31st Annual National Conference

November 6 – 8, 2011

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

Kari Bowman
Message from the President Elect

Meet the Current Board
2011 RCRA Board of Directors

Auctions
- Lucky Logo Adventure Social
- Stay and Play Packages
GENERAL INFORMATION

Registration Desk Hours
Sunday, Nov. 6, 2011  11:30am - 7:00pm
Monday, Nov. 7, 2011  8:00am - 5:00pm
Tuesday, Nov. 8, 2011  8:00am - 5:00pm
Wednesday, Nov. 9, 2011  10:00am - 11:00am

Awards Luncheon and Banquet/Auction
The Luncheon 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.
If you would like to request a vegetarian meal for the Luncheon or Dinner Banquet, please sign up at the Registration Desk.

Job Fair
Job Fair Information Session
Monday, Nov. 7, 2011  8:30am - 10:45am
Job Fair Interviews
Tuesday, Nov. 8, 2011  8:30am - 12:00pm
Additional Time Slot Interviews
(For Professionals and Students whose schedules conflicted and desire interviews - appointment time and

“Lucky Logo” Nemacolin Adventures 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 “Nemacolin Adventures” Social. Tickets may be purchased from the Ways & Means Committee Members.

Resort Packages Auction (Silent & Live 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 of the sessions unless otherwise stated in the program.

Conference Badge
Reminder to please wear your conference badge to all sessions & events. All conference sessions will be held in the Marquis Ballrooms & Lecture Hall unless noted.

Message from Kari Bowman, RCRA President-Elect

Welcome to the 31st Annual RCRA National Conference!

Thank you for choosing the Resort and Commercial Recreation Association’s National Conference to broaden your education and experience in the Recreation industry. Throughout the conference you will be exposed to the best in the business. RCRA boasts conference attendees representing the finest properties in the country, the best students in the commercial recreation field, the top educators from major universities and an impressive group of vendors from remarkable companies.

The conference launches off with a wonderful introduction of the Nemacolin Recreation Department for you to experience first-hand. Our talented list of speakers cover session topics that include communication, teambuilding, experiential education, employee recognition and much more! The schedule also consists of traditional socials, fundraising opportunities, vendor exhibits and plenty of networking opportunities.

Besides planning for the National Conference and securing speakers the RCRA Board of Directors has been very busy this past year. Immediately following the 2010 Conference the board began re-evaluating the needs of the members. The largest initiative was designing a brand new website to better suit the demand and interests of the membership. We are working to improve the website daily and welcome feedback from the members to help make it a success. The members are vital to this association and we do need a larger membership base. Earlier in 2011 we launched a membership drive and plan to bring this project into 2012 with new revisions. Our biggest challenge is recruiting new members and we need your help. It’s your time to become more active in the association and we have many opportunities for you to participate whether you join the membership drive, a committee, the board, be a speaker at the next conference, attend a regional workshop or simply post a facebook message or tweet!

I’d like to thank the Board of Directors, professionals, students, vendors and speakers for making this conference possible. Thank you to Peggy Tempero for her hard work and assistance leading up to the conference and throughout. Thank you to Tom Smith, Matt Grobe and the team at Nemacolin Woodlands Resort for all their efforts making this a successful conference site. Please enjoy your time this week at the conference and take some time to explore this wonderful Southwestern Pennsylvania property!

What is the recipe for successful achievement? To my mind there are just four essential ingredients: Choose a career you love, give it the best there is in you, seize your opportunities, and be a member of the team. Benjamin F. Fairless
2011 Board of Directors
Our Zip Line to Adventures...

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Gary Bleil

SUNDAY, NOVEMBER 6, 2011

Registration Desk is Open
Location: Lodge Lobby

Resume Review
RCRA professional will offer a Resume Review to give students the opportunity 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 offer any advice regarding the resume process. Students, please have multiple copies of your resume already printed and please be open to changes recommended by professionals.

Reviewer: Gary Bleil, Chelsey Stegmaier

Location: Lodge Lobby

Dress Code Business
1:00pm - 4:00pm

**Nemacolin Open Recreation with LaPorte Archery.** *First Come, First Serve!!*

**The Adventure Center:**
The hub of outdoor activity, adventure and recreation. Here, we go to great lengths to challenge. From weekend warriors to accomplished athletes, you could spend a few days alone absorbing all the activities here or you may just want to add a day or two to your trip! If outdoor experience is what you are after, a trip to our Adventure Center is a must! We will be offering a FREE TOUR of the Adventure Center on November 6th from 1pm-4pm so be sure to take advantage of this offer and be there! The following activities will be included:

**NEW Fatbird Canopy Tour:**
Situated 40’d in the air, this high altitude jungle gym consists of swinging tires, cargo nets, log crossings, zip-lines and much more! The 40’ mid air obstacle course challenges guests with 11 elements and 3 zip-lines. While the 20’ course challenges guests with 8 elements and 3 zip-lines. Both height levels end with the grand finale being the 1,060’ Fatbird Flyer. One of the longest zip-lines in Pennsylvania!

**Climbing Wall:**
We challenge you to conquer our fifty-foot freestanding climbing structure. Don’t worry if you’re a first timer, the three-sided wall tests beginners as well as advanced climbers. Substitute your typical morning workout with a session on the Climbing Wall, and you’ll find muscles you didn’t know you had.

**20’ Ropes Course:**
Our 20’ elevated mid air ropes course features five obstacles, including the 250’ Classic Zip Line. Guests will explore self-awareness, trust, communication, acceptance and support.

**Jeep Ride Alongs:**
Our Ride Alongs, allows you to experience off-roading with an experienced driver. Start the experience on our rocks course and push the vehicle to the extreme or opt to head straight into the woods for some back country off-roading.

**1,060’ Fatbird Flyer Zip Line:**
Come experience the ride of your life on our 1,060’ Fatbird Flyer Zip Line. Reach speeds of up to 60 mph and soar through the air at 300’ elevation! **Maximum weight of 300 lbs.**

4:00pm - 6:00pm

**Dinner on your own**

4:30pm - 5:45pm

**Session #1: Welcome Session and Icebreakers *Including RCRA Year-End Reviews***

Quick, Fun & Easy Ways to Capture Audiences of All Ages. Whether you need a time filler for your program, an ice breaker for a group of participants or you just want to have a good time, come join us for games, entertainment and team building! We will teach you games requiring little to no supplies and also to fit a variety of skill levels for participants of all ages. You can take what you learn anywhere and create a memorable experience for your participants. Come join in on the fun!

Presenters: Kate Biava, Dorry Martin, Chelsea Mosher, Chelsey Stegmaier

Location: Lecture Hall

5:00pm - 8:30pm

**Internship and Job Fair Set Up**

Location: Marquis 2 & 3

**Vendor Set Up**

Location: Marquis Foyer

6:00pm - 7:15pm

**Session #2:**

**Dealing With Curve Balls; Last-Second Changes Handled with Class**

Dan Roberts and Reggie Sumpter have been hosting game show events at corporate functions for almost 15 years, and have (like all of us) seen their share of last-second changes. When we’re faced with those challenges, how we respond is one of the true indicators of how well our team functions. In this session we will be sharing principles that will help us avoid those curve balls altogether, as well as what to do when those unavoidable changes threaten our events or activities. As a bonus, we’ll talk about a single principle that will help you create a culture that your team will absolutely love to work in – and your team’s enjoyment will translate to your guests wanting to come back year after year. You’re in for a treat as the guys from The Big Game Show lead this session with a little fun mixed in. If you lead a team, are part of a team, or are a student wanting to learn how a team should function, this session will help you gain insight that you can carry for the rest of your career.

Presenters: Dan Roberts, Reggie Sumpter

Location: Lecture Hall

**Session #3: Expansion of Fitness and Spa Facilities as a Response to People Wanting to Live an Active and Healthy Lifestyle**

The demand by both the traveling public and residents of country club communities for improved spa and fitness facilities has created the need for a serious look at present facilities and investigate what plans need to be put into place for future development. This presentation outlines the steps that need to be taken to improve existing facilities by utilizing surveys, observing trends, and deciding how this fits into your strategic plan. Planning for expansion will affect space utilization, financial outlay and staffing considerations which should improve the quality of lifestyle for all those who wish to participate.

Location: Marquis 1

Presenter: Hugh Jones
**Session #4 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: Marquis 4  Presenters: Various Interns*

**Session #5: KEYNOTE SPEAKER: Brilliant Interpersonal Communication.**
*Introductions & Approved Internship Site Approvals, Introduction of Board Candidates.
Personal impact weighs heavily on our ability to achieve results as managers. Effective leaders have a strong desire to create personal impact, establish professional credibility, sell their ideas and appeal to diverse audiences. You will learn the fundamental communication skills you need to transform your personal and professional impact.  

*Presenter: Karen Sutherland  Location: Lecture Hall*

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**MONDAY, NOVEMBER 7, 2011**

**Registration Desk is Open**
*Location: Lodge Lobby*

**Vendors Showcase**
*Location: Marquis Foyer*

**Internship & Job Fair Property Introduction**
*Location: Marquis 1*

**Internship & Job Fair**
*Location: Marquis 2 & 3*

**Internship & Job Fair Draft**
*Location: Marquis 1*

**Awards Luncheon and Annual Business Meeting**
*Location: Grand Ballroom*

**Vendor Highlights**
*Location: Grand Ballroom*

**Visit with the Vendors**
*Location: Marquis Foyer*

**Session #6: Playing Outside the Box**
In bad economic times it’s even more important for your recreation department to bring in additional income to your resort. To stay relevant and keep - and maybe even grow your department - in times when many recreation departments are threatened, it’s imperative to get creative. Learn how to go beyond traditional programming to attract more - and more dollars from - leisure guests, the corporate market, the promotional industry and even locals in your community.

*Presenter: Lisa Jennings  Location: Lecture Hall*
Session #7: Research Presentations Session #1
A) Consumer Perceptions of Green (Socio-Environmentally Responsible) Hotels in the Twenty-First Century
This study was conducted to examine the perceptions, attitudes, behaviors and thoughts of consumers pertaining to “green” hotels/resorts in the twenty-first century. The results of this study indicated consumers' interest and willingness to stay in green hotels. The study also showed the importance of “green” concepts in consumers' hotel choice. However, the question about who should pay for green hotels, consumer or management, depended on which one was asked regarding taking responsibility for the cost incurred in providing the “green” changes to the facility.

Presenter: Godwin-Charles Ogebeide

B) Motivations and Lifestyles of the Adventure Traveler
This presentation aims to describe the adventure traveler's lifestyles, culture and attitudes in order to create a marketing profile. The research presented here found differences and similarities between genders and the age cohorts of Generation X, Y, and the Baby Boomers. Across the sample most participated in a "traditional" type of sport before migrating to an adventure activity. The differences among genders and the age groups proved to be many and what they might mean for tourism marketers will be discussed.

Location: Marquis 1

Session #8: Make Your Agency Intern Friendly & Intern Expectations
A) Make Your Agency Intern Friendly.
Most colleges and universities require undergraduate Recreation and Tourism Management students to complete an internship at an agency or business to gain practical experience. When selected carefully, an internship experience can be highly beneficial to the student and the agency they serve. This session will discuss the decision making process that students go through when selecting an internship, their considerations for selection, and how agencies can make their site more intern friendly.

Presenter: Kim Batty

B) Intern 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: Marquis 4

Session #9: How Creativity Beats Out Bigger Budgets: Getting your Publicity and Promotions Seen and Heard in a Crowded Field
When it comes to publicity and media relations, it's a crowded, complex and noisy field out there. Standing out in the crowd is never easy, but the most successful communications and publicity plans include an effective mix of tools, some new and some that are tried, true and too good to ignore, even in today's social media mad world. With an emphasis on "earned media" that complements paid advertising and promotions, Norman's presentation uses a variety of creative case studies as practical examples of how to attract and hold media attention, and how communications creativity beats out bigger budgets every time. Included in his presentation are The Pace Group's recent examples from the Vancouver 2010 Olympic Winter Games, the most watched Winter Games in the history of the Olympics.

Location: Marquis 1

Session #10: Coaching the Power of Questions
This session will help you to increase employee performance while simultaneously building employees self-confidence and morale. You will learn how to coach and when to coach.

Location: Lecture Hall

Session #11: Sales and Contract Negotiation
Tom will reveal successful negotiation techniques that help him in his job today. Tom Smith's official title at Nemacolin Resort, is National Sales + Indulgence Officer. But ask him what his title is, and he will say, “Your Best Friend”. That’s exactly what he means to his customers. Whatever you need, Tom Smith delivers it. He lives by Nemacolin’s Service Brand Promise: “Nothing’s Impossible”. If you want to impress a customer you send to Nemacolin, Tom Smith and his team will find their preferences, have them waiting for them, and of course giving you all the credit.

Location: Marquis 4

Dinner on your own

4:30pm - 5:45pm

8:30pm - 10:30pm

“Lucky Logo” Nemacolin Adventures Social with Tekno Bubbles & Fun Express
Dress in a Nemacolin Woodlands Adventure Theme
“Lucky Logo” tickets on sale, $1 each
6 for $5, $10 / arm length / $20 / body length

Location: Adventure Center-Ski Lodge
TUESDAY, NOVEMBER 8, 2011

8:00am - 5:00pm  
**Registration Desk is Open**  
*Location: Lodge Lobby*

8:30am - 12:00pm  
**Job Interviews**  
*Location: Marquis 2 & 3*

8:00am - 5:00pm  
**Vendors Showcase**  
*Location: Marquis Foyer*

12:00pm - 1:00pm  
**Lunch on your own**

1:15pm  
**Deadline to turn in Ballots for 2011 / 2012 Board of Directors at the Registration Desk**

1:15pm - 2:30pm  
**Session #12: Research Presentations Session #2:**

A) **Evaluation of the Entry Level Soft Skills Needs Assessment (ELSSNA): A Pilot Study**

In all of the competency research related to hospitality management, essential competencies include skills that can be classified as soft skills, yet a comprehensive list of these soft skills has not been identified. The purpose of this pilot study was to assess the instrument that was developed through a literature review and Delphi panel. The survey was deployed to human resource professionals registered with the Society for Human Resource Management within the state of North Carolina. Results and implication will be discussed in the presentation.

**Presenters:** Alleah Crawford, Melvin Webber

B) **Service Gap Analysis: Comparing SERVQUAL Customers and IPA Mystery Shoppers**

This study employs SERVQUAL and mystery shopping using Importance Performance Analysis side-by-side, to see which would produce the most relevant gap analysis for restaurant providers in both a United States and Polish setting. The IPA results demonstrate that the “objective quality” of services provided is very similar in both countries and the “expected quality” higher with the IPA method. SERVQUAL negative gaps were observed indicating quality deficiencies more often in Poland, perhaps indicating a lower quality of services. The SERVQUAL method is found to be complementary to the IPA method showing “actual differences” in service quality. Combining both methods reduces weaknesses.  
**Presenter:** Scott Rood

C) **Making Hands-On Learning Meaningful to Students: Action Learning Theory**

Best Practices in Teaching: Lab experiences are a key learning tool in Hospitality and Tourism classes. These experiences are difficult to evaluate and assess, but with the learning theory called “Action Learning Theory” this process is made easier for faculty and makes the lab experience much more meaningful for the students. This theory is used in many large industries and businesses to mold leaders. This session introduces this theory and how it has been used successfully in hospitality.  
**Presenter:** Sheryl Boston

**Location:** Marquis 1

8:30am - 12:00pm  
**Session #13: Behind the Mic; 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:** Lecture Hall  
**Presenter:** Pam Petcash

2:45pm - 4:00pm  
**Session #15: If You Build It, She Will Come: Exploring the Untapped Market of the Female Consumer in the Resort & Commercial Recreation Industry**

Four academics in the field of Sport Studies will offer suggestions to enhance the participation of women in recreational sports. With women controlling a significant percentage of consumer spending, increasing the participation of women in recreational sports could potentially offer a major economic boost to the resort and commercial recreation industry. By the end of the session, attendees will be able to: appreciate the economic impact of the female consumer, better understand female patterns of participation in recreational sports, analyze suggestions for increasing the participation of females in recreational sporting activities.  
**Presenters:** Vanessa MacKinnon, Laura Miller, Carol Biddington, Mary Kreis

**Location:** Marquis 1
Session #16: Employees Just Wanna Have Fun, Too: Creating a Positive and Successful Workplace with Employee Recognition

When was the last time you thanked an employee or made a big deal about someone’s years of service? Celebrating the accomplishments and efforts of your employees goes a long way. Organizations that regularly practice employee recognition attract top talent, retain valuable employees, and are more successful. Plus, employee recognition adds more fun to your culture, making employees more excited to come to work! In this session, hear the business case for employee recognition, a successful case study, and tips and ideas for incorporating employee recognition into your schedule.  

Presenter: Cori Curtis  
Location: Lecture Hall

Session #17: Haunted St. Alban’s: A Commercial Recreation Learning Experience

University students and industry professionals have a wealth of opportunities to develop collaborative working relationships through experiential education. This session will use a haunted history tour venture as a starting point to provide ideas for collaboration and share successes of other profitable ventures. The goal of sharing the learning experience is to inspire and encourage commercial recreation professionals and university educators to combine forces to incorporate similar unique experiential education opportunities in their communities. Practitioners and educators will learn how to organize a class for fieldwork and create meaningful assessments of the experience.  

Presenters: Teresa O’Bannon & her Students  
Location: Marquis 4

4:15pm - 5:15pm

Session #18: Tap Into the Exciting Multi-Billion Dollar Photo and Paper-Craft Industries.

Learn how to capture your guest’s imagination with fun activities designed to preserve vacation memories while promoting guest retention. We’ll demonstrate several revenue generating activities for kids and adults and introduce you to the largely untapped possibilities of the photo and paper craft industries. Discover the importance of providing activities that leave a lasting impression with your guests they can take home to share with their friends and families. In this “hands on” workshop, we’ll build an exclusive project designed specifically for the RCRA National Conference that highlights the fun experiences available at Nemacolin Resort.  

Presenters: Clay and Leslie Johnson  
Location: Lecture Hall

Session #19: 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!  

Session Sponsored by LaPorte Archery  
Location: Marquis 1

Session #20: Night Owl Painting Techniques

Night Owl painting offers an introduction into the exciting world of pottery painting. Learn step-by-step instructions on all the tips and tools you need to paint your very own funky Night Owl plate. This project, which is easily adapted for beginners and more experienced painters alike, will take approximately an hour to complete. Some of the techniques to be covered include sponging, bubble painting, transfer paper, and the use of contact paper templates. By combining several techniques into one plate, you’ll gain valuable experience that you can apply to an array of future projects. The Night Owl class will not only help you create a piece you’re proud to display, but it will also build a strong foundation for starting your own pottery painting program. You will leave the class with a better understanding of the creative process as well as the ability to teach others. Come have a little fun and let your creativity shine!  

Location: Marquis 4  
Presenter: Alicia Toal

7:00pm - 10:00pm

Awards Banquet & Resort Package Auction

Dinner Banquet, Awards Presentation  
Induction of 2012 Board of Directors  
SILENT & LIVE Resort Package Auction  
With RCRA member and Auctioneer Jean Baer  

Location: Grand Ballroom  
10:00pm - 12:00am After Hours Social  
(Dress code is semi-formal)

WEDNESDAY, NOVEMBER 9, 2011  
Dress Code Casual

10:00am - 11:00am  
Registration Desk is Open To Pick Up Any Last Minute Items or Ship Items Home  
Location: Lodge Lobby

Special Thank You:

We would like to thank the Nemacolin Woodlands Resort for hosting the RCRA’s 31st 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!! See you next year!!
Kim Batty received her B.S. degree and M.S. degree in Recreation Management and Leisure Studies at Penn State University along with her Ph.D. in Workforce Education and Development. She was a supervisor in the field for 15 years working in both the non-profit and commercial recreation industry. Her primary responsibilities included programming and marketing day camps and special events. Currently, she is a tenure track instructor at Lock Haven University and teaches program planning, commercial recreation, and special events. Additionally, she assists with the internship program. Her Ph.D. topic was on the internship decision-making process.

Dr. Carol Biddington, Ph.D., is an Associate Professor at California University of Pennsylvania. She teaches undergraduate and graduate courses in the Department of Exercise Science and Sport Studies. She serves on the Faculty Professional Development Research Committee and advises graduate athletic training students with their thesis research. Her research interests include health promotion, fitness, and pedagogy strategies. Dr. Biddington has published research and presented papers and posters at national, regional, and state conventions.

Sheryl Boston is an Assistant Professor at Western Illinois University. Her research interests included “learning theories for special populations in the post-secondary setting”. She has taught for 13 years and prior to teaching, was the foodservice director for a large long-term care facility and hospital. Classes taught include Front Office Operations, Pre-Internship, and elective classes in Bar and Beverage Management and World of Wines.

Dr. Alleah Crawford, Ph.D., is an Assistant Professor at East Carolina University, where she teaches in the Department of Hospitality Management. Alleah spent several years in the hospitality industry, working for the Hilton Garden Inn brand. During her tenure with Hilton Garden Inn Alleah served in several roles, including catering and sales, event management, and general management. Alleah graduated from Auburn University with her Ph.D in Hospitality Management in 2008. Her areas of research include culture and climate in the workplace, employee well-being and personality, and service quality.

Kate Biava has worked in the recreation industry for 10 years. Kate first started as a tennis instructor for a high school summer camp, then while at college worked for several Parks and Recreation Departments. She also worked as a bridal consultant the last two years of college. After graduating from Illinois State University with a Bachelor’s Degree in Commercial Recreation and Program Management, Kate started her Social Recreation Internship with the Amelia Island Plantation. After completion of the internship she started right in as an Assistant Conference Services Coordinator and within a year moved back to the Recreation Department as the Assistant Group Recreation Manager. Currently Kate is working as the Amelia’s Wheels/Group Recreation Manager at the Omni Amelia Island Plantation.

Cori Curtis is a trained communicator and is currently pursuing her Masters of Communications. She regularly teaches recognition best practices to a diverse audience over the Internet in Baudville’s monthly Recognition TV webisodes. She is a Certified Recognition Professional and has been a member of Recognition Professionals International (RPI) for several years. Cori was the lead recognition consultant working with Grace Haven and conducted surveys, focus groups, interviews, and presentations as part of the case study process.

Kari Bowman earned her bachelor’s degree at Iowa State University in 2003 following the completion of a Recreation Internship at Kiawah Island Gold Resort. Currently at Kiawah Island 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.

Gary Bleil has been involved with RCRA for more than 9 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, Manager of Amelia’s Wheels and currently the Director of Recreation and over seeing 7 departments at his property. Gary currently serves on the Board as Director at Large.
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.

Leslie Johnson and her husband Clay have worked in the paper craft and scrapbooking industries for 10 years. Leslie is a Registered Nurse and has worked in world renowned cancer and bone marrow transplant units. In 2001 she and Clay were introduced to the scrapbooking industry. The first day launch of this new scrapbooking venture grossed $265k in online sales. They launched StoryTellers Club which has become a recognized brand and leader in the scrapbooking industry. In 2009 they teamed up with Celebrity Cruise Lines to design and produce Memories at Sea, a scrapbooking and paper craft enrichment program for Celebrity guests. Clay and Leslie love the industry and experience of creating, promoting and preserving Memories.

Patricia Kleban, M.S., CTRS is a Training Specialist for Accessibility Consulting. She is also a Senior Instructor in Recreation, Park and Tourism Management at Penn State. Ms. Kleban is a Certified Therapeutic Recreation Specialist. Ms. Kleban has extensive clinical expertise in the area of therapeutic recreation service delivery in inpatient psychiatric hospitals. Ms. Kleban has presented at the state and national level on inclusion. She is a member of the training faculty for “Inclusive Recreation for Wounded Warriors,” instructing military MWR personnel in inclusive practices. Ms. Kleban has an M.S. in Leisure Studies and a B.S. in Recreation and Parks, both from Penn State.

Dr. Mary Kreis, Ph.D., is an Associate Professor of Sport Management at California University of Pennsylvania. She has presented at numerous conferences, including several sponsored by the American Alliance for Health, Physical Education, Recreation, and Dance. She is an enthusiastic participant in marathons, ultra-marathons, long distance cycling, triathlons, and pentathlons. She represents the Lance Armstrong Tour of Hope and other programs for fellow cancer survivors. Dr. Kreis’ research interests are in the areas of adventure and extreme sports as well as fitness and wellness programs. Dr. Kreis served in the U.S. Army Reserves for more than 15 years.

Dr. Nancy Hritz, Ph.D., finished her doctoral studies at Indiana University-Bloomington in July 2006. She obtained her BA from the University of Missouri-Columbia in Communication in 1994 and MS in Parks, Recreation and Tourism in 1997 from the same institution. In-between, she has worked for Royal Caribbean International, Marriott Hotels, Divi Resorts, and tour operators in Florida and also on St. Croix in the US Virgin Islands. Currently, she is the Coordinator and Associate Professor of the Recreation, Sport Leadership and Tourism Management program at the University of North Carolina Wilmington.

Lisa Jenkins has been in the recreation industry for the past 15 years, and currently lives in Orlando, FL, where she 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 Past-President for the year 2010-2011. She was also the proud recipient of the Debbie Regnone service award in 2008. Lisa also has a family that keeps her very busy; her husband of 10 years Andrew, an 8 year old son Daniel and a 5 year old daughter Macy. She has a passion for the recreation industry and and RCRA.

Clay Johnson is a software engineer who worked with clients including the Seattle Seahawks, Portland Trailblazers, Wolf Gang Puck and Microsoft to design and implement internet applications during the dot com boom. In 2001 Clay and Leslie were introduced to the scrapbooking industry when Clay was hired to head up the programming division of a new online venture with a prominent scrapbooking corporation. The first day launch of this new scrapbooking venture grossed $265k in online sales. He and Leslie quickly launched StoryTellers Club which has become a recognized brand and leader in the scrapbooking industry. In 2009 they teamed up with Celebrity Cruise Lines to design and produce Memories at Sea a scrapbooking and paper craft enrichment program for Celebrity guests. Clay and Leslie love the industry and experience of creating, promoting and preserving Memories.

Hugh Jones has been in the spa & fitness industry for 21 years and has successfully directed spa programs in several 5-star hotels, resorts and planned communities. He began his career at the world famous spa at Palm-Aire, Pompano Beach, Florida. He later moved to the Bonaventure InterContinental Hotel & Spa, where he was recruited by Tumberry Isle Yacht & Country Club, and was named “Manager of the Year”. During that time, Tumberry was rated “Number 1 resort in the U.S.” by Lodging and Hospitality. Hugh has also written several articles for Spa Management on planning for profits within the spa, recruiting and managing spa staff, and reviewing existing spa operations to improve service and profitability. During his many years as a Spa Director, Hugh, has mentored many staff members that have gone on to become successful Spa Directors at several prestigious properties. Since 2000 Hugh has been involved with spa design and development in over 80 successful national & international projects in Switzerland, Can., USA and New Zealand.
Dorry Martin is the Social & Group Recreation Manager at Omni Amelia Island Plantation located on Amelia Island, FL. Her responsibilities at Amelia Island Plantation include planning and implementing the holidays, special events and social programs including; Kid’ Camp Amelia, Just for Kid’s night out, Teen Explorers, Just for Families, Arts & Crafts, Poolside Activities and managing the Recreation Information Hut. In addition to the social side of recreation she also plans and runs all of the corporate and group recreation programs at the Resort. Dorry oversees up to 15 interns throughout the year, in addition to 20 seasonal employees. Prior to her current position she was in the Sales Department after completing her final internship in the Social Recreation Department, at Amelia Island Plantation. She completed her first internship at The Broadmoor in Colorado Springs, CO. Dorry received a B.S. degree at the University of Central Missouri, majoring in Tourism with a concentration in Special Events and a minor in Recreation Management.

Lisa Linden has been in the recreation industry for the past 20 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. Lisa has a B.S. in Parks and Recreation Administration with emphasis on Commercial Recreation from Illinois State University.

Dr. Vanessa MacKinnon, Ph.D., an Assistant Professor of Exercise Science and Sport Studies at California University of Pennsylvania, teaches courses in Professional Golf Management. Her research interests include golf instruction, fitness promotion, and gender issues in the golf and sports industries. She is a Class A member of the PGA of America and the LPGA Teaching and Club Professional Division. After competing on the Yale women’s golf team, she spent over a decade as a golf professional. She also spent time as a research analyst in the US government, where one of her areas of concentration was women’s issues.

Dr. Laura Miller, Ph.D., has been an assistant professor within the Sport Management Studies program at California University of Pennsylvania since 2006. Prior to her employment at Cal U of Pa, she worked in athletic fundraising at the University of Southern Mississippi while also obtaining her terminal degree in Sport Management. Her teaching expertise includes the areas of sport marketing and sport psychology and she has publications within the Journal of Issues in Intercollegiate Athletics and the Encyclopedia of Sports Marketing and Management.

Chelsea Mosher grew up in Bouckville New York, Graduated from The College at Brockport State University of New York in December of 2010 with a degree in Recreation & Leisure Studies. She completed internships at the Ocean Reef Club in Key Largo and Kiawah Island Golf Resort where she now works full time as the Resort Craft & Activity Supervisor. Chelsea’s main responsibilities are working at the Art Studio and organizing corporate team building events! She has been an RCRA member since 2009, attended the 2009 & 2010 National Conferences, the 2011 Southeast Regional Workshop, and the 2011 South Carolina Workshop.

Dr. Teresa O’Bannon, Ph. D., is an Associate Professor of Recreation, Parks and Tourism at Radford University and coordinates the Tourism and Special Events concentration within the major. She leads a variety of experiential education programs, including a summer Tourism Institute and study abroad opportunities in France. Teresa’s research interests include dark tourism, which is visitation to places that are associated with death or somewhat morbid, and tourism de mémoire, the French concept of memory tourism. She is a graduate of University of Oregon (BA), University of Tennessee, Knoxville (MS), and Washington State University (Ph.D.).

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.
Dr. Godwin-Charles Ogbeide, M.B.A., Ph.D., is an Assistant Professor of Hospitality Management at University of Arkansas Fayetteville. He is an active PCMA and I-CRIE member, President of KOMA-CHRIE, a member of I-CRIE Strategic Committee, and a member of Eta Sigma Delta (International Hospitality Management Honor Society) Board of Governors. His teaching and research interests are in the areas of Hotel and Restaurant Management, Revenue Management, Strategic Management, Leadership Development, and Convention and Event Management. He is an endowed Hospitality educator/professional with over 25 years of experience in the hospitality industry.

Zach Reynolds is a 2011 graduate of the Recreation, Sport Leadership and Tourism Management program at the University of North Carolina Wilmington. His academic emphasis area is in commercial recreation and tourism. Mr. Reynolds is a lifelong surfer and adventure traveler. As an undergraduate student, he participated in a summer study abroad program to Australia and New Zealand. This study was an undergraduate directed independent research project completed his senior year.

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 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.

Chelsey Stegmaier graduated with a degree in Tourism Management and Hospitality from Indiana University in May 2011. She currently is the Kamp Kiawah Supervisor at the Kiawah Island Golf Resort, where she was a recreational intern during the summer of 2010. Chelsey has been a part of RCRA since the fall of 2010 when she attending the National Conference in Bend Oregon. Chelsey loves having a job that involves children on a daily basis because at the end of the day she always has a story to tell.

Pam Petcash from Pittsburgh, Pennsylvania is an events Management Professional with over 29 years of experience creatively planning, organizing and coordinating all phases of operations/activities with 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, Ta’Facil Corporation, Guest Services and Enrichment Specialist with Celebrity Cruises as well as; consulting at Atlantis, Bahamas and Atlantis, Palm Jumeriah, Dubai. Currently, Pam is Director of Guest Activities and Resort Programming for Kerzner International Resorts, Fort Lauderdale.

Dan Roberts grew up in a military family that finally settled in Jacksonville, Alabama. He attended The University of West Alabama and Jacksonville State University. Dan has over 15 years of experience in corporate training, where he has taught thousands of participants from organizations including Delta Air Lines and Chick-fil-A. He has facilitated learning environments in a broad spectrum of topics, including government regulations, leadership skills and customer service. Dan's passion for training, education and entertainment led to his co-founding The Big Game Show, where he gets to travel the country providing a high-energy customized experience. Dan lives in Atlanta, Georgia with his amazing wife Joy and their beautiful daughter Anna, born June of 2011.

We’re moving. Here’s our new address

RCRA
PO BOX 16449
Fernandina Beach, FL
32035

Pam Petcash
Session #13

Dan Roberts
Session #2

Chelsea Stegmaier
Session #1

Norman Stowe
Session #9

Norman Stowe is Managing Partner of The Pace Group, one of Canada’s leading full-service communications and special events firms, and Chair of the Worldcom Public Relations Group’s travel and tourism practice group. With a broad range of public, private and not-for-profit clients, The Pace Group is a partner in Worldcom, the world’s leading partnership of independently owned public relations counseling firms with offices in 95 cities worldwide. Worldcom partners serve national, international and multi-national clients, while retaining the flexibility and client-service focus inherent in independent agencies.
Reggie Sumpter has landed the best job in the world as President of The Big Game Show. His role includes: marketing, budgeting, administrative work, creating all of the games, and the best part – hosting game shows for thousands across the country. Prior to running The Big Game Show full time, Reggie used his skills in different professions including developing online training and pastoring. Reggie has a degree in Business and Mathematics, and also a Masters Degree in Theology. When he’s not traveling or watching a movie for the hundredth time, you can find Reggie on a softball field or basketball court. Reggie grew up in Arkansas, but now resides in Atlanta, Georgia, with his wife Angela and son Noah, born May of 2011.

Alicia Toal is the owner of Dish It Out, Charlotte, NC’s premier pottery painting studio. Dish It Out was established in 1997 and remains an industry-leading contemporary studio to this day. The studio offers a variety of art mediums, including pottery painting, wheeling throwing, glass fusing, mosaics and beading. Dish It Out has won several People's Choice awards, including Best of the Best for Kid's Birthday Parties by Charlotte Magazine. Alicia is co-author of Groovy Ideas for Hands and Feet, a book featuring creative ideas on how to incorporate children's hand and footprints into projects that will last forever. Alicia graduated from Winthrop University with a BS in Business Marketing. Alicia is married to DJ Toal, owner of Bisque Imports, a leading creative supply company based in Belmont, NC. The company was most recently voted Supplier of the Year for their industry for the third consecutive year. The two are parents to three teenagers and live in Charlotte.

KEY NOTE SPEAKER Karen Sutherland is a native of Philadelphia, Pennsylvania and has been residing in Nassau Bahamas for a period of 10 years. She is a graduate of Spellman College in Atlanta, Georgia. Karen served as Training Director for BellSouth Telecommunications for 10 years, prior to joining the Kerzner International Team in February of 2000. Karen now serves as Sr. Director of Training and Development for the Atlantis Resort. In her capacity of Director of Training she serves as a consultant and advisor to the leadership team of the organization. She is responsible for all Departmental training, ensuring quality content, delivery; practical application and measurements are in place. Her responsibilities also include the design and delivery of management training for the resort. She also serves as one of the lead instructors for the Atlantis University, Kerzner’s starship Corporate University. Karen has spent most of her professional career in training and development. She is passionate about teaching and helping the development of others. She takes pride in what she does, providing the most innovative training and instructional design method and practices. Karen believes potential lies within each of us, and development.  She is passionate about teaching and helping the development of others.  She takes pride in what she does, providing the most innovative training and instructional design method and practices. Karen believes potential lies within each of us, and development. She is passionate about teaching and helping the development of others. She takes pride in what she does, providing the most innovative training and instructional design method and practices. Karen believes potential lies within each of us, and development.

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.

Vendors Committee - To assist with locating vendors for the National Conference whereas the attendees and vendors can benefit.

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Candy is in Roxanne Klein’s blood. Klein comes from a candy-minded family, and she’s known sweet innovation from birth. After all, Roxanne’s father, David, invented the Jelly Belly candy. He and her mother, Rebecca, helped Roxanne get Sandy Candy off the ground when she dreamed up the idea in high school, agreeing to develop the candy in their Covina, California, factory. That certainly made it easier to get the sweet stuff made—freeing Roxanne of the typical start-up and equipment costs. Says Roxanne, Does Roxanne feel any added pressure, being the daughter of a successful inventor? “No,” she says, “we’re all individuals. I just go with my own flow. My Roxy flow.”

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Region 3 – Northeast
Region 4 – Missouri Valley
Region 5 – Intermountain
Region 6 – Pacific Northwest
Region 7 – Southwest
Region 8 – Southeast
Region 9 – Southern
Region 10 – Atlantic
Region 11 – Pacific Southwest
Region 12 – International