

WACO
Annual Meeting
Report
2016-2017
Information

Your WACO Board Members



SCOTT D. KOLLOCK
Vista Royale Campground
715-335-6860

President - Finance Committee

Scott & his wife Diane are the second generation owners of Vista Royale Campground in Bancroft, WI. The park was built 40 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 as President of the WACO Board of Directors.



JUDY BUCHTA
Duck Creek Campground
608-429-2425

Secretary - Member Services Committee

Judy Buchta and her husband Tom have owned and operated Duck Creek Campground in Pardeeville since 1999. She serves on the Board and volunteers for many WACO activities including heading up the Fall Workshops.

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. "

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.



Secretary
Evergreen Campsites &
Resorts
920-622-3498

PAC Fund Treasurer- Finance Committee

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 on the Board as the RV representative.



BOB WEISS
Wilderness Campgrounds
608-297-2002

Finance Committee



Randy Sondalle

Pineland Camping Park

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.

Planning & Development Committee



BERT DAVIS

Badgerland Campground

1-608-873-5800.

Bert Davis is the Owner/Manager of Badgerland Campground in Stoughton, WI, formally Kamp Kegonsa. He was elected to National Association of RV Parks and Campgrounds (ARVC) Board. Please do not hesitate to contact him with any ARVC related questions or concerns.

He completed Oglebay Campground Management School in 2013.

He has been in the camping industry for 12 years, 10 with Pride of America and two at Badgerland Campground.

He is also a Certified Pool Operator.

Treasurer - Finance Committee



Julie Michaels

Scenic Ridge
Campground
608-883-2920

I am no stranger to the campground industry, having spent 19 years operating a family owned campground, with my siblings, husband and 2 children.

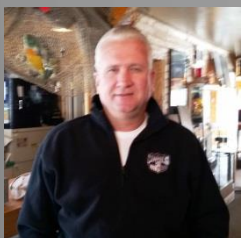
Coming into this industry, just a few years out of high school, and knowing nothing about running a business let alone a campground, I can surely attest that it has been quite an adventure, to say the least.

Owning and operating a campground is not an easy task, as we all know, but the rewards in providing families a safe and enjoyable place to create those memorable moments is what I believe makes my job and this industry so special.

I have been a member of the Wisconsin Association of Campground Owners since 1996 and was elected to the board in March of 2014. I am a firm believer in this organization. The knowledge and support I have received from WACO has most certainly and continues to aid me in the growth of my business.

I feel that it is important to forward to you what I have learned over the years as a member of WACO and a campground owner and operator.

Advertising Committee



Pat Rehwinkel

Merry Mac's
Campground
608-493-2367

Patrick Rehwinkel has been in the campground business for 18 years. He owns and operates Merry Mac's Campground since purchasing it October 2008 with his wife, Dawn. Prior to ownership, he managed Crystal Lake Campground for 10 years.

Pat went to the University of West Florida on a baseball scholarship and signed and played with the Milwaukee Brewers until a shoulder surgery ended his baseball career in 1989. He worked in the corporate world with TECO Power and Gas in Sarasota, Florida before moving in 1998 to Wisconsin to work in the family campground business.

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. Adam has become a key player in the science of expressing our legislative ideas to people who matter.

Advertising Committee



Becky Gussel

Sherwood Forrest
Campground
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, is a member of both State and National professional associations, not only attends national and state conventions, but has spoken numerous times for the National Association of RV Parks and Campgrounds (ARVC), Wisconsin Association of Campground Owners (WACO), University of Illinois, Lewis University, IL, St. Mary's College, MN, and numerous state wide training courses. Bud is a committee member for the State of Wisconsin DNR, Governor's Small Business Committee, NFIB's Small Business Committee and Wisconsin's Business Voice Small Business Committee. At the local level, he actively participates in the Chamber of Commerce in five different communities in towns/cities near the Madison area.

Mike and his wife Mary own and operate Lake Lenwood Beach and Campground with 130 sites in West Bend. Mike's Dad Len started the campground in the early 60's and was a charter member of WACO. Mike, Mary and their three children started operating in 1983 and are purchasing it from the family. Mike believes strongly in WACO and is willing to share what he has learned from operating a small campground with limited staff to other members.

Membership Committee



Joyce Stenkyft

Stoney Creek Resort
715-597-2102

Joyce worked at Jellystone Park in Warrens from 1990 to 2007, serving as General Manager from 2001-2007. She was elected to the WACO Board in 2002 and served as President from 2006-2008.

Joyce retired in 2008 and spent 6 years catching up with family and friends. In 2014 she partnered with her daughter Deneen and Son-In-Law Brian Pedersen to purchase Stoney Creek RV Resort in Osseo, WI. Joyce is excited to be serving on the WACO Board and being back in the camping business. To her, it feels like she's back home fulfilling her dream and reaching her destination.

Executive Director Message

Our Members

Last year was a very busy year for our organization. We trained our members on the campground code in 6 different regions in conjunction with the State Health inspectors. Over 111 people attended these sessions. We created WACO benefit packets to get handed out to any nonmember prospects.

We have expanded our RV reach and currently have a presence in many of the RV shows in our region. We have a stuffing program available for members at the following shows:

- Milwaukee Supershow
- Chicago RV Show
- Green Bay
- Madison RV show
- Minneapolis RV show
- Rochester RV Show
- Milwaukee RV show
- Rockford RV Show

We have gotten extremely creative in developing relationships with our RV show partners and have worked hard to become partners of importance with them. Madison RV Show, The new Chicago show and the Milwaukee Super Show are huge examples of that. The RV shows have been more lively then ever with the dealers raving about sales! We hope that each and every one of you sees the value in working together to produce extraordinary results!

Numbers truly make a difference to us at WACO. When we are talking to Legislators and trying to get important things done in our organization – you make a difference. Every member is truly important! Your input and ideas are critical to the success of this organization. Together we truly do make a difference in our industry. If you have ideas please contact your board of directors or your Executive Director. We hope that large or small, active or inactive, you find a value in belonging to this organization. It's members and the sheer number of members is very important legislatively and when networking!

We are continuously learning how each campground owner and each individual business is different. With that being said, it's important we have various resources and solutions for each member. Your Board very much understands this is a member driven organization, and we all work hard for the members who support us.

The goals we have for the organization are simple in that we want to be the go to resource for our members. We want each of you to recognize the value in the organization and in what they do for you and for your business. Waco is truly like a family. One who shares, creates, laughs and even fights a bit. But in the end, we all work together for the good of the association and the industry. We all wear our individual business hat but rest assured your Board of Directors is always thinking about the organization first. They have given tirelessly, of their time and expertise especially this year! Our Board is truly a working Board and I am so proud to have the opportunity to work with them! Please be sure to take the time to tell them how much you appreciate all the volunteer hours they put in to making WACO a strong organization

Our research tells us that many of our 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. Our goal is to continuously provide new member benefits to add value to the money you spend with us. 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. These range from advertising, legislative, public relations, networking & the Celebrity exposure. Your ideas are important so please be sure to let us know if we can be of better service to you!

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. Severson & Associates provides staffing services to WACO. WACO has no employees. Each member has my personal cell phone and can reach me at 608-792-5915.

- **Results:**

Phone calls are returned within 24 hours. All members have access to my cell 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. I have personally been invited to work on committees that assist our association and attend those meetings as well. We have partnered with WMC to make a bigger impact Legislatively this year. We have also worked hard with the State departments to understand the new campground code and be able to field questions.

- **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.

- **Commitment:**

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

- **Results:**

We continue to create a directory that is important to our customers. Many of our customers say they specifically come to the RV shows to pick up our directory. We are always searching for ways to get our name out there and keep our brand in the lime light. We produce our directory at one of the lowest costs in the industry.

- **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. We can register for events on line as well.

- **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:**

This year our focus will be on making sure we communicate as much as possible and do more traveling to individual parks. Prospecting to new campgrounds and create value added communication.

Severson & Associates Duties & Contract Commitments

- **Commitment:**
Develop and maintain database of trade members and advertisers.
- **Results:**
Our data base currently contains all campground prospects via a list of licensees provided by the state and 165 campground members. We also have a data base for campgrounds in other States that have expressed interest in attending our convention. We have 2651 prospective trade members, tripled from last year and 255 paid trade members. All these are entered on our system and saved on our server space. These were obtained by attending 4 trade shows, 3 from speaking engagements which WACO was not charged travel or time for and the IAAPA show which WACO was not charged for as well. Shark Tank has provided some new and interesting vendors for us to choose from as well! WACO is currently not being charged for server space as well.
- **Commitment:**
Solicit advertising for annual directory, newsletters, internet and sponsors for convention.
- **Results:**
Directory sales were approximately \$130,000.00. Our goal for next year will be to commit to \$150,000. Convention sponsors continue to grow.
- **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.
- **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 allowing for early registration for our members by Tuesday evening. Our convention has turned into a 5 day show with the Wednesday programs mostly focused on the certifications/social media required to run a campground. We are proud to be able to offer these programs at a deeply reduced rate for our membership. This year we have a focus on Legislative issues and State requirements, along with customer service and marketing.
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. We continue to look for new ideas and new vendors creating excitement and a quality experience for our campground owners. The vendor relations program has been well received. We tried doing one Fall workshop this year and the Membership Committee felt it was well received.

Severson & Associates Duties & Contract Commitments

- **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 have created alliances that allow WACO members special privileges and prices. 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. New this year was the Supershow in Chicago . Our Gilbert Brown connection teamed up with Steve McMichaels allowed us to get a free booth and distribute over 3100 directories!
- **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 322 staff days were calculated for 2016 up approximately 7 days from last year. With our new system staff is able to log into the system to track work specifics and projects. A pie chart of where hours are spent is provided.
- **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.

Outside of Contract Extras

1. 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. This system allows us to keep our data safe on a server and backed up.
2. WACO currently does not pay for data storage either physically or electronically or warehouse space.
3. Took on data entry of Quick Books and financial bill pay and book keeping. This project is outside the contract.
4. 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.
5. Attend fundraisers at individual campgrounds to work with players and campground owners. This program is a player requirement.
6. Attend political fundraisers and contribute personally, representing WACO.
7. Attend local and State Department of Tourism Meetings.
8. Attend Campground Executives at the National Organization.
9. WACO distribution of directories over and above RV shows such as Family Fest, Showcase Galesville, Yes Holmen, Cranfest, Iola Car shows, Gander Mountain Campground Promotional Days, Oktoberfest, & Oshkosh. This year we are adding Winona Better Living show.
10. Spoke at one group 20's for members at no charge.
11. Attended 7 Political fundraisers and contributed personally to these.
12. 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.
13. Attended IAAPA at no charge to WACO to gather new suppliers for convention.
14. Attended NBA a national show for bars & restaurants to gather new suppliers.
15. Joined WMC and attend functions to network with legislators and other industry leaders.

RV Shows 2017 To Date

Directory Distribution

RV Shows and Distribution Points

- 2017
 - Green Bay – 8000 directories distributed – 7521 bags
 - Madison – 4000 directories distributed 3204 bags
 - Chicago Supershow – 4000 directories – 3212 bags
 - La Crosse – (not in distribution program – 800 bags)
 - Milwaukee Supershow – 5500 distribution – 4544 bags
 - Minneapolis – 4000 distribution – 3255 bags
 - La Crosse: 801 bags
 - Rochester: 1000 bags ran out at 2 pm Saturday added an additional 1000
- 2016
 - Additional distribution not in the program
 - Eau Claire: 1250 bags
 - Holmen – 440 bags
 - GET – 512 bags
 - Green Bay 2015 – 6000 bags (Ran out)
 - Madison 2015 – 3845 bags (155 brought back)
 - Minneapolis 2015 – 3440 bags (60 brought back)
 - Milwaukee 2015 – 3990 bags
 - La Crosse/ Eau Claire 2015 – 1000 bags
 - Rochester 2015 – 1000 bags
 - Chicago 2015 – 4427 bags (1373 brought back)
- Parades Attended:
 - Galesville
 - Ettrick
 - Cranfest
 - Oktoberfest
 - Milwaukee
 - Steamboat Days MN
 - Blair Cheese Fest

WACO Directory Distributions To Date

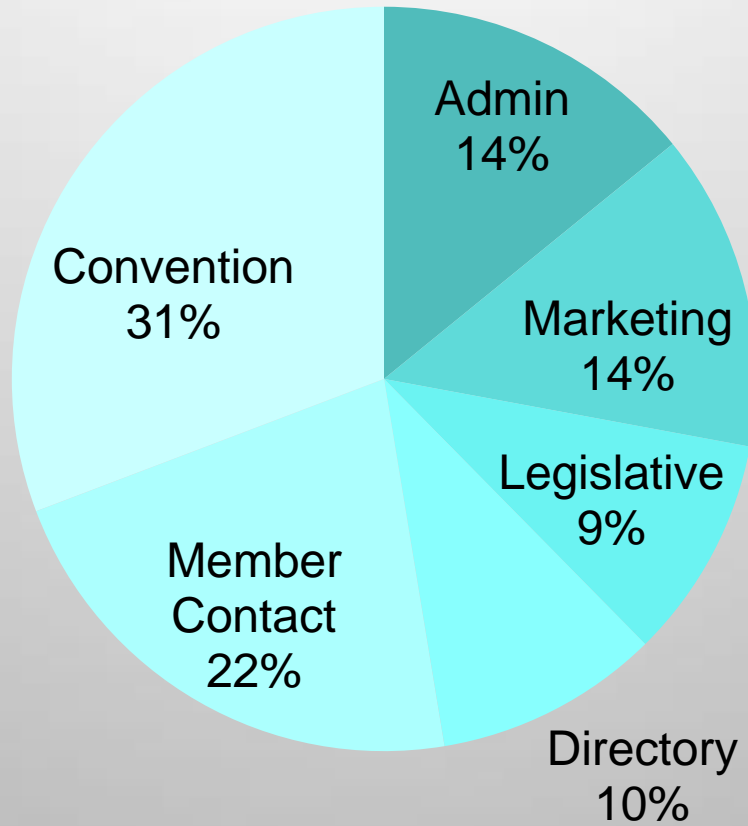
2016 Piggy Back Program – 5,8126 (includes internet requests)

Company	Cases
Greenway RV	6
Clintonville Chamber of Commerce	1
Manitowoc Area Vistor&Convention Bureau	4
AAA-Sheboygan	2
Kenosha Area convention&Visitors Bureau	80
Beloit Travel Wisconsin Welcome Center	39
Wood County Park & Forestry	2
Wisconsin Welcome Center	2
Visit Eau Claire	1
Great River Road Learning Center	3
B.P.	7
West Allis Library	1
Minocqua Area Chamber of Commerce	4
Eagle River Area Chamber of Commerce&Visitors Center	2
Grant county Economic Development Center	1
Racine County Visitors Bureau	1
DNR Eau Claire	1
Rusk County	1
Princeton Chamber of Commerce	1
Hudson Area Chamber of Commerce	1
Gander Mountain-Rochester MN	1
Gander Mountain-Mosinee	1
Gander Mountain-Waukesha	1
Gander Mountain-De Forest	2
Gander Mountain-Geneva IL	1
Gander Mountain -Janesville	1
Gander Mountain-West Baraboo	1
Gander Mountain-Marquette MI	1
Gander Mountain-Eau Claire	1
Gander Mountain-Appleton	1
Gander Mountain-Franklin	1
Gander Mountain-Saint Paul MN	1
Gander Mountain-Onalaska	1
Gander Mountain-Mosinee 2nd Location	1
Gander Mountain-Sheboygan	1
Gander Mountain-Rothchild	1
Campground Connection-Grandville MI	1
Wisconsin Dells Visitor & Convention Bureau	3
Army Community Services - Fort Mc Coy	2
A & G Rental	1
A-1 Vacationland Inc.	1
AAA Travel Glendale	1
Camping World	1
Adams County Park	1
Advanced Camping	2
Algoma Chamber	2
Al's Motorhome & Trailer Sales	1
Ameri Dream RV Rentals	1
Antigo Chamber	1
AOK RV Sales	1
Appleton Visitors Bureau	1
Art's RV Service	1
Ashland Chamber	1
B & B Sports	1
Babrich Motors & RV	1
Baraboo Area Chamber of Commerce	1
Barrington Motor Sales RV	1
Barron County Forests	2
Beaver Dam Chamber	1
Yellowstone Lake State Park	5
Big Bay State Park	1
Black River Area Chamber of Commerce	1
Blackhawk RV Sales	1
Bong State Rec. Area	2
Brookfield CVB	1
Brookfield Public Library	2
Brule River State Park	1
Buckhorn State Park	1
Burlington Area Chamber	1
Burlington Camping	6
Burnette County Dept. of Tourism	2
Burnside RV Center	1
Cable Area Chamber	2
Camper Coral	2
Camper Exchange	1
Camperland	1

Company	Cases
Camp-Land	3
Cedarburg Chamber	1
Cheyenne Camping Center	1
Chippewa City Forest & Parks	1
Chippewa Falls Chamber	2
Chippewa Moraine State Rec Area	1
DNR Region Headquarters - Milwaukee	1
Coates Rental & Trailer Sales Inc.	2
Collier RV Supercenter	1
Cooper Falls State Park	2
Coulee Region RV Center Inc.	2
Country Campers	2
Countryside RV Repair	5
Cranberry County Mall	1
Cruise America Prosser Enterprises	2
Crystal Cave	3
Crystal Lake Library	2
Curtis Camper Sales	1
D & M Trailer Plus	1
Deehan Auto & RV Center	2
Devil's Lake State Park	2
Diamond Trailer Sales	1
DNL Recreation	1
DNR - Janesville	4
DNR Distribution Center	6
Door County Chamber	11
DNR - Fitchburg	3
Horn's RV Center	1
Wagner's RV Center	4
Schick's Countryside RV	9
King's Campers	5
Quietwoods RV Sales & Services	6
Keyes Lake Campground	1
Oakwood Campsites	2
Yogi Bears Jellystone of Door County	2
Playful Goose	1
Waupaca Camping Park	4
Evergreen Campsite's & Resort	8
Rainbow's End Campground	1
Pine Grove Campground	2
Hiles Pine Lake Campground	1
Huckleberry Acres Campground	2
Bear Lake Campground	2
Deerhaven Campground	1
Harbour Village Resort	1
Wild West Campground	1
Fremont Jellystone	3
Quietwoods South Camping Resort	6
Maple Heights Campground	2
Lake Arrowhead Campground	2
Indian Shores Camping Resort	3
Pelican Lake Campground	1
Water Right's Clean Water	1
Fabel Repair & Collision Center	2
Accurate Full Service Vehicle Center	1
Re-Bathe of NE Wisconsin	2
Happy Trails RV LLC	2
Paul's Trailer & RV Center	2
Van Boxtel RV & Auto LLC	8
Appleton Camping Center	4
Apple Valley Camping	5
Ed's Boat & RV Sales	1
Advanced Camping	2
Burlington RV	6
Country Campers	2
DeHaan RV	2
Ewalds Airstream	1
Goodrich Trailer Sales	1
Mertz RV	2
Roskpf's RV	7
Scenic Traveler RV	2
Will's RV	3

TOTAL: 428

Time spent at WACO office by Category



Administrative:

- Reports
- Phones
- Emails
- Database management
- Quickbook entries
- Banking

Marketing:

- Websites
- Social media
- WACO Certificate Program
- Campers email blasts
- Availability – openings
- Community outreach
- Foundation Fundraising
- Printing Program Benefit
- Press Releases

Legislative

- Communication with Mark
- Communication with Jason
- Communication with Members
- Attending meetings for members
- Attending conferences for organization

Member Communication

- Surveys
- Newsletters
- Email Blasts
- Blog posts
- Social Media
- Text
- Snail mail
- Phone calls

Directory

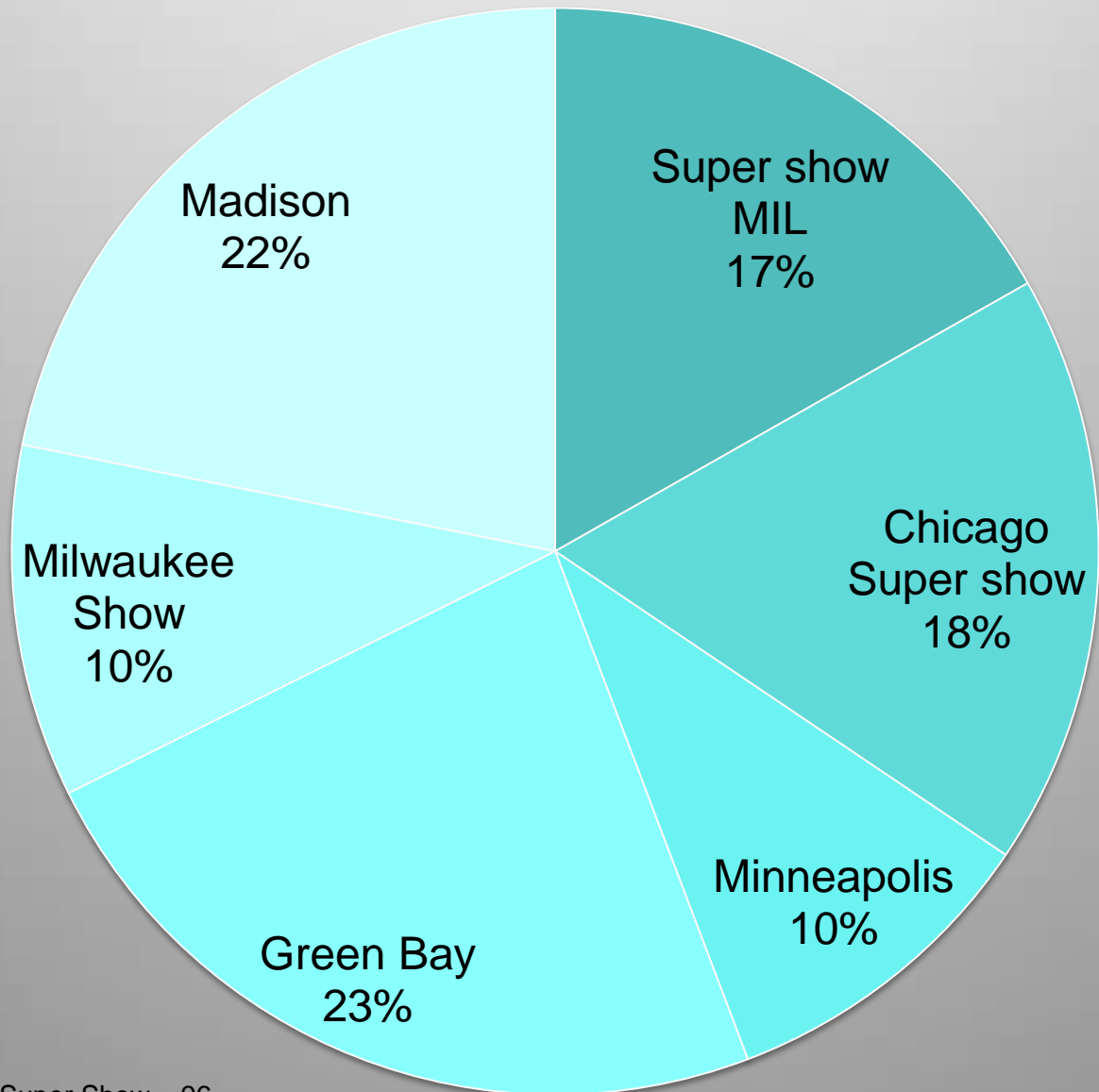
- Ad sales
- Obtaining member information
- Proofing
- Distribution
- Creation of fillers
- Layout

Convention

- Develop program
- Speakers
- Trade Members
- Hotel preparation
- Hotel Rooms
- Research hotels
- Research new ideas

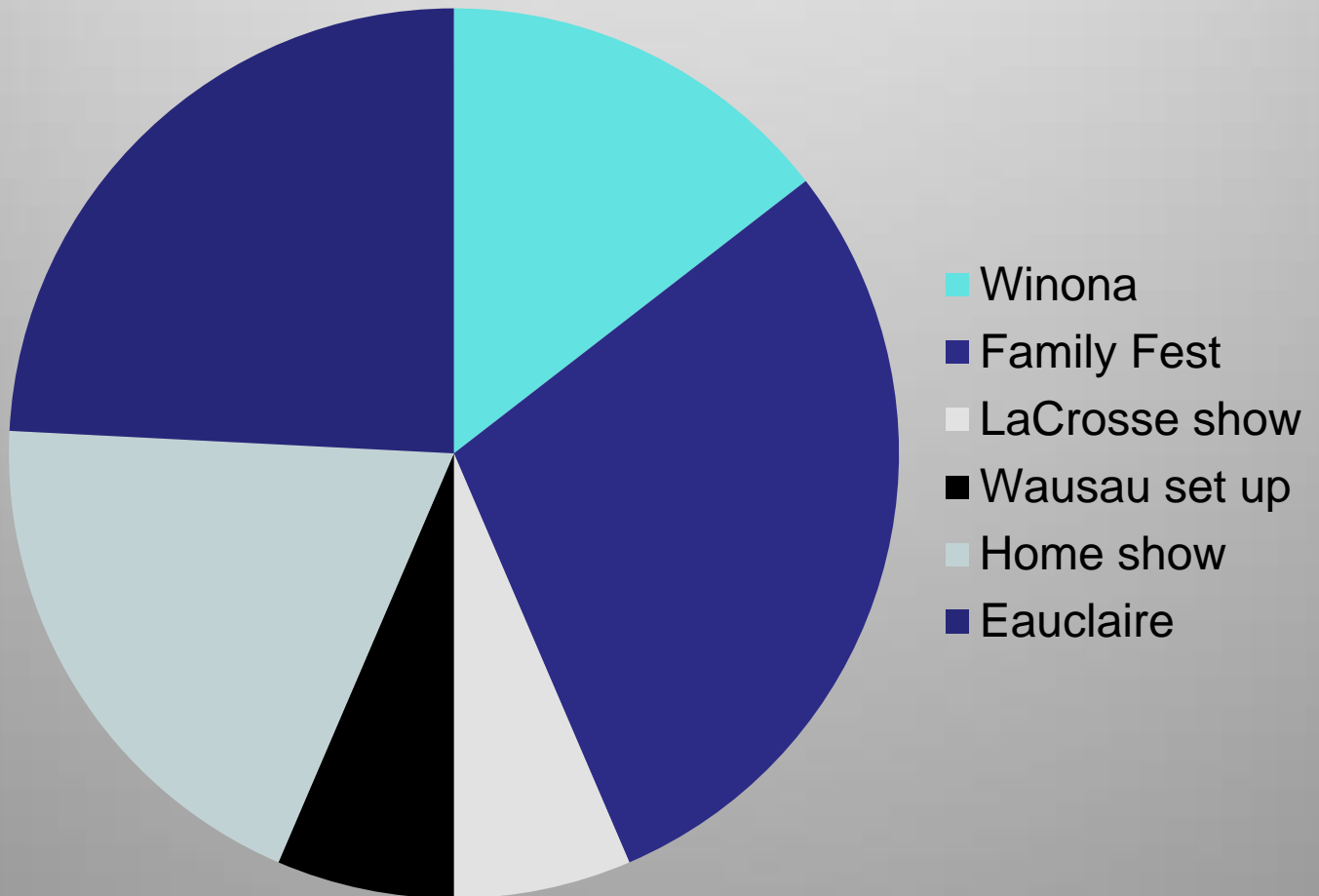
RV Shows Attendance Hours spent to date

572 Hours spent on out of contract shows



Super Show – 96
Chicago Super Show – 101
Minneapolis show - 56
Green Bay Show -134
Milwaukee Show – 60

Out of Contract Additional Shows By Hour = 62 Hours



RV Stuffing Hours

590

Hours to date !



Legislative Review

Legislation Annual Report

WACO

Social Media

WACO Social Media

December 1st, 2015 – December 1st, 2016

Facebook

Current Likes: 2044

Increase/Decrease: +974

Twitter

Current Followers: 307

Increase/Decrease: +45

Instagram

Current Followers: 185

Increase/Decrease: +118

Pinterest

Current Followers: 203

Increase/Decrease: +28

Google +

Current Followers: 61

Increase/Decrease: +9

Text Club

Current Followers: 100

Increase/Decrease: +16

Google Analytics

July 9th, 2016 – December 1st, 2016

Pageviews: 166,186

Users: 17,393



Mark Hazelbaker

Kasieta Legal Group LLC
7818 Big Sky Drive, Suite 112
Madison WI 53719



William (Bill) Brown -Attorney

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

WACO is in the second year of 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



Wisconsin Association of Campground Owners

ANNUAL MEETING

Stevens Point, WI March 19, 2016

WACO 2016 Convention

Saturday, March 19, 2016

Scott Kollock called the meeting to order at 8:10 AM

A roll call was done as members checked into the meeting. (List of attending campgrounds is kept on file at the WACO office.) All current board members were also present. A copy of the 2015 annual meeting report was distributed to all members for review, all financial reports from 2015, and the agenda for the 2016 Annual Meeting were distributed.

Randy Sondalle made a motion to accept the agenda. Bub Styer seconded the motion.

Motion # 031901 was carried.

PRESIDENT'S REPORT: Scott noted that Waco has made great strides with the legislative actions this past year.

LEGISLATIVE REPORT: Adam gave a report summarizing the issues with the passing of the HSF 178 code. There will be training sessions for our membership at various parks and dates in the coming month. Adam also updated where other issues are in the legislature.

SECRETARY'S REPORT: Bud Styer made a motion to accept the 2015 Secretary's Report. The motion was seconded by Adam Malsack. Motion # 031902 was carried.

TREASURER'S REPORT: Bob Weiss presented the 2015 Treasurer's Report. All financial records are attached. Bob entertained questions from the floor.

Mike Dricken made a motion to have the 2016 P & L report and the 2016 budget approved. Jim Kersten seconded the motion.

Motion #031903 was carried.

NOMINATIONS:

There are four open board of director seats to be filled for a three year term. Two seats are running for their second three year terms. Those members are Scott Kollock and Leland Nelson. Out going members are Bert Davis and Judy Buchta. Bert Davis will remain on the board as the ARVC representative and Judy Buchta will remain on the board as the immediate past president. Adam Malsack from Lake Arrowhead Campground and Mike Dricken from Lake Lenwood Campground are running for the open seats. The secretary asked for any nominations from the floor.

Bud Styer made a motion to accept the ballot as written. Virginia Minden seconded the motion. Motion # 031904 was carried. Mike Dricken made a motion for a unanimous ballot, seconded by Jim Kersten. Motion # 030905

PAC FUND: Bob Weiss reported on the PAC fund. There is a balance currently of \$4066.74. Adam reported on our association with WMC (Wisconsin Manufactures and Commerce.) Adam reported that we would take the advice from Jason Culotta from WMC as to who WACO should contribute their PAC funds to. It was suggested from the floor to put a list together of those legislators that have had a big role in helping our organization and to have our members send letters of appreciation to them.



Secretary's Report



WISCONSIN ASSOCIATION OF CAMPGROUND OWNERS

ARVC REPORT: Bert Davis reported that the ARVC national convention last Fall in Orlando was a success. Bert reported that ARVC is considering restructuring the qualification for states to have open membership. WACO and ARVC would continue to work together. More information will be forthcoming after the ARVC spring meeting.

NEW BUSINESS:

Mike Dricken made a motion to adjourn the meeting. Dave Schneider seconded the motion. Motion # 031906 was carried. The meeting was adjourned at 9: AM.

RESPECTFULLY SUBMITTED

Judy Buchta, Secretary

**Want to see all the
meeting minutes?
Check it out on our
Website.**

www.wisconsinincampgrounds.com

**Member log in information
Member
Born2camp**

Convention is at Steven's Point a lot.....Why???

- **Center of the State location**
- **Substantial savings in space costs**
- **Dinner option availability**
- **Cost effective rooms for vendors and campgrounds.**
- **Ability to keep costs down for members.**



Financials

8:39 AM
02/22/17
Accrual Basis

WACO
Balance Sheet
As of December 31, 2016

Dec 31, 16

ASSETS

Current Assets

Checking/Savings

1-1185 - US Bank Checking	-5.00
1-1190 - Bancroft State Bank - CD Act.	50,742.70
1-1195 - United Bank	217,324.81
1-1200 - United Bank-Script Acct	50.00

Total Checking/Savings 268,112.51

Accounts Receivable

1200 - Accounts Receivable	63,504.14
----------------------------	-----------

Total Accounts Receivable 63,504.14

Other Current Assets

1-1350 - Prepaid Show Expense	425.00
1-1400 - Undeposited Funds	9,750.00
1-1450 - Inventory-Script Cards	2,750.00
1-1551 - Prepaid Convention Expense	1,485.00

Total Other Current Assets 14,390.00

Total Current Assets 346,006.65

Fixed Assets

1-2115 - Equipment Cost	7,065.93
1-2120 - Accum Depr - Equipment	-7,065.93
1-2215 - Software Cost	634.35
1-2220 - Accum. Depreciation - Software	-634.35

Total Fixed Assets 0.00

Other Assets

1-2320 - Suspense	-28.77
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Total Other Assets -28.77

TOTAL ASSETS 345,977.88

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

2-1110 - Accounts Payable	
2-1111 - Accounts Payable-HACH	43.00
2-1110 - Accounts Payable - Other	194.09

Total 2-1110 - Accounts Payable 237.09

Total Accounts Payable 237.09

Other Current Liabilities

2-1130 - Deferred Convention Income	
2-1125 - Deferred Literature Dist.	19,750.00
2-1126 - Deferred Madison Show Booth Inc	8,250.00
2-1131 - Deferred Booth Fees	25,850.00
2-1132 - Deferred Classes	300.00
2-1133 - Deferred Kids Kamp	950.00
2-1136 - Deferred Registration	7,825.00
2-1137 - Deferred Sponsorships	4,200.00



Financials

8:39 AM
02/22/17
Accrual Basis

WACO
Balance Sheet
As of December 31, 2016

	<u>Dec 31, 16</u>
2-1138 - Deferred Cov. Inc. - Other	200.00
2-1139 - Deferred Piggy Back Program	3,900.00
2-1130 - Deferred Convention Income - Other	200.00
Total 2-1130 - Deferred Convention Income	<u>71,425.00</u>
2-1200 - Deferred Memb. Adv.	
2-1203 - Deferred Directory Advertising	123,520.65
2-1205 - Deferred Directory Ad Listing	2,300.00
2-1210 - Deferred Internet Income	7,650.00
Total 2-1200 - Deferred Memb. Adv.	<u>133,470.65</u>
2-1230 - Deferred Member Dues	
2-1120 - Deferred Mem. Dues - ARVC	41,527.66
2-1231 - Deferred Mem. Dues - WACO	117,985.15
Total 2-1230 - Deferred Member Dues	<u>159,512.81</u>
2-1260 - Deferred Trade Member Dues	8,200.00
Total Other Current Liabilities	<u>372,808.46</u>
Total Current Liabilities	<u>372,845.55</u>
Total Liabilities	<u>372,845.55</u>
Equity	
3-1020 - Net Assets	-69,165.64
Net Income	<u>42,297.97</u>
Total Equity	<u>-26,867.67</u>
TOTAL LIABILITIES & EQUITY	<u>345,977.88</u>



Financials

WACO Statements of Revenue & Expenses - Income Tax Basis-Monthly

	2016		2017
	Jan - Dec 16	Budget	budget
Ordinary Income/Expense			
Income			
4-1020 - Convention Income			
4-1021 - Auction/Raffles/Etc.	45,085.00	40,000.00	46,000.00
4-1023 - Booth Fees	77,085.00	55,000.00	81,750.00
4-1024 - Classes	325.00	2,000.00	2,000.00
4-1025 - Kids Kamp	2,875.00	2,200.00	2,800.00
4-1026 - Meals	0.00	1,500.00	0.00
4-1027 - Optional Events	10,000.00	1,000.00	10,000.00
4-1028 - Registrations	40,570.00	32,000.00	40,000.00
4-1029 - Sponsorships	26,550.00	20,000.00	25,000.00
4-1030 - Convention Income - inserts-opt	0.00	1,750.00	0.00
Total 4-1020 - Convention Income	202,450.00	155,450.00	207,550.00
4-1210 - Fall Workshop Income	2,085.00	1,750.00	2,000.00
4-1220 - Interest Income	0.00	180.00	180.00
4-1230 - Internet Income	7,081.83	12,000.00	10,000.00
4-1240 - Literature Dist.	22,558.54	22,000.00	22,000.00
4-1241 - Madison Show Booth Inc-Member	8,150.00	9,350.00	9,000.00
4-1300 - Directory Advertising			
4-1301 - Directory Advertising	135,859.49	127,879.00	133,266.90
4-1304 - Additional Directory Listing	0.00	500.00	0.00
4-1309 - Member Advertising - Other	0.00	1,000.00	0.00
Total 4-1300 - Directory Advertising	135,859.49	129,379.00	133,266.90
4-1330 - Membership Dues			
4-1331 - Membership Dues - WACO	111,210.90	116,544.00	117,985.15
4-1332 - Membership Dues - ARVC	56,035.08	52,312.00	41,527.60
Total 4-1330 - Membership Dues	167,245.98	168,856.00	159,512.75
4-1339 - Misc. Income - Other	41.72	250.00	200.00
4-1420 - Outside Ads	0.00	1,000.00	0.00
4-1440 - Trade Member Advertising	0.00	500.00	0.00
4-1445 - Trade Member Banner Ad	200.00	300.00	300.00
4-1446 - Member Banner Ad	260.00	1,500.00	500.00
4-1450 - Trade Member Dues	25,350.00	29,000.00	26,000.00
4-1470 - WACO Gift Certificate Sales	630.00	250.00	1,200.00
4-1610 - Video Advertising	1,200.00		1,200.00
4-1700 - Waco Member Printing Program	20,900.00	24,000.00	22,000.00
Total Income	593,792.54	555,765.00	594,909.65
Gross Profit	593,792.54	555,765.00	594,909.65
Expense			
5-1000 - Advertising & Promotion			
5-1010 - Advertising & Promotion - Other	1,825.00	1,800.00	1,800.00
5-1020 - Advertising Contract Fee	15,000.00	15,000.00	15,000.00
5-1030 - Camping Coupons	21,804.02	10,000.00	24,000.00
5-1040 - Directory Distribution	11,892.43	10,000.00	12,000.00



Financials

WACO Statements of Revenue & Expenses - Income Tax Basis-Monthly

	2016		2017
	Jan - Dec 16	Budget	budget
5-1050 - Directory Printing	59,950.27	59,000.00	57,000.00
5-1060 - Internet Expense	10,304.78	12,500.00	12,500.00
5-1070 - Printed Materials	10,288.83	12,000.00	12,000.00
5-1091 - Member Show Booth Rental Exp.	7,300.00	9,000.00	8,000.00
5-1095 - Show Expense	29,294.44	26,500.00	32,000.00
5-1096 - Advertising/Promo. - Other	25,000.00	25,000.00	25,000.00
Total 5-1000 - Advertising & Promotion	192,659.77	180,800.00	199,300.00
5-1015 - New Ad Discount	0.00	1,000.00	0.00
5-1097 - Waco Mmb Printing Prog Expen	14,819.88	11,500.00	16,000.00
5-1200 - Bank Charges	432.64	350.00	425.00
5-1300 - Board of Directors	1,197.88	1,750.00	1,750.00
5-1400 - Commissions	25,534.20	28,500.00	28,500.00
5-1500 - Contract Fee	75,000.00	75,000.00	75,000.00
5-1600 - Convention Expense			
5-1610 - General	103,321.40	90,000.00	105,000.00
5-1620 - Kids Kamp	2,955.55	2,250.00	2,500.00
5-1630 - Speakers	10,516.15	15,000.00	10,000.00
5-1631 - Convention Expense - Other	4,702.72	5,000.00	5,000.00
5-1632 - Classes	0.00	1,250.00	1,250.00
Total 5-1600 - Convention Expense	121,495.82	113,500.00	123,750.00
5-1999 - ARVC Dues Expense	45,367.12	43,258.00	41,527.80
5-2000 - Credit Card Fees Expense	10,797.57	8,000.00	11,000.00
5-2010 - Dues, Subscriptions, Reg.	3,016.30	2,000.00	3,100.00
5-2020 - Fall Workshop Expense	1,287.45	500.00	1,300.00
5-2030 - Insurance	1,567.00	3,600.00	3,600.00
5-2040 - Interest Expense	0.00		
5-2050 - Legal & Professional	8,370.75	8,000.00	8,500.00
5-2055 - Accounting Fees Expense	4,637.25	3,500.00	5,000.00
5-2060 - Legislative Expense	2,043.70	5,000.00	5,000.00
5-2070 - Member Goodwill	322.97	500.00	500.00
5-3100 - Newsletter Expense	6,000.00	6,000.00	6,000.00
5-3200 - Office Expense	19,138.68	25,000.00	25,000.00
5-3400 - Postage	4,787.77	5,000.00	5,000.00
5-5000 - Telephone	2,285.30	4,250.00	4,250.00
5-6000 - Travel Expenses			
5-6010 - Air Fare	2,182.50	3,000.00	3,000.00
5-6020 - Lodging	661.04	2,000.00	2,000.00
5-6030 - Meals	895.45	750.00	1,000.00
5-6040 - Mileage	6,222.42	7,000.00	10,000.00
5-6050 - Other Travel Expense	588.34	2,000.00	2,000.00
Total 5-6000 - Travel Expenses	10,549.75	14,750.00	18,000.00
Total Expense	551,311.80	541,758.00	582,502.80
Net Ordinary Income	42,480.74	14,007.00	12,407.05
Other Income/Expense			



Financials

WACO Statements of Revenue & Expenses - Income Tax Basis-Monthly

	2016		2017
	Jan - Dec 16	Budget	budget
Other Income			
9-5001 - Misc. Income/Expense		-182.77	
Total Other Income		-182.77	
Net Other Income		-182.77	
Net Income	42,297.97	14,007.00	12,407.05

Pac Report

2016 PAC Report

Beginning balance on
1/1/2016: \$4066.74

Total Contributions from individuals and
fundraisers: \$4565.00

Total Contributions made to 8 different
Committees: \$4500.00

Ending balance on
12/31/2016 \$4131.74

WISCONSIN ASSC. OF CAMPGROUND OWNERS

MARCH 18, 2017

Board of Directors Ballot:

_____ Pat Rehwinkel (2nd 3 year term)

_____ Julie Michaels (2nd 3 year term)

_____ Write In: _____

Mentorship Program

- You can call the WACO office anytime with questions about how to do something or what's the best way to do something and we can put out a constant contact to all members. This is an amazing opportunity to get all the ideas so you have the best chance at success.
- Membership is retained once members come to "something". This is the reason we choose to allow members to come to convention at no cost when they join.
- 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. The Board members take their responsibility seriously & are willing to assist! They donate their time and energy to make things work and accomplish our goals.
- The concept is that many times a member will be forced to become an "expert" through time consuming research, 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. One way is the new communication board on the website.

How can I get involved in Networking?

- Attend the Fall workshops! You have an amazing opportunity to look through each campground owners operation and ask any question you like!
- Attend the Cracker Barrel sessions where campground owners throw out topics and share solutions with the attendees.
- Jump on the website and share your thoughts and ideas.
- Call, email, text or fax our office with your questions and concerns.
- Volunteer – you will never learn more!
- Use and share your personal resources.

WACO Promotions



- We are known throughout the state using the appropriate pronunciation of our name through....
 - Sports Marketing
 - Wisconsin Department of Tourism
 - Media identification program
 - Campgrounds participated by hosting events from April 1 – October 31, 2014
 - Legislative efforts

Branding will always be a major consideration. 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 have updated 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. These allow us to get media advertising and get the money back to our membership.
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.
4. Social media has now created additional branding options for WACO as a whole.

WACO Promotions



WACO Social Media

- We promote WACO throughout a variety of social media.
 1. **Facebook:** We post about upcoming events such as convention and other promotions regarding WACO.
<https://www.facebook.com/wicampgrounds>
Username: **WACO - The Wisconsin Association of Campground Owners**
 2. **Twitter:** We post tweets similar to our Facebook, but aimed to another population.
<https://twitter.com/wicampgrounds>
Username: **@wicampgrounds**
 3. **Instagram:** We post current events and happenings such as RV shows and contests such as using a hashtag with their post to win a contest.
Username: **@wicampgrounds**
 4. **Pinterest:** We post pins related to our boards such as camping tips, our own WACO campgrounds and the links to their website, camping activities, and more.
<https://www.pinterest.com/wicampgrounds/>
Username: **WACO - The Wisconsin Association of Campground Owners**
 5. **Google+:** We use this site similar to how we use Facebook and the Website. We post upcoming information such as RV shows, convention, fun camping ideas and more.
<https://plus.google.com/114812436563360284264/about>
Username: **Wisconsin Association of Campground Owners**
 6. **Website & Blog:** Our website is our place for the most information about WACO. This is where we have our campground listings, promotions, blog, and more. Our blog articles are related to camping related topics such as new products, our monthly newsletter, upcoming events, and more.
<http://www.wisconsinincampgrounds.com/>
 7. **Text Club:** Members can stay in the loop with all things WACO by receiving text messages from WACO on important details, reminders, and notices.
Text "WACO" to 25827

WACO Promotions

WACO Social Media



WACO Website

Instagram

Google +

Facebook

Twitter

Pinterest

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?

- Scholarship programs in your local schools.
- Funds anti-bullying programs in schools where WACO members fundraise.
- Bill Schroeder's Circle of Friends
- Gas cards for kids with cancer
- Gas cards for women with breast cancer
- School supplies to intercity children
- Gas cards and money to special needs children in areas where money has been raised.
- 2 children have received services from St. Jude's.
- Donated auction items for various charities in the community raising over \$200,000.00 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.
- Donations to The American Red Cross
- Gilbert puts on FREE football camps for intercity youth in Milwaukee and in 2016 in Madison.
- Sends footballs to the troops quarterly
- Supports Make a Wish Foundation
- St. Jude's Kids from Wisconsin
- MS
- Boys & Girls Clubs
- Supports Raw Hide Boys Ranch
- Children's Hospital in Milwaukee

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. Jude's in Pennsylvania.

WACO greatly benefits from the press in earned media dollars & directory distribution.

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)
- 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, 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.

WACO Press

Releases Planned for

2017

- Bean Bag Tournament
- Easter Weekend at campgrounds
- Mothers Day events
- Halloween Stories
- Weddings at Campgrounds
- Spring Fever
- Fall stories
- 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 (play 60)
- Continuously look for great camping pictures

**Send your press
Releases to WACO
We send them out at
No charge!**

**Use these ideas to
get noticed in your
blogs, Facebook & social media.**

WACO Promotions

Advertising

- **Called and developed a data base of Kwik Trips, BP's and other convenience stores that will take our directories. Need to continually develop these relationships as they change with management.**
- **Leveraged 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 and Green Bay.**
- **Called Libraries throughout Wisconsin and Minnesota for directory distribution.**
- **Distributed WACO directories at sporting goods stores throughout Wisconsin. Includes Dicks Sporting Goods, Cabella's and Camping World.**
- **Created a data base for WACO with emails from Madison Show attendees.**
- **Use certificates to entice Chamber of Commerces and businesses who have the same customers we want to distribute our directory.**

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 receive credit as a re-reimbursement 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 2016

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 2016

Advertised Convention in E-News

Introduced Sunday
Through Thursday!



The image shows a sample of a WACO Camping Gift Certificate. The certificate is rectangular with a light beige background and a dark border. At the top, the title "Camping Gift Certificate" is written in a large, bold, brown font, arching across the top. On either side of the title is a small logo consisting of a square divided into four quadrants: top-left (yellow with a tent), top-right (green with a crescent moon), bottom-left (orange with a tree), and bottom-right (blue with a sun). The text "WACO" is written in the top-left quadrant of each logo. Below the title, the text "VALID SUNDAY – THURSDAY ONLY" is written in red. Underneath that, a paragraph of smaller text reads: "This Certificate entitles you to a WACO Camping Certificate in the WACO Campground of your choice. You may use this towards anything offered in the campground you choose. Camping, store, amenities, per person charges, etc. You must mention the certificate when you are making reservations! If the certificate mentions specific dates or regions it **MUST** be used in that manner." Below this text, there are two fields: "Cert #" on the left and "Code#" on the right. At the bottom left, it says "Expires 2015 Camping Season". In the center, the word "Sample" is written in a large, light blue, outlined font, with "No Cash Value" written in a smaller font above it. To the right of "Sample", there is a line for a signature, with the word "Signature:" written above it. At the very bottom, there is a paragraph of fine print: "Campground Owners Redemption Process: Send this certificate along with copy of the camping request fee to: WACO, P. O. Box 228, Eltrick, WI 54627. You must be a member in good standing with WACO to redeem this certificate. Must be cashed back into WACO by 12-31-15. This Certificate can be redeemed for above amount on anything purchased in your campground. Original certificate must be presented at check in. Photo copies not accepted. Campers may only use as credit at campground – no cash refunds."

Certificates Program

Media	Certs Sent	Certs Redeemed	Earned Media
WWIS Radio	\$1000.00	0	\$2550.00
Winona Radio	\$1000.00	\$800.00	\$4500.00
Purchased	\$150.00	\$150.00	0
Winona Post	\$1000.00	\$1000.00	\$5000.00
Radio Result Network	\$500.00	\$500.00	\$2300.00
Entercom Madison	\$1250.00	\$1100.00	\$5000.00
Campers club	\$100.00	\$100.00	0
Backporch Media Madison	\$1000.00	\$1000.00	\$5500.00
Beloit Daily News	\$150.00	\$150.00	\$1500.00
Big Radio Chicago	\$1500.00	\$1500.00	\$3500.00
Capital Newspapers Madison	\$2000.00	\$1550.00	\$5500.00
Charter Media	\$2000.00	\$2000.00	\$5700.00
Eagle River	\$1000.00	\$1000.00	\$2050.00

Certificates Program

Media	Certs Sent	Certs Redeemed	Earned Media
ESPN Waukesha	\$200.00	\$200.00	\$1500.00
WBAY Green Bay	\$500.00	\$500.00	\$3500.00
I heart media EauClaire	\$500.00	\$500.00	\$1500.00
I heart Media Madison	\$500.00	\$500.00	\$1500.00
Maverick Media EauClaire	\$1000.00	\$1000.00	\$3500.00
Midwest Family Broadcasting	\$200.00	\$200.00	\$1000.00
NBC 15	\$1500.00	0	\$2500.00
Radio Result Escanaba	\$1000.00	\$1000.00	\$1500.00
Donations	\$675.00	\$525.00	0
RV Giveaways	<u>\$1500.00</u>	<u>\$1000.00</u>	<u>0</u>
Totals:	\$20,225.00	\$16,275.00	\$59,600.00

WACO Programs



WACO Newsletter

- **WACO Members can put in articles, send us for sale information, and list a campground at no charge.**
- **Keeps our Members and Vendors abreast of upcoming events.**
- **Use both email and print to cut costs. Mostly all via Constant Contact email and also post on our website. We have around 12 campgrounds that receive paper format.**
- **Informative educational Articles on Customer Service, policies & procedures, Taking your campground to the next level, Emergency Management, etc.**
- **Articles from our Legislation Firm on upcoming legislation that impacts our industry. All articles differ from month to month, depending on the hot topics and happenings in the campground industry. We also have a section called In Other WACO News... which is an entertaining page of fun campground quotes, recipes, and announcements.**



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.
- 30,000 Printing Program – we gang our printing needs and create a program where most members can save \$1000 or more on their printing needs.

Directory Coupon

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

Wisconsin Camping Rentals
www.wisconsin camping rentals.com

New for 2016

**This site gave us a new opportunity
to**

Advertise our rental units

Advertising Opportunities for Members

Website Marketing

- Banner ad www.wisconsincampgrounds.com
- Rotating \$500.00
- Stationary \$400.00
- 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

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

Campgrounds jumped at the chance to distribute their brochures or offers at the RV shows for \$199 or just over \$1000 for all shows. This program proved to be profitable at the \$1250 rate.

WACO Printing Promotion

Distribution offer
50% off

This year we did a promotion that allowed WACO members to print 30,000 brochures at just over \$500! This program gained the interest of 24 campgrounds and is likely to run each year. What a great savings for WACO members.

2017–2018 WACO CAMPGROUND OWNER ADVERTISING OPPORTUNITIES

<u>Advertising Type</u>		<u>Description</u>
<u>WACO Directory Ad</u>		Total \$
Full Page	\$3393.60 x ____	Deadline: 10/10/2016 315,000 WACO Directories are distributed annually to the State Tourism sites, Chamber of Commerce's, campgrounds, trade shows and more! • Any ad is 50% off ad size if upgrading advertising size (1 time only) (Exception Prime Space) • Acceptable programs & file formats (all graphics and fonts must be included): Quark, InDesign, .tif / .eps / .jpg / .pdf • Other formats must have prior approval. Acceptable media: disks, CD / DVD
3/4 Page	\$2744.70	
2/3 Page	\$2422.35	
1/2 Page	\$2197.65	
1/3 Page	\$1617.00	
1/4 Page	\$1252.65	
1/8 Page	\$896.90	
Coupon on the Map	\$500.00	
Additional Listing	\$100.00	If you have a listing in a small town and would like to be listed again in a larger town, a reference can be made i.e. Stevens Point: Vista Royale Campground – see listing under Bancroft pg. X
ATV Listing	\$250.00	
Cabin Rental Listing	\$250.00	
Canoe/Kayak/Fishing Listing	\$250.00	
<u>Online Advertising</u>		Deadline: 10/10/2016
Website Listing	Free with your membership	Includes up to four photos. Please send photos to director@wisconsincampgrounds.com
Website Banner Ad Side	\$400.00	Size (px) 200 x 200
Website Rotating Banner Ad (Top & Bottom)	\$500.00	Size (px) 1200 x 125
Amenity Package Listing	\$500.00/ yr.	Featured once per month. Includes a highlight of what's happening for themed weekends /weekdays, feature on Facebook, blog posting on the website, videos posted & one mention on all your social media.
Facebook only	\$100.00	Once per month mention on our Facebook page
Event Ads	\$50.00	Leave up for one month
<u>Print Advertising</u>		
Printing Program 30,000 pieces Shipping not included	\$500.00x ____	Type: 70# glossy paper – printed on both sides This program is only good once per year as pricing is good when multiple campgrounds use the program. Price does not include shipping
Piggy Back Program Approx. 5,000 sent yr	\$200.00	Your campground brochure is sent out with the WACO Directories requested at the office, from RV dealers, to welcome centers, Chamber of Commerce's, etc.!
RV Show Distribution		Deadline: 12/15/2016 to the WACO Office All brochures must be marked for each show. Undistributed brochures will not be returned
All 8 RV Shows	\$1350.00	25,000 – 27,000 brochures
Milwaukee RV SuperShow	\$250.00	January 6 -8: 4,000 brochures
Chicago New SuperShow	\$250.00	January 13-15: 4,000 brochures
WBAY Green Bay RV Show	\$250.00	January 26 – 29: 6,000 brochures
Madison RV Show	\$250.00	February 3 – 5: 3,000 brochures
Minneapolis RV Show	\$250.00	February 9 - 12: 4,000 brochures

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



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

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

December 14, 1962

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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
- Weavers Campsites
- Holiday Shores Camp Resort
- Wilderness Campgrounds
- Lake Arrowhead Campgrounds
- Vista Royale
- Maple View Campsites
- Lake Chippewa Campground

2012 Hall of Fame

- Silver Springs
- Indian Trails

2013 Hall of Fame

- Pride of America

2014 Hall of Fame

- Sky High Camping

2015

Vista Royale

2016

Buffalo Lake

There's *strength* in numbers. Tap into the power of your **National Association.**



Make the most of your membership in **ARVC**, the **National Association of RV Parks & Campgrounds.**

ARVC's mission is to promote the success and growth of RV parks and campgrounds across the U.S. We work hard to protect the interests of our 3,000+ members, and our strength in numbers nationwide places us in a unique position that enables us to develop powerful partnerships and a strong portfolio of member benefits.

As an ARVC member, you are entitled to exclusive money-saving programs that are only available at the national level. By leveraging the buying power of our thousands of member parks, we are able to negotiate significant discounts from national suppliers on products and services that are essential to the successful operation of your business. These special pricing programs include everything from paper products, propane and maintenance and electrical supplies to liability and health insurance, vehicle and equipment purchases, wireless phone service and music licensing.

The savings you can achieve from these programs alone can pay for your ARVC national membership many times over!

Your membership in national ARVC is one of the best investments you can make in the success of your RV park or campground.



As a national ARVC member, make sure you also take full advantage of:

- ❑ **Your exclusive "members only" listing on GoCampingAmerica.com.** It's the site thousands of campers visit each month to find their next campsite. Your listing expands your park's visibility on a national level, and now you can update your park profile at any time and enhance your marketing presence with our easy-to-use tools and resources.
- ❑ **Legislative and regulatory advocacy programs that protect your interests.** We monitor state and national policy issues that affect RV parks and campgrounds and take action to protect our members' interests.
- ❑ **Opportunities for professional development.** Your membership offers you multiple ways to advance your industry expertise through the Outdoor Hospitality Education Program which includes educational seminars, 20 Groups, webinars and the National School of RV Park and Campground Management.
- ❑ **Exclusive networking opportunities with your peers, industry experts and suppliers at the annual Outdoor Hospitality Conference & Expo (OHCE).** The ideal place for networking and a productive exchange of ideas, OHCE is the only industry event that offers such a diverse gathering of colleagues from across the U.S.

QUESTIONS? Call ARVC national headquarters at 800-395-2267 or visit arvc.org.



ARVC



Bert Davis is your ARVC rep! Don't hesitate to contact him with any questions or concerns about your ARVC benefits and reasons to belong to the National Organization. Bert Davis is the Owner/Manager of Badgerland Campground in Stoughton, WI. He is a member of the arvc board of directors and holds a seat on the arvc excom. Please do not hesitate to contact him with any ARVC related questions or concerns. He completed Oglebay Campground Management School in 2013. He has also been in the camping industry for 15 years, 10 with Pride of America and the rest at Badgerland Campground.



Paul Bambei President ARVC



Lori Severson WACO Executive Director

Go Camping America
WWW.gocampingamerica.com



WISCONSIN ASSOCIATION
OF CAMPGROUND OWNERS