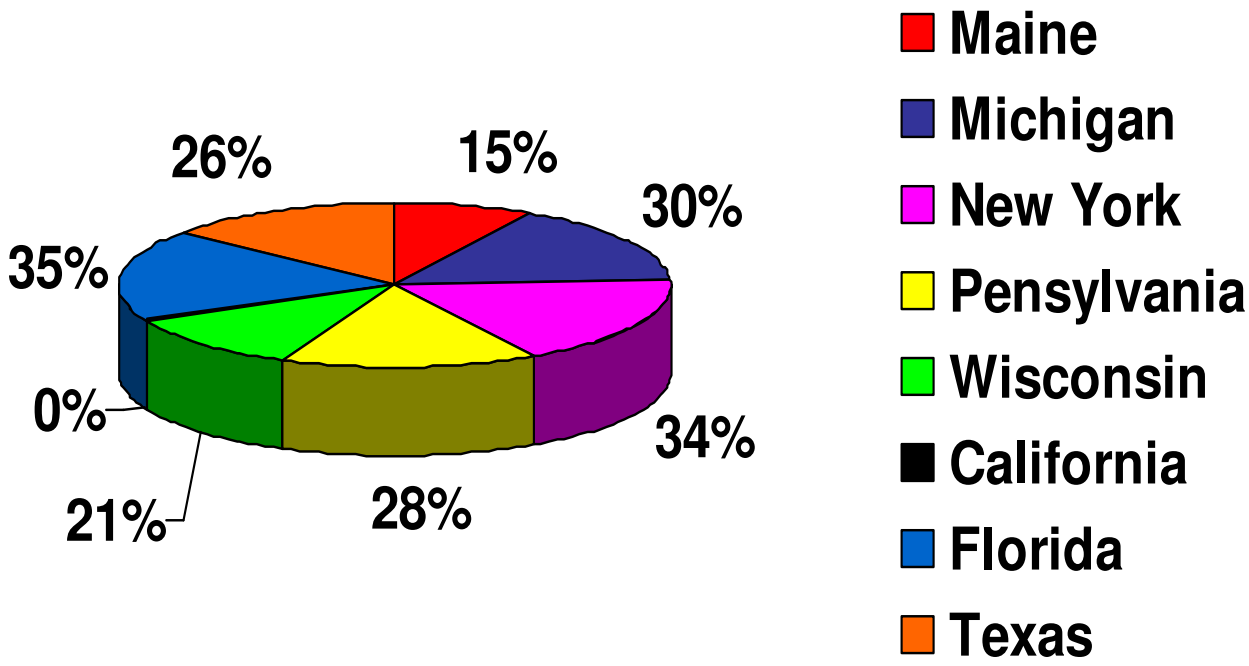
Directory Circulation

Benchmark

Thousand



% Income from Dues



Newsletter

	YES	Times Per Year
California	√	2
Florida	√	6
Maine	√	6
Michigan	√	4
New York	√	6
Pennsylvania	√	5
Texas	√	4
Wisconsin	√	12

RV Shows

Yes

Who Does Them

California	√	Paid Staff
Florida	√	Paid Rep
Maine	√	MECOA ED
Michigan	√	Volunteer
New York	√	District Service
Pennsylvania	√	Andersons
Texas	√	Staff/Members
Wisconsin	√	WACO Staff



ARVC



Bud Styer, Smokey Hollow, was elected to National Association of RV Parks and Campgrounds (ARVC) Board in December, 2008. Please do not hesitate to contact him with any ARVC related questions or concerns.

Go Camping America



WWW.gocampingamerica.com

