30th Annual National Conference
at
November 7 - 10, 2010

Lisa Linden
Message from the President Elect

Meet the Current Board
2010 RCRA Board of Directors

Conference Information
- Event Listings and Descriptions
- Answers to Your Questions
- Planned Events and Sessions
- Our Sponsors

Auctions
- Lucky Logo M-A-S-H Social
- Stay and Play Packages
GENERAL INFORMATION

Registration Desk Hours

<table>
<thead>
<tr>
<th>Date</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Saturday, Nov. 6, 2010</td>
<td>5:00pm - 8:00pm</td>
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<tr>
<td>Sunday, Nov. 7, 2010</td>
<td>9:00am - 5:00pm</td>
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<td>Monday, Nov. 8, 2010</td>
<td>8:00am - 5:00pm</td>
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<td>Tuesday, Nov. 9, 2010</td>
<td>8:30am - 5:00pm</td>
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<tr>
<td>Wednesday, Nov. 10, 2010</td>
<td>10:00am - 11:00am</td>
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Awards Breakfast and Banquet/Auction

The Breakfast and Banquet are for RCRA Conference attendees. If you are traveling with a guest and they would like to attend, you must register & purchase a ticket at the Registration Desk.

Please sign up at the Registration Desk by Noon Tuesday, if you would like to request a vegetarian meal for the Dinner Banquet.

Job Fair

Job Fair Information Session
Monday, Nov. 8, 2010  4:30pm - 6:15pm

Job Fair Interviews
Tuesday, Nov. 9, 2010  2:30pm - 6:00pm

Additional Time Slot Interviews
(For Professionals and Students whose schedules conflicted and desire interviews - appointment time and locations are set by professionals)

“Lucky Logo” M-A-S-H Social

Tickets: $1 each, $5 for 6, $10/arm length or $20/body length. Don’t miss this great opportunity to win some great prizes! The “Lucky Logo” Auction will be held on Monday evening at the M-A-S-H Social. Tickets may be purchased from the Ways & Means Committee Members.

Resort Packages Auction

Fantastic resort packages to choose from! During the conference, the auction packages will be in the RCRA Registration area for review. There are minimum starting bids for each package that reflect extraordinary values. It’s an excellent opportunity to vacation at a luxurious member property and help RCRA at the same time. All bidding will take place at the All Conference Banquet Tuesday evening.

Dress Code During the Conference

Business Dress is suggested for all the sessions unless otherwise stated in the program. Please dress accordingly.

Conference Badge

Reminder to please wear your conference badge to all sessions & events. All conference sessions will be held in the Great Hall Conference Center unless noted.

Message from President Elect, Lisa Linden

Welcome to RCRA’s 30th Annual National Conference! Wow...30 years and the creativity, energy and ideas never cease! I am honored to be such a part of a unique and dynamic organization that had industry leaders come before us, are a part of us now and will have those that will follow us into the next 30 years and beyond.

The Sunriver Resort family is thrilled to be hosting this year’s conference and to showcase their property, hospitality and of course, cuisine. So please enjoy!

We are pleased to carry on the tradition of providing a wide variety of educational sessions, great socials and lots of networking opportunities! Only you can place a value on what you take away from this conference by your investment.

Over the past few years RCRA has made a conscious decision to be more effective in our means of communicating to our valued members. Some of our more recent initiatives have been updating our website, jumping into the social media realm and sending out more email blasts. As the means to communicate are ever evolving, we too want to evolve. Therefore, your feedback will be vital to ensure we continue to deliver to the needs of our members.

Lastly, I would like to thank those persons who made this conference possible by giving of your time, knowledge and your expertise: the board of directors, the conference planning team along with Peggy Tempero, all of our guest speakers and vendors. A special thanks goes to the Sunriver family, especially Rob Macgowan and Emily Savko for being such wonderful hosts!
2010 Board of Directors
Our Commanding Officers...

Past President
Bruce Boliver

President
Lisa Jenkins

President-Elect
Lisa Linden

Treasurer
Steve Geisz

Secretary
Kari Bowman

Director At-Large
Scott Rood

Director At-Large
Doug DeGroot

Director At-Large
Pat Feth

Director At-Large
Gary Bleil

SATURDAY, NOVEMBER 6, 2010

Registration Desk is Open
Location: Sunriver Lodge, Upper Art Gallery

RCRA Board Of Directors Pre-Conference Meeting
Location: Sunriver Lodge, Abbot 2

Newcomers Information Session. Find out all the answers to your FAQ’s.
Location: Sunriver Lodge, Abbot 1

Member Social. Join fellow RCRA conference attendees for an informal gathering.
Location: Sunriver Lodge, Owl’s Nest

SUNDAY, NOVEMBER 7, 2010

Registration Desk is Open
Location: Landmark Gallery
**9:30am - 11:30am**

**RCRA Board Of Directors Pre-Conference Meeting**

Location: Fireside

**10:30am - 11:30am**

**Morning Adventure Tour.** Departs from the RCRA Registration Desk.

**11:30am - 12:30pm**

**Lunch on your own**

**12:30pm - 1:45pm**

**Session #1: The Hunt For The Perfect Hunt**

Many people have pre-conceived notions of what a hunt is, but are they thinking of a treasure hunt, scavenger hunt, photo hunt, road rally or another type of hunt altogether? And if they’re thinking of a treasure hunt, do they want a progressive hunt, or is it better to have all of the clue locations revealed at once? The answer is, it’s different depending on the results you, your resort and the end user are looking for! The session includes an interactive element that finds attendees solving clues that will shed light on sample clues that can be tweaked for their own hunts.

**Presenter: Lisa Jennings**

**Location: Landmark 1 & 2**

**Session #2:**

A) **The Impact Of Restaurant Green Practices On National Park Customers’ Return Intention**

This study examined the impact of green practices in restaurants on resort customers return intentions. The expected outcome would be if a restaurant is certified green or, implementing measures to become more sustainable, would have higher customer retention, than those who choose to operate using traditional operational practices. In this study, it was established that green practices indeed had a positive impact on national park customers’ return intentions. Moreover, the findings of this study suggest that customers at a national park are looking for specific green attributes such as conservation, organic, and carbon footprint reduction. Those attributes can positively impact customers’ return intention. The result of the study can be utilized by resort operators who wish to use restaurant green practices as a key marketing tool assisting them in creating resort customer loyalty.

**Presenters: Yen-Soon Kim & Carola Raab**

B) **Resume Edit Clinic**

RCRA professionals will offer a Resume Clinic to give students the opportunities to have their resumes reviewed and edited in preparation for the upcoming job fair. This is an excellent opportunity to receive a helpful resume critique as well as any advice regarding the resume process. The clinic will be held with student future advancement in mind. Students, please have multiple copies of your resume already printed and please be open to changes recommended by professionals.

**Location: Heritage 1**

**Presenters: Gary Bleil & Arica Haro**

**Session #3: How To Keep Associates Happy and Healthy**

The new corporate trend is associate wellness. Learn about the reasons why more corporations are leaning towards improving their associate’s overall well being and how you can help to improve your own associate’s health and career happiness. Learn different ideas and techniques of inter-team bonding through hands-on games and activities.

**Location: Heritage 2**

**Presenter: Amy Robison**

**Session #4 Conference Sales, Meeting Planning, and Corporate Recreation**

This session will examine the world of conference sales (marketing, procuring group conferences, proposals, contracts, and negotiation), meeting planning (banquet & event orders, securing meeting rooms, hotel rooms, banquets, socials, F & B, and conference activities), and corporate recreation (marketing, sales and operation of group recreation for conference groups). This panel will share their job responsibilities when working with both the resort and the organization.

**Presenters: Bruce Boliver, Emily Savko, Liz Taylor, Kelly Janes**

**Location: Landmark 1 & 2**

**Session #5: Exploring Mobile Media For Resorts**

In greater and greater numbers, visitors to resorts around the world bring their mobile media devices with them. Whether those devices are iPods, smartphones, or tablet computers (e.g., the iPad) these portable media devices present an opportunity to connect with visitors in a unique way. This presentation will describe the nature of the ever expanding mobile media ecosystem and explore how mobile, locative and object-based media can be strategically used to market properties and develop meaningful on-site and outreach experiences for visitors.

**Location: Heritage 1**

**Presenter: Craig Rademacher**

**Session #6: Internship Expectations**

This session will be an interactive discussion between practitioners and students. We will discuss the reality of the internship and actual expectations of the students. We will discuss how to really prepare yourself before your internship, during your internship, and after. Practitioners bring your reality to the students and students bring your questions for the practitioners.

**Location: Heritage 2**

**Presenter: Lisa Jenkins**
**Session #7: Internship Spotlight #1**
This session will highlight several interns who did outstanding jobs this summer or past year at their properties. Each student will be asked to summarize the challenges and opportunities encountered during their internships. If a student completed a special project, they will have an opportunity to present that as well. This will be a great opportunity for students looking for internships to learn first hand from "Experienced Interns" what goes on behind the scenes at the resort, and what it takes to excel as an intern.  
**Location:** Landmark 1 & 2  
**Presenters:** Various Interns

**Session #8: The Benefits Of Mystery Shopping To Resort Properties**
This session will provide an overview of secret (mystery) shopping. Learn how industry practitioners and academics have used mystery shopping to better understand the relationship between service quality and customer satisfaction. Restaurant and hotel/resort mystery shopping examples will illustrate practices and benefits. Learn also about the advantages and pitfalls of using university students to secret shop a rural tourism destination.  
**Location:** Heritage 1  
**Presenters:** Sheryl Boston, Scott Rood

**Session #9 All Grown Up: Adult Recreation Properties**
When it comes to offering recreation programs for adults, many resorts do not take their recreation departments seriously! They are fine with the recreation department providing children's programs or BINGO by the pool. But, when your resort gets a request for a corporate team building event or icebreaker activity; or a recreational experience that can be billed as the next big marketing push? It can be a struggle, with many in resort management turning to outside vendors.  
**Location:** Heritage 2  
**Presenter:** Lisa Jennings

**President’s Reception**
Join fellow conference attendees and your President Lisa Jenkins, President-Elect Lisa Linden and Past President Bruce Boliver, for a fun meet and greet. Mingle with old friends or make new ones.  
**Location:** Great Hall  
**Cash Bar**

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**MONDAY, NOVEMBER 8, 2010**  
**Dress Code:** Business

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>8:00am - 5:00pm</td>
<td><strong>Registration Desk is Open</strong></td>
<td>Landmark Gallery</td>
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<tr>
<td>8:30am - 10:00am</td>
<td><strong>Awards Breakfast and Annual Business Meeting</strong></td>
<td>Great Hall</td>
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<tr>
<td>10:00am - 10:30am</td>
<td><strong>Vendor Highlights</strong></td>
<td>Great Hall</td>
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<td>10:30am - 11:00am</td>
<td><strong>Visit with the Vendors</strong></td>
<td>Great Hall Foyer</td>
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<td>11:15am - 12:30pm</td>
<td><strong>Session #10: Keynote Speaker: Stop Meeting Expectations!!</strong></td>
<td>Great Hall Foyer</td>
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<td>11:15am - 5:00pm</td>
<td><strong>Vendors Showcase</strong></td>
<td>Great Hall Foyer</td>
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<td>12:30pm - 1:45pm</td>
<td><strong>Lunch on your own</strong></td>
<td>Great Hall Foyer</td>
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<tr>
<td>12:30pm - 4:30pm</td>
<td><strong>Job Fair Set Up</strong></td>
<td>Homestead 1</td>
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In our ever growing, turbulent global economy there are a multitude of people and organizations that *meet expectations*. What can you do to stop merely meeting them, and instead deliver impact in who you are and what you do. By creating this experience oriented methodology, that Jon's deems as "Showtime Moments", we can extend the value of relationships without necessarily spending more money. Attendees will by highly engaged and entertained throughout the keynote while walking away with relatable information and action steps that will enable them to create more impact in their work and in their personal lives. It also opens the realization of the exponential effects that attention to, creating impact with a renewed sense of passion, can have in the lives of others. You always need to be prepared to be at your best...as you never know when you might be in the spotlight. Your life is your show, and it's no dress rehearsal!  
**Location:** Great Hall  
**Presenter:** Jon Petz
**Session #11: Games, Games, Games**
You can never have enough games in your back pocket. This hour of fun will cover everything from ice breakers to active and team building activities to quiet time trivia and brain teasers. Come join in on some of the action!  
**Presenter:** Lisa Linden  
**Location:** Landmark 1 & 2

**Session #12: Research Presentations Session #1**

**A) Do Travelers Support Green Practices And Sustainable Development**
What is the level of traveler support for green or eco-friendly practices in the travel industry? Are travelers seeking out businesses that undertake green practices? A survey of travelers visiting the California Welcome Center in San Francisco was used to gather data. Results showed 37% of respondents seek out green travel providers when planning travel. Over 12% listed a green practice they undertook while traveling in the last year. Study findings suggest there is a significant market that seek green oriented businesses; but consumers want more trustworthy information on what are and who undertakes green practices.  
**Presenters:** Patrick Tierney & Mercedes Hunt

**B) Social Entrepreneurship In The Hospitality And Tourism Industry**
This is an exploratory study. The study will investigate three boutique hotel chains that have their corporate headquarters in Northern California (Kimpton, Larkspur Hotels and Restaurants and Joie de Vivre). All of the chains have reported examples of social entrepreneurship. Interviews will be conducted with the CEOs and COOs of the chains, analyzing the importance placed upon social entrepreneurship within the company. Case studies will be written exemplifying the different types of social entrepreneurship and the perceived value added that the social entrepreneurship brings to the company.  
**Location:** Heritage 2  
**Presenters:** Mehmet Ergul & Colin Johnson

**Session #13: Treat Your Recreation Operation As Your Own Business**
Kari Bowman and Doug DeGroot examine pricing strategies from a recreation perspective. While recreation may seem like fun and games we, as managers, are still held accountable for sales within our department and our overall profit and loss. How does a manager in our field balance the guest experience with the need to produce revenue? How can you add a value to your department while not minimizing paid programs? What is the “real cost” of selling goods and services and what should your overall mark-up be on crafts, activities and other services? All of these questions are answered. Fun and games no more, we are all small business owners.  
**Location:** Heritage 1  
**Presenters:** Kari Bowman & Doug DeGroot

**Session #14: Management 101**
What does it really take to operate your resort recreation program? Are you a jack of all trades? If you’re not, you soon will be. Learn all about staffing, finding vendors, placing orders, planning events, and keeping your team motivated. Learn about all of those things they didn’t teach in college but you really need to know. For all of the professionals out there, there’s something for you too. Pick up tips and tricks for improving your work life and making things easier, learn about POs and figure out when you need a contract.  
**Location:** Heritage 1  
**Presenter:** Crystal White

**Session #15: Internship Spotlight #2**
This session will highlight several interns who did outstanding jobs this summer or past year at their properties. Each student will be asked to summarize the challenges and opportunities encountered during their internships. If a student completed a special project, they will have an opportunity to present that as well. This will be a great opportunity for students looking for internships to learn first hand from “Experienced Interns” what goes on behind the scenes at the resort, and what it takes to excel as an intern.  
**Location:** Landmark 1 & 2  
**Presenter:** Crystal White

**Session #16: Research Presentations Session #2:**

**A) “Has The 2008 Economic Turndown Impacted Golf Clubs In The Northwest Pennsylvania / Southwest New York State Regions And If So, How?”**
Golf as an industry has felt the wrath of the 2008 economic downturn. Recent studies performed by Golf Digest and Business Weekly show clubs suffering through lower memberships, decline in sales, and employee layoffs. In some areas, clubs have filed for bankruptcy protection while others have closed their doors entirely. However, these studies focus on larger demographic areas. The research study performed by this author will examine the impact of the economic downturn on smaller golf clubs located in Northwest Pennsylvania/Southwestern New York. It is thought that the location of these smaller, less populated, lower socio-economic rural courses may provide different information than that gathered from the larger metropolitan studies.  
**Presenter:** Kearly Rouff

**B) Spring Break Decision Making Behaviors**
Spring Break is big business for many tourism destinations and can be the difference in changing the bottom line from red to black. Although many student travelers are budget conscious, by sheer volume they make a big financial impact to a destination locale. To better understand the Spring Break traveler decision making factors and planning behaviors, a study was conducted of university students who participated in Spring Break travel within the past year to better understand who they are, how they plan, their motivations for travel, and what they are looking for in their Spring Break experience.  
**Presenter:** Sheila Scott-Halsell
**Research Presentations Continued:**

**C) Resort Activities – A Study of Guest Activity Preferences**
With time being one of our guests’ most valuable assets, how are they choosing to spend it? Is the resort offering an adequate variety of quality activities to keep our guests on-site and spending money? In an effort to gain an understanding of guest preferences, we used surveys to assess guest activity usage.

*Location: Heritage 2*

*Presenters: Doug DeGroot & Heidi Potratz*

**4:30pm - 4:45pm**

**Internship & Job Fair Property Introduction**
*Location: Landmark 1 & 2*

**4:45pm - 6:15pm**

**Internship & Job Fair**
*Location: Homestead 1*

**6:15pm - 7:30pm**

**Dinner on your own**

**7:30pm - 8:30pm**

**Internship & Job Fair Draft**
*Location: Landmark 1 & 2*

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**TUESDAY, NOVEMBER 9, 2010**

**9:00am - 5:00pm**

**Registration Desk is Open**
*Location: Landmark Gallery*

**9:00am - 1:30pm**

**Vendors Showcase**
*Location: Great Hall Foyer*

**9:00am - 10:15am**

**Session #17: Glass Fusing—It’s Hot!**
Looking for a unique art program to incorporate into your recreation program? Glass Fusing is lighting up paint your pottery studios and in this session Teri Donatoni from Sunriver Resort will tell you how you can make it work at your resort and provide you with some great program ideas that are fun for all ages.

*Location: Landmark 1 & 2*  
*Presenter: Teri Donatoni*

**Session #18: Mastering The Microphone: Your Onstage Presence**
Microphone techniques, developing your own style, connecting with your audience and how to let your personality shine are some of the basics in this interactive presentation.

*Location: Heritage 1*  
*Presenter: Pam Petcash*

**Session #19: Research Presentations Session #3**

**A) Predicting Vacation Rental Intentions Using The Theory Of Planned Behavior**
This study will focus on vacation rentals, (non-traditional whole-ownership condominium resorts) along the Florida/Alabama Gulf Coast. The Theory of Planned Behavior has been used successfully in predicting and explaining visitor intentions in traditional lodging markets such as the hotel/motel market. The theory has not been used to understand the vacation rental market. In the downswing of the current economy and the increase of the industry competition for gaining market share, there is a need for better understanding of the underlying causes and/or determinants of variables that affect customer retention (Petrick, 2004). Therefore, the purpose of this study is to examine the relation between intention to return to a vacation rental along the Florida/Alabama Gulf Coast and the antecedent variables attitude, social influence, and perceived behavioral control.

*Presenter: Kate Price-Howard*

**B) Examining The Use Of RV Travel Forums For Campground Searches**
RV travelers are inundated with choices in campgrounds. Campgrounds typically serve as either a travel destination or as a safe resting point along a travel route. Historically, camping areas were merely fields of land designed to accommodate the traveler. Today’s campground has changed in amenities, in name, and in ownership options. With today’s technology, many travelers use the Internet as an information source. The presentation will provide insight as to how RV travelers use online travel forums in their campground search. Public RV forums and member-based RV forums will be addressed.

*Location: Heritage 2*  
*Presenter: Jill Fjelstul*
10:30am - 11:45am  
**Session #20: Recreation Trends With Recreators Panel**  
The Websters Online Dictionary defines the word “Trend” as a general direction in which something tends to move, a general tendency to change (as of opinion), the popular taste at a given time. Are you a “trend-setter?” How do you stay up on current trends and how do you create a trend? Join this panel to understand what defines a trend, will they stick around, or are they just a “fad?”  
**Location:** Landmark 1 & 2  
**Panel:** Surprise Panel

12:00pm - 1:15pm  
**Session #21: Enhancing Commercial Recreation And Tourism Through The Experience Economy**  
Joseph Pine and James Gilmore analyzed businesses from the perspective of an emerging economic sector in *The Experience Economy* (1999). Their work suggests that those businesses that focus on meaningful experiences for their customers enjoy greater profits and competitive advantages. Businesses apply the principles of the Experience Economy as they stage experiences by 1) theming the experience, 2) harmonizing impressions with positive cues, 3) eliminating negative cues, 4) mixing in memorabilia, and 5) engaging all five senses. As our economy grows healthy and further values unique experiences, our field is particularly poised to take full advantage of these important principles.  
**Location:** Heritage 1  
**Presenter:** Brian Hill

1:15pm  
Deadline to turn in Ballots for 2010 / 2011 Board of Directors at the Registration Desk

1:15pm - 2:15pm  
**Lunch on your own**

2:30pm - 6:00pm  
**Job Interviews**  
**Location:** Homestead 1

6:30pm  
**Pre-Awards Banquet Cocktail Hour**  
**Location:** Great Hall Foyer

7:30pm - 10:30pm  
**Awards Banquet & Resort Package Auction**  
Dinner Banquet, Awards Presentation, Induction of 2011 Board of Directors, LIVE Resort Package Auction  
**Location:** Great Hall  
**Music provided compliments of American Disc Jockey Association**

9:00am - 12:00pm  
**Post Conference RCRA Board Meeting**  
**Location:** Fireside Room

10:00am - 11:00am  
**Registration Desk is Open To Pick Up Any Last Minute Items**  
**Location:** Outside Fireside Room

**Special Thank You:**  
We would like to thank the Sunriver Resort for hosting the RCRA’s 30th Annual National Conference.  
We would also like to thank all of our speakers, sponsors and vendors for their time, generosity and areas of expertise.  
A special thanks to all of you, the attendees for your continued support in RCRA.  
Safe Travels home!
**Your Operating Team**

**Gary Bleil** has been involved in RCRA for more than 8 years, first as a student and then since 2006 as a professional from Omni Amelia Island Plantation in North Florida. Gary graduated from Slippery Rock University with a Bachelor of Science in Parks and Resort Recreation Management/Tourism and a Minor in Business Administration. Since graduating, Gary has worked his way through the recreation field in various positions such as Camp Counselor, Social and Group Recreation Intern, Pool Operational Technician, Assistant Club Manager, and is currently the Manager of Amelia’s Wheels at Amelia Island Plantation. Gary currently serves on the Board as Director at Large.

**Session #2**

**Sheryl Boston** is a graduate from Western Illinois University with her undergraduate degree in Home Economics Education and Master’s degree in Education and Interdisciplinary studies. She has done graduate work at Iowa State University and is currently pursuing a Doctoral degree in Higher Education at Walden University in Baltimore. Prior to joining the staff of Western Illinois University, she was the foodservice director and dietitian at Memorial Hospital/Hancock County Nursing Home in Carthage, IL. While working in the industry, Mrs. Boston led the Food and Nutrition department in two 98% scores from the Joint Commission On Accreditation and was active in the Certified Dietary Managers Association.

**Session #17**

**Sponsors:**

- **Go Play, Inc.** - Destin, FL
- **TradeWinds Resort** - St. Pete Beach, FL
- **Kiawah Island Golf Resort** - Kiawah Island, SC
- **Ocean Reef Club** - Key Largo, FL
- **Sea Pines Resort** - Hilton Head, SC
- **Nemacolin Woodlands Resort & Spa** - Farmington, PA
- **Omni Amelia Island Plantation** - Amelia Island, FL
- **Bethpage Camp Resort** - Urbanna, VA

**We need you!!** Future Speakers, Hosts for Regional Workshops, Membership Drives, Vendor Contacts, or Future Board Members! Let us know what you can do to help.

**Internship Spotlights 1 & 2**

The following Universities will be presenting:
- **Slippery Rock University**
- **University of Georgia**
- **Indiana University**
- **State University of New York at Brockport**

The following properties will be presented:
- **Go Play, Inc.** - Destin, FL
- **TradeWinds Resort** - St. Pete Beach, FL
- **Kiawah Island Golf Resort** - Kiawah Island, SC
- **Ocean Reef Club** - Key Largo, FL
- **Sea Pines Resort** - Hilton Head, SC
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- **Bethpage Camp Resort** - Urbanna, VA

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**Find us on Facebook**

**Bruce Boliver** has taught at Slippery Rock University for the past 34 years and coordinates the Resort Recreation Management/Tourism program. He also serves as the coordinator of the department’s internship program and has supervised over 1300 students during his tenure at SRU. He served as Chairperson for his department for 15 years and other capacities during his tenure at SRU. He was Associate Athletic Director, Intramural Director and Assistant Football Coach. Bruce has been an NCAA basketball official for 22 years and a PIAA high school basketball official for 35 years. He has served on the Grove City Ymca Board of Directors for the past 15 years. Bruce has been a member of RCRA since 1984, and has served on the board for the past six years, including two terms as President. He has been married to his wife Tracy for 26 years, and has two children, Bethany 24 and Craig 22.

**Session #4**

**Kari Bowman** earned her bachelor’s degree at Iowa State University in 2003 following the completion of a Recreation Internship at Kiawah Island Golf Resort. Currently at Kiawah Island Golf Resort she is the Recreation Program Manager, primarily overseeing the Kamp Kiawah program, Holiday and Special Events, Recreation Internship Program, Teen and Family Programs and the Kiawah Island Golf Resort Marathon. She has been a RCRA member since 2003 and has served on the Board of Directors since 2008.

**Session #13**

**Doug Degroot** grew up in Wisconsin where he attended the University of Wisconsin-La Crosse; he graduated with a major in Recreation Management in 2004. An internship took him to Wild Dunes Resort in Charleston, SC where he also held positions as supervisor and Recreation Manager. In June of 2007, Doug found his true calling as Director of Activities at TradeWinds Resorts where he runs the children’s programs, guest amenities and activities and corporate recreation. Doug continues to be inspired and energized at TradeWinds through the internship program which happens to be the favorite part of his job.

**Session #13 & 16**

**Sheryl Boston**

**Kari Bowman**

**Doug Degroot**

**Bruce Boliver**

**Gary Bleil**

**Teri Donatoni**

**Teri Donatoni** grew up in Sacramento, CA and moved to the Pacific Northwest for college where she received a B.S. in Recreation at the University of Idaho. She has been creating memories for guests at Sunriver Resort since 2004 when she started as an Activities Cashier during summer vacation. She returned as a Recreation Intern and has been acting as the Activities Manager since the spring of 2008. Her responsibilities include arts and crafts, teen programs, high ropes challenge course, corporate recreation and special events.
Dr. Jill Fjelstul, Ph.D., joined the Rosen College of Hospitality Management faculty in August 2005, as an Assistant Professor. Her teaching expertise includes golf/club management. Her research interests are golf/club management, event management, online education, and RV research. She received her doctorate from the University of Central Florida. She designed and implemented the first online education course for the LPGA. She is a Class A LPGA Member and was inducted in the University of Northern Iowa's Athletic Hall of Fame in 2001. Most important, she is the owner of a 37 foot RV and travels every chance she gets!

Mercedes Hunt recently graduated from San Francisco State University with her master's in Recreation, Parks, and Tourism and an emphasis in sustainable tourism. She recently published her thesis titled, Addressing Climate Change: Conventional Resorts Tackle the Need to ‘Go Green’. She has been working with the California Travel and Tourism Commission and Dr. Pavlina Latkova to survey travelers who visit California Welcome Centers. She is also a recent recipient of a California Travel Industry Association scholarship.

Arica Haro is the Recreation Director at the Innisbrook Resort and Golf Club. She previously worked at the Kiawah Island Golf Resort and graduated from Appalachian State University with a B.S. in Recreation Management. She enjoys pina coladas and getting caught in the rain, she’s not into tofu, she has half a brain.

Lisa Jenkins has been in the recreation industry for the past 14 years and currently lives in Orlando, FL, where she is the Activities Director at Grand Beach, Diamond Resorts International. She is a graduate of Georgia Southern University with a BS in Commercial Recreation. She has been a member of RCRA since 1996. She attended her first conference and 1997 and has not missed a conference since. She has served on the board of directors in different capacities, currently as President for the year 2009-2010. She was the also the proud recipient of the Debbie Regnane service award in 2008. Lisa also has a family that keeps her very busy; a 7 year old son Daniel and a 4 year old daughter Macy. She has a passion for the recreation industry and for RCRA.

Dr. Brian Hill, Ph.D., is a professor of Recreation Management at Brigham Young University in the Marriott School of Management. He earned his Ph.D. at Clemson University and has since taught and studied commercial recreation and tourism for over 20 years at the University of Nebraska and BYU. His early research focused on rural tourism development, turned for a time to family recreation, and his most recent work considers the value of a Master’s degree in the recreation field. Besides his academic work, he teaches classes in canyoneering and whitewater rafting. He leads study abroad groups focused on commercial recreation to Australia, New Zealand, and Fiji.

Mehmet Ergul has a BSc in Tourism and Hotel Management from Bilkent University Ankara, Turkey. He also holds an MBA from the same institution. Following management experience and working as an instructor at Bilkent University, he came to the US to pursue his academic career. He got an MSc in Restaurant Hotel and Institutional Management and a PhD in Hospitality Administration from Texas Tech University. During this period, he specialized in restaurant/institutional foodservice management and experimental foods. In 2006, he joined San Francisco State University. His research interests include consumer behavior, new food product development and entrepreneurship.

We Operate constantly...

REGионаL WORKSHOPS

RCRA is looking for Regional Leaders to host Workshops in the 12 Regions! Major Components should be: Educational Sessions, Socialization / Networking, Revenue source for RCRA, Regional Job Fair. Ask your Board of Directors how to get started!

Region 1 – New England Region 7 – Southwest
Region 2 – Great Lakes Region 8 – Southeast
Region 3 – Northeast Region 9 – Southern
Region 4 – Missouri Valley Region 10 – Atlantic
Region 5 – Intermountain Region 11 – Pacific Southwest
Region 6 – Pacific Northwest Region 12 – International

Kelly Janes is a Senior Convention Services Manager at Sunriver Resort: a Destination Hotels and Resorts (DHR) property located in Central Oregon. Kelly is responsible for detailing and overseeing the execution of group conferences at the Resort. She has worked at the Ojai Valley Inn and Spa, as a catering manager and at the Four Seasons Biltmore, in Santa Barbara, California. Kelly graduated from the University of the Pacific in California. She has been a member of RCRA since 1996. She attended her first conference in 1997 and has not missed a conference since. She has served on the board of directors in different capacities, currently as President for the year 2009-2010. She was the also the proud recipient of the Debbie Regnane service award in 2008. Lisa also has a family that keeps her very busy; a 7 year old son Daniel and a 4 year old daughter Macy. She has a passion for the recreation industry and for RCRA.

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Region 4 – Missouri Valley Region 10 – Atlantic
Region 5 – Intermountain Region 11 – Pacific Southwest
Region 6 – Pacific Northwest Region 12 – International
**Lisa Jennings** has a B.S. degree in Leisure Services from Florida State University and 20 years of experience in the field. She has a diverse background having worked in event marketing and in recreation for resorts, a retirement community, apartment communities, an upscale health club and a team building company. She now owns two companies, Wildly Different and Masters of the Hunt, which specialize in implementing recreational programs, primarily for corporate groups and the adult market. Lisa has also spoken at a number of conferences including RCRA’s Annual Conference and Program Leadership Conferences in 2007 and 2008, Experiential Marketing Power, College Marketing Summit, Youth Power, Exhibitor, Special Event, Hospitality Sales & Marketing International.

**Yen-Soon Kim, Ph.D.**

Dr. Yen-Soon Kim, Ph. D., professional research areas are foodservice management and customer-related behavioral research in hospitality. She has a Ph.D. from Oklahoma State University and used to work for Texas Tech University. Currently, she is an Assistant Professor in the Food and Beverage Management of William F. Harrah Hotel College at University Nevada Las Vegas.

**Daryl McCarl** has worked in the online industry for 14 years with companies such as Microsoft, Autodesk and unnamable Silicon Valley start-up companies. For the last six years, Daryl has been the Director of Interactive Media at Sunriver Resort, one of the largest resorts in the Northwest.

**Jon Petz**

KEY NOTE SPEAKER, Jon Petz will present the keynote address: Stop Meeting Expectations! Jon Petz is a high energy and funny motivational keynote speaker, Master of Ceremonies and corporate magician. Clients ranging from the US Air Force, IBM, T-Mobile, AT&T, Cardinal Health, Nationwide, Walmart to ABC, Deloitte, Aflac and JP Morgan Chase RAVE about the Energy and Engagement from their attendees and the success of their programs when working with Jon and the Bore No More! team. Jon believes in creating moments of “SHOWTIME.” This is the moment we need to be creating IMPACT in our work, our life and the lives of others instead of merely meeting expectations. We need to rekindle the passion in who we are and what we do and look for ways to add value to our relationships without necessarily spending more money.

**Lisa Linden** has been in the recreation industry for the past 19 years. Lisa has worked on cruise ships, with a special events and team building company, consulted with resorts around the world, has been the Executive Director for the Resort and Commercial Recreation Association and the Director of Guest Activities at Atlantis, Paradise Island. Currently Lisa is consulting with Atlantis, The Palm in Dubai. Lisa has a B.S. in Parks and Recreation Administration with emphasis on Commercial Recreation from Illinois State University.

**Dr. Colin Johnson, Ph. D.**

Dr. Colin Johnson, Ph. D., holds a doctorate in economic and social sciences from Fribourg University, Switzerland. He has worked in many sectors of the hospitality industry including contract catering, airline hotels, private members clubs and retail restaurants. He has held faculty positions in the UK, Switzerland and the US. He has published in a number of hospitality and tourism journals including The Annals of Tourism Research, The Cornell Hotel and Restaurant Quarterly, The International Journal of Hospitality Management, and Managing Service Quality. His research interests include services internationalization, Small and Medium Size enterprises and social entrepreneurship.

**Lisa Petcash**

Pam Petcash from Pittsburgh, Pennsylvania is an events management professional with over 28 years of experience creatively planning, organizing and coordinating all phases of operations/activities within the Recreation and Entertainment Industry. 14 years of her career were at sea with Norwegian Cruise Line, Royal Viking Line and Princess Cruises, serving in most of the Cruise Staff positions, most notably, as NCL’s first female Cruise Director on the S/S Norway. Giving up her sea legs, she moved to south Florida and has been Vice President of Entertainment, Florida Fun-Train; Director of Guest Activities, Atlantis, Paradise Island Bahamas, Vice President Operations, TaFacil Corporation, as well as, consulting at Atlantis, Bahamas and Atlantis, Palm Jumeriah, Dubai. Currently, Pam is thrilled to be back in the cruise industry, working with Celebrity Cruises in the Entertainment Department with Guest Activities and Enrichment.

**Heidi Potratz**

Heidi Potratz left her Cincinnati, OH roots and earned her BBA in Marketing from the University of Georgia in 2008. After working in Atlanta for a year, she realized her true calling was in recreation and returned to UGA where she is currently pursuing her Master’s degree in Recreation and Leisure Studies. This past summer Heidi had the privilege of working as an intern in the activities department at TradeWinds Island Resort in St. Pete Beach, FL, an experience that certainly helped confirm her career choice and passion for the industry. Upon graduation in December, Heidi hopes to obtain a position in the recreation department at a resort and is looking forward to seeing where her career will take her.
Kate Price-Howard was born in south Alabama and has 23 years in the recreation field, with her main passion being commercial recreation. In addition to her Bachelors of Science degree in Parks and Recreation with an emphasis in Therapeutic Recreation, Kate earned her Masters degree in Recreation Administration, both from Florida International University in Miami, FL. Kate will complete her Doctorate in Parks, Recreation, and Tourism at the University of Utah this fall. She is the owner and founder of Go Play, Inc. providing recreation consultation to resort and property management companies and special events. **GO PLAY, INC.** is a professional recreation consulting company that helps businesses in the tourism industry and offers a variety of recreation programs.

**Kate Price-Howard**  
Session #19

Dr. Craig Rademacher, Ph.D., is an Assistant Professor of Outdoor Recreation Leadership & Management at Northern Michigan University in Marquette, Michigan. He has been involved in examining mobile media in recreation settings since 2007. He teaches a course on **New and Portable Media in Interpretation**. Dr. Rademacher is editor of the **New Media in National Parks** blog (newmedia.nmu.edu) and recently completed the design and publication of a digital new media magazine on Pictured Rocks National Lakeshore (PIRO Journal). He has worked as a National Park Service interpreter, instructional designer, and as a Creative for Apple Inc.

**Dr. Craig Rademacher, Ph.D.**  
Session #5

Amy Robison’s love for having fun, staying active, and being fit kick started her career into Recreation. She has traveled around the world learning, teaching and managing Recreation and Fitness programs in the Cayman Islands, Bahamas, Hawaii and aboard cruise ships. Her previous experience was at the Grand Cayman Marriott Beach Resort where she opened the resort’s first kids club, onsite activities, and fitness program. She is currently the Recreation Manager at Ocean Reef Club in Key Largo, FL. She oversees the club’s kid camps, nature program, lagoon and ocean rentals, daily children, teen, and adult activities, games room, group team building activities, and fitness classes and associate wellness programs. Amy obtained a Sports Management Degree and a minor in Business Administration from Flagler College.

**Amy Robison**  
Session #3

**Emily Savko** grew up in Pennsylvania where she attended Slippery Rock University and graduated with a degree in Resort Recreation Management/Tourism. At SRU, Emily joined RCRA and attended the 2006 National Conference and obtained an internship at Sunriver Resort. Upon completion of her internship at Sunriver and a final year of education at SRU, Emily returned to Sunriver Resort in the summer of 2008 for a second internship as their Teen & Family Activities Supervisor. In May 2009 Emily was promoted to the Youth Programs Manager. Emily is responsible for the children's recreation programs and is the director of a state-certified child care center at the resort, supervising corporate children's programs as well as assisting in teen, family and other corporate recreation programs.

**Emily Savko**  
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Dr. Sheila Scott-Halsell, Ph. D., is an Assistant Professor and the Associate Director of the School of Hotel and Restaurant Administration at Oklahoma State University. She is the current President of the Oklahoma Chapter of MPI, and is the Co-Director of the US-EU FIPSE H.O.T.E.L. Atlantis Program. Before joining OSU, Sheila received her Ph.D. from Texas Tech University. Prior to completing her graduate studies, Dr. Scott-Halsell spent 17 years in hospitality management. She managed in the areas of restaurants, hotels, private clubs, casinos and event planning where she held positions of assistant manager, general manager and owner/operator.

**Dr. Sheila Scott-Halsell, Ph.D.**  
Session #16

A. Scott Rood is the Assistant Chair of the Department of Hospitality and Tourism Management, at Grand Valley State University, Grand Rapids, MI. He has 30 years of industry experience. Scott worked in the tourism/commercial recreation/leisure entertainment sector for 18 years in the positions of General Manager, Operating Partner and Area Manager. He has 10 years of entrepreneurial experience in the food service industry, including ownership of 6 Big Apple Bagel franchises. Scott served on the State of Michigan’s Carnival-Amusement-Amusement Safety Board, and is an elected council member for the City of Norton Shores, MI. His academic areas of interest include marketing in hospitality, tourism, and leisure properties; commercial recreation management; and restaurant development, operations, and store valuation techniques.

**A. Scott Rood**  
Session #8

Dr. Keary Rouff, Ph. D., a Professor of Sport & Recreation Management, has years of professional and academic sport management experience, ranging from jobs in sport management and coaching for Alfred State College to his current position as Director of the Sport and Recreation Management program at the University of Pittsburgh at Bradford. Dr. Rouff has a B.S. in Sport Medicine from the University of Pittsburgh, an M.S. in Sport Leadership from Duquesne University, and P.H.D. in Sport Management from The United States Sports Academy. Keary resides in Bradford with his wife Tammi, son Kellen, and step-daughter Danielle.

**Dr. Keary Rouff, Ph.D.**  
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**Carola Raab** is an Associate Professor at UNLV. Her professional background is in area of hospitality marketing. One of the research topics she focuses on is the application of internal marketing to the hospitality industry. She has participated in research testing the application of tourism marketing in Las Vegas.

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**A. Scott Rood**  
Session #8
Liz Taylor is a Senior Sales Manager at Sunriver Resort, a Destination Hotels and Resorts (DH&R) property located in Central Oregon. Liz is responsible for procuring group conferences for the Resort. During her 10 years with Sunriver Resort, Liz has worked with social, military, ski, religious, education, health care, finance and association groups. Prior to her career with Sunriver Resort, Liz worked at a Portland, OR Marriott Hotel, negotiating corporate rates in her role as a corporate sales manager. She also worked as a convention manager for Shell Oil Company, and for The Woodlands Conference Center & Resort in The Woodlands, Texas. Liz graduated from Texas Christian University in Ft. Worth, TX in with a BA in Speech Communication.

Crystal White graduated from Christopher Newport University with a Bachelor of Arts in Recreation & Tourism and a minor in Business Administration. She began her career at Fairfield Williamsburg as an Activities Coordinator while still in college. For the last six years she has been with Wyndham Vacation Resorts working at Daytona Ocean Walk, and currently Wyndham Bonnet Creek in Orlando. Her primary role has been Activities Manager but along the way and she also managed the gift shop and spa.

Dr. Patrick Tierney, Ph.D. received a Ph.D. in Recreation Resources from Colorado State University. Currently he is chair of the Department of Recreation, Parks and Tourism at San Francisco State University. He is co-author of the book Recreation, Event and Tourism Businesses; Startup and Sustainable Operations. Pat was co-owner for 25 years, of Adrift Adventures, an adventure recreation business. Pat has made numerous presentations on tourism at venues such as the San Francisco Convention and Visitors Bureau Outlook Forum and the California Conference on Tourism. Pat is co-recipient of the 1997 Best Tourism Research Award from the California Division of Tourism.

Crystal White Session #14

Patrick Tierney, Ph.D. Session #12

Get Involved with RCRA and become a Committee Member.
Ask a Board Member how!

Membership Committee - The goals of this committee is to reach out and find new members and to keep the students coming back and inform them of all the opportunities within Commercial Recreation.

Communication Committee - To create more effective communication. Tools to inform current members and trends within the industry. To communicate the RCRA message to non-members.

Internship Site Committee - To have more properties become certified within RCRA, so that we can promote their properties for more advanced internships. More benefits will come to those who are certified.

Awards Committee - To have two nominations per category. To have all proposals received by September 15th, prior to the conference.

Ways & Means Committee - To collect more silent auction packages and be able to raise $10,000 at our next National Conference.

Site Selection Committee - To find a conference site for the 2012 conference and beyond.

Conference Program Committee - To find a theme for the National Conference and help put together the activities and socials for all attendees.

Look where we are headed…

31st National Conference
November 6 - 9, 2011
Nemacolin Woodlands
Farmington, Pennsylvania
www.nemacolin.com

32nd National Conference
November 5 - 8, 2012
TradeWinds Resort
St. Pete Beach, Florida
www.tradewindsresort.com
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