32nd Annual National Conference

November 3 - 6, 2012
TradeWinds Island Resort
St. Pete Beach, FL

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

Auctions
- Lucky Logo Pirate Party Social
- Stay and Play Packages

Scott Rood
Message from the President Elect

Meet the Current Board
2012 RCRA Board of Directors
**Message from Scott Rood, RCRA President-Elect**

On behalf of the Resort and Commercial Recreation Associations’ Board of Directors, I would personally like to welcome you to the “32nd Annual National Conference” here at beautiful TradeWinds Island Resort. Throughout this Conference you will be exposed to attendees representing great properties, excellent students, educators from a number of universities and an impressive group of vendors.

This Conference is meant to give you an opportunity to network with professionals in the field that someday you may need to refer to professionally or personally. So get involved and open some doors in your career! We have secured wonderful speakers and many sessions that will cover a very wide spectrum of topics, in which I am sure all will find interest to partake. 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. Our exhibitors are supporting RCRA to the fullest; be sure to view their products which can improve programs and create a better guest experience.

I’d like to thank the Board of Directors, professionals, students, vendors and speakers for making this Conference possible. Special appreciation to Kari Bowman, Bruce Boliver, Lisa Linden and Peggy Tempero for their hard work and assistance leading up to the conference and throughout. Finally, thanks to the entire team here at TradeWinds Island Resort for all of their work and planning to make this a successful Conference. And to the entire membership, “thanks for your continued support and remember to get involved and keep making a difference!”
2012 Board of Directors

Past President  
Lisa Linden

President  
Kari Bowman

President-Elect  
Scott Rood

Treasurer  
Gary Bleil

Secretary  
Alison Jenks

Director At-Large  
Rob Macgowan

Director At-Large  
Emily Savko

Director At-Large  
Bruce Boliver

Director At-Large  
Dan Preston

SATURDAY, NOVEMBER 3, 2012  
Dress Code Casual

4:40pm  
Student Scholarship Winners Report to Board  
Location: Chart Room (2nd Level)

5:30pm - 7:30pm  
Registration Desk is Open  
Location: Outside CMC2 Office Room, Grand Palm Colonnade

7:00pm - 8:00pm  
Redbeard Pirate Show  
Join us when the sun goes down, on Pirate Island and listen to the stories of the Pirates that once roamed the beach. Captain Redbeard and his first mate Blaze will have you on the edge of your seat story after story.  
Location: Pirate Island

8:00pm - 10:00pm  
RCRA Member Social, Just Let Go.  
Location: Sharktooth Tavern & Pirate Island
Enter the RCRA Smartphone Hunt  
**presented by Wildly Different**

Spot, scan and solve the 10 clues found throughout the conference and you could win $200!

**What do you need to play?**
- A smartphone and a Tag barcode reader, which you can download for free. Don’t have a smartphone? Feel free to work with a friend who does!

**How do you play?**
1. **What are the start and end dates?**
   - The hunt starts at 5:30 pm on Saturday, November 3rd and you must submit all answers by 4:45 pm on Tuesday, November 6th

2. **How is the winner selected?**
   - The person or team answering the most clues correctly wins. If there is a tie, names are placed in a prize drawing. The winner will be announced at the Dinner Banquet the final night.

**What do you need to play?**

**How do you play?**

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### SUNDAY, NOVEMBER 4, 2012

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:45am - 5:30pm</td>
<td><strong>Registration Desk is Open</strong></td>
<td><strong>Location:</strong> Outside CMC2 Office Room, Grand Palm Colonnade</td>
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<tr>
<td>9:00am - 11:30am</td>
<td><strong>TradeWinds Island Resort Recreation Showcase</strong></td>
<td><strong>Location:</strong> North Beach</td>
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<tr>
<td>9:30am - 12:30pm</td>
<td><strong>Vendor Set Up</strong></td>
<td><strong>Location:</strong> Grand Palm Colonnade, East Side</td>
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<tr>
<td>11:30am - 12:45pm</td>
<td><strong>Lunch on your own</strong></td>
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<tr>
<td>12:30pm - 5:00pm</td>
<td><strong>Vendors Showcase</strong></td>
<td><strong>Location:</strong> Grand Palm Colonnade, East Side</td>
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<tr>
<td>12:45pm - 2:30pm</td>
<td><strong>Session #1: Welcome Session and KEY NOTE SPEAKER: Closing The Gap</strong></td>
<td><strong>Location:</strong> Bird / Indian Key</td>
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<td>2:30pm - 3:15pm</td>
<td><strong>Vendor Spotlight</strong></td>
<td><strong>Location:</strong> Bird / Indian Key</td>
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<td>3:15pm - 3:45pm</td>
<td><strong>Meet with Vendors</strong></td>
<td><strong>Location:</strong> Grand Palm Colonnade, East Side</td>
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<tr>
<td>3:15pm - 4:45pm</td>
<td><strong>Session #2: Students Only - Internship Expectations, Interview Preparations and Resume Tips</strong></td>
<td><strong>Location:</strong> Royal Tern</td>
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<td>4:00pm - 5:15pm</td>
<td><strong>Session #3: More Than Brainstorming</strong></td>
<td><strong>Location:</strong> Bird / Indian Key</td>
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<td>4:45pm - 5:15pm</td>
<td><strong>Session #4: Students Only: Internship Spotlight A</strong></td>
<td><strong>Location:</strong> Royal Tern</td>
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<td>5:15pm - 7:15pm</td>
<td><strong>Dinner on your own</strong></td>
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7:30pm - 8:30pm  
**Session #5: Games, Games, Games**
Come prepared to play! We’re going to play some favorite games of the past few conferences but also throw it out to the attendees to bring their favorite games to play! This year there will be prizes and awards to those who can BRING IT!  
**Location:** Bird / Indian Key  
**Presenter:** Lisa Linden

8:30pm - 10:30pm  
**The President’s Social**
Join fellow conference attendees and your President Kari Bowman, President-Elect Scott Rood and Past President Lisa Linden, for a fun meet and greet. Mingle with old friends or make new ones.  
**“Introduction of 2013 Board of Director Candidates”**  
**Location:** Breckenridge North Pool Deck  
**Cash Bar**

MONDAY, NOVEMBER 5, 2012  
**Dress Code:** Business

8:30am - 10:00am  
**Awards Breakfast and Annual Business Meeting**
Business meeting, Awards and Voting for the 2013 Board of Directors will take place at this session  
**Location:** Banyan / Citrus / Glades Rooms

8:30am - 5:00pm  
**Vendors Showcase**  
**Location:** Grand Palm Colonnade, East Side

10:15am - 11:30am  
**Session #6: Students Only - Internship Spotlight B**
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:** Royal Tern  
**Presenters:** Various Interns

**Session #7: Multigenerational Travel Trends and Programming Tips**
Family, or multigenerational travel is one of the fastest growing segments of the industry today. This session will take a close look at some of the quantitative and qualitative factors contributing to its growth and identify some of the opportunities for travel suppliers to capitalize on the trend to grow their businesses. There will also be a discussion on how travel suppliers can better serve this important demographic and earn the praise and trust so important for generating loyal customers.  
**Location:** Bird / Indian Key  
**Presenter:** Rainer Jenss

**Session #8: Multigenerational Workforce: Suggestion for Managers**
In this session, we will highlight the defining characteristics of the four generations currently represented in the workforce: mature, baby boomers, generation X, and millennial. Then we will recognize why it is important to have different generational employees in the workplace. We will then draw on our experiences as students and interns in the field of tourism and commercial recreation to provide suggestions for minimizing workplace problems that result from generational differences. Finally, we will demonstrate some of our ideas for intergenerational teambuilding activities.  
**Location:** Snowy Egret  
**Presenters:** Katrina Mogavero, Holly Perry, Joanna Ward

11:45am - 1:00pm  
**Session #9: Bring It On - Crafts!**
Bring it on crafts will be a session facilitated by two self proclaimed “crazy craft ladies”, Alison Jenks and Allyson DeShurko. Together we will discuss creative twists on crafts, as well as open up the session for a show and tell style forum. We will have examples and explanations of our own bag of craft tricks and especially from YOU the participants willing to share ideas. If you would like to submit ideas to the craft ladies we would be excited to include them in our “craftivity” (creative crafts that is) hand out available for all participants in this fun and interactive session. Remember what Dr. Seuss said about creativity: “Think left and think right and think low and think high. Oh, the thinks you can think up if only you try.”  
**Location:** Bird / Indian Key  
**Presenters:** Alison Jenks & Allyson DeShurko

**Session #10: Moving Generations**
At GenMove, we believe that every child deserves a healthy lifestyle. That every child can contribute to a team. And that every child should experience the thrill of being physically active – regardless of innate ability, past experiences, or physical limitations. We’ve designed innovative activities and inclusive, non-threatening equipment that will level the playing field to ensure that all children – not just those with a traditional sports background – can experience the benefits of physical activity. Our programs will give resort recreation settings, staff, and educators easy to implement physical and health activities for all age groups, levels, and abilities.  
**Location:** Royal Tern  
**Presenter:** Témoc Suarez
Session #11: Research Presentations #1

A) Using Student Evaluations of a Summer Recreation Internship to Guide Course Revision

The internship experience is a valuable opportunity for students to gain practical experience and to explore possible career paths. In this presentation, the results of an objective analysis of course evaluations from Recreation and Leisure Studies students completing their summer internships in 2012 will be described. Suggestions for modifications to course assignments will be proposed based on study results. In addition, suggestions for strengthening relationships between the faculty supervisors and practitioners who serve as on-site supervisors will be discussed. Finally, feedback will be solicited from the audience regarding their own experiences with interns and internships.

Presenter: Holly Perry

B) Marketing Techniques for Vacation Rental Owners Using a Netnographical Approach

This study explores how various marketing techniques are being used by vacation rental owners and the response rate by the vacationer by analyzing online blogs and forums of vacation rental owners. Specific objectives are to provide a deeper understanding of the major marketing tools used by vacation rental owners who market their property online. The main contributions of the study are expected to conceptualize the marketing techniques of the growing vacation rental industry and to better understand the success of marketing from various sources which are normally hard to track, as they are often intermingled.

Presenters: Denver Severt, Raisul Howlader

C) Generational Differences of Quality of Life in the Context of Small Island Destinations

The purpose of this study is to examine how tourism development has influenced social, cultural, economic, and environmental aspects of local residents on the island of Aruba. In-depth individual interviews with over 95 stakeholders were conducted in order to understand how tourism development impacts the quality of life of residents. A survey instrument was given to a cross-section of 925 residents with questions regarding the social, cultural, environmental, and economic perceptions of tourism impact. Factor analysis, analysis of variance, and stepwise regression were utilized to determine impacts of tourism and residents’ satisfaction with life of a generational impact.

Presenters: Robertico Croes, Eric Olson, “Jenna” Seung Hyun Lee

Location: Snowy Egret

1:00pm - 2:00pm
Lunch on your own

1:00pm - 3:45pm
Internship and Job Fair Set Up
Location: Jasmine-Sawgrass

2:15pm - 3:30pm
Session #12: 7 Things at 42 I Wish I'd Known at 21: Benefiting from Someone Else's Mistakes

While hindsight may be 20/20, there is something else that is a close second in terms of life lessons: learning from other people's experience. What if you started applying now what someone else wish they'd started applying 20 years ago? As president of two companies and someone who's worked with several Fortune 500 companies, Reggie Sumpter has made his share of mistakes that we all learn from but he's also stumbled into a few good decisions that we can glean from. In this session, Reggie will look through the lens of his last 20 years of personal and professional life and give you seven principles that he wish he had known in his twenties. If you want to set yourself up for making great decisions, take these principles to heart. Reggie is President of The Big Game Show, so don't be surprised if some fun is on tap as well.

Location: Bird / Indian Key

Presenter: Reggie Sumpter

Session #13: “Top 10 Mistakes You Can't Afford to Make When hiring Entertainment Professionals.”

So you are putting together a VERY important event and find yourself needing to hire an entertainment professional. You need to make sure they will impress your guests. Where do you start? How do you know who is good? What is a reasonable rate for their services? What questions should you ask prior to booking? All of these questions and more will be answered during this session, as well as the top 10 things you should NOT do when bringing in entertainment professionals to ensure you hire the perfect person for your event.

Location: Royal Tern

Presenter: Jennifer Wilson

Session #14: The Dirty Dozen: 12 Playground Hazards

This session gives attendees a visual overview of the 12 safety hazards in America's Playgrounds from ground cover to climbing surfaces and on down the slide. We will look at avoidable hazards related to equipment, its spacing and use zones as well as hazards related to supervision and age appropriate activities. Best practices to reduce and manage playground risks will also be incorporated in the interactive session. Attendees will leave with a basic knowledge of how to inspect playgrounds, keep our younger guests safe and protect the resort or business from liability.

Presenter: Jill Mills
TUESDAY, NOVEMBER 6, 2012

8:30am - 10:25am  
Internship / Job Interviews  
Location: Jasmine - Sawgrass

8:15am - 5:00pm  
Registration Desk is Open  
Location: Outside CMC2 Office Room

10:45am - 12:00pm  
Session #15: Own Your Activity: Be the Star That You Are  
Microphone techniques, developing your own style, connecting with your audience and how to let your personality shine while hosting your activities are some of the basics in this interactive presentation.  
Location: Bird / Indian Key  
Presenter: Pam Petcash

Session #16: KEYNOTE SPEAKER, Closing the Gap, Continued  
Each of us is living five different life stories: education, career, family, friendships, and passions. We get to play the hero in each story. Our decisions and behaviors are what determine how each story will go. Will it be tragedy or triumph? This engaging, entertaining and motivational presentation will focus on how to harness the energy inside you to close the gap between where you are today and where you want to be tomorrow in each life story. From wealth, careers, and educations to friendships, romances, and personal interests, we can always get better. We can make each story a triumph by closing the gap.  
Location: Royal Tern  
Presenter: Tim Catalano

Session #17: Research Presentations #2  
A) Forecasting Hotel Sales: Which Time Series Technique is More Accurate  
The complexity and uncertainty of hotel financial performance is determined by diverse internal and external environmental factors that may include: increased industry competition, recent instability of economic conditions, technological advances, marketplace developments, and changes in customer tastes and preferences. Hotel managers require accurate forecasting methods in order to reduce the adverse effects that may be associated with such environmental factors on hotel financial performance. The study focuses on testing several time series models in order to assist hotel managers in determining which forecasting method(s) may be the most accurate in terms of formulating future hotel sales expectations.  
Presenters: Kelly Semrad, Ekaterina Sorokina

B) Campground Attributes Valued by the RV Traveler: Is This Really Camping?  
The presentation will center on today's RV enthusiast and lifestyle. The RV industry has changed substantially in the past 100 years, evolving from the “Tin Can Tourists” of the 1920’s to the gated resort amenities and lot ownership opportunities of today. The RV itself has evolved, expanding up to 45 feet in length with on board features comparable to home entertainment systems, appliances, and comforts. More specifically, the discussion will focus on today's preferred campground type and amenities.  
Presenter: Jill Fjelstul

C) An Assessment of Learning Outcomes of a Business/Education Partnership: The Case of the Isles of Shoals Steamship Company and UNH’s Tourism Planning and Development  
This presents a case study of collaborative activities between the University of New Hampshire’s Tourism Planning and Development Program and the Isles of Shoals Steamship Company (a local seasonal tourist business). It provides an overview of the rationale for the partnership for both parties and it will identify and briefly describe some of the collaborations. Highlights from a meta-analysis of the ten years of data collection focused on subjective and objective learning outcomes associated with the partnership will be shared.  
Location: Snowy Egret  
Presenter: Rob Robertson

12:00pm - 1:15pm  
Lunch on your own

8:30pm - 10:30pm  
"Lucky Logo" Pirate Party Social  
Featuring THE BIG GAME SHOW  
Dress in Pirate Attire  
"Lucky Logo" tickets on sale, $1 each, 6 for $5, $10 / arm length, $20 / body length  
Location: Bird / Indian Key  
Music Provided by DJ Devren  
Cash Bar
Session #18: Get Clued In - Creating Clever Hunt Activities
If you've been participating in the RCRA Smartphone Hunt, you know how much fun a hunt can be. But it's hard work to put a good one together! In this session, you'll learn tips of the trade from Lisa Jennings, Chief Experience Officer for Wildly Different and Hunt Master for Masters of the Hunt. She'll reveal a treasure trove of tools for unique hunts including: the many different types of hunts you can create, tips for writing clues, the variety of ways a hunt can be used to reach your goals, the dos and don’ts of putting on a hunt.

Location: Bird / Indian Key
Presenter: Lisa Jennings

Session #19: Successful Career Practices: Understanding the Needs of Your Clients, Employers and Vendors
A MUST for a successful career is creating and having: successful clients, successful vendors, and a successful company to work for. What do you need and what do they need? “Yourself”: What do you need for and from yourself? “The company you work for”: What do you need for and from your employer? “Your Clients”: What do you need for and from your clients? “Your Vendors (You as a Client to others)”: What do you need for and from your vendors?

Location: Royal Tern
Presenter: Scott Keller

Session #20: Research Presentations #3
A) Resort Recreation Facility Report
This study provides a comprehensive look at the most recent data related to resort recreation amenity facility offerings. As the resort industry grew, multiple amenity offerings became the norm and consumers became conditioned to expect certain amenities as part of the resort experience. Amenity facilities and related services can make or break the success of a recreation amenity department. This report brings these research findings together and provide a comprehensive overview of the state of resort recreation facilities. In addition, this secondary data will be compared to data collected in the summer 2012, of amenity facilities currently available at RCRA member properties.

Location: Snowy Egret
Presenter: Mary Wisnom

B) 2012 Resort Wage and Compensation Study
We will present and discuss the recently completed 2012 RCRA wage survey. The study included not only wages, salaries, and compensation but also sections on employee satisfaction and general operational issues. We will also do comparisons with previous surveys and national data. The findings should not only be interesting; they may also have impacts on individual members and their ability to use the data comparatively to see if the type of department, size and profitability structure impact the reported compensation rates of the participants.

Location: Snowy Egret
Presenters: Andy Holdnak, Scott Rood

Session #21: Educator Caucus
All educators are encouraged to come to this open forum discussion. Learn more about new exciting developments with the Journal of Tourism Insights (the official referred journal of RCRA). Got a paper that's not quite finished? Learn how we might be able to help. Interested in serving as a peer reviewer? Got ideas on how to improve RCRA? We’re here to listen!

Location: Snowy Egret
Moderator: Scott Rood

Internship / Job Interviews
Location: Jasmine - Sawgrass

Pre-Awards Dinner Reception
Location: Grand Palm Colonnade, East Side

Awards Banquet & Resort Package Auction
Dinner Banquet, Awards Presentation
SILENT & LIVE Resort Package Auction
With RCRA member and Auctioneer Jean Baer
Location: Bird / Indian Key
9:45pm - 11:00pm After Hours Social
Music Provided by DJ Devren
(Dress code is semi-formal)

Induction of 2013 Board of Directors

WEDNESDAY, NOVEMBER 7, 2012
Dress Code: Casual

10:00am - 11:00am Registration Desk is Open To Pick Up Any Last Minute Items or Ship Items Home
Location: Outside CMC2 Office Room

Special Thank You
We would like to thank the TradeWinds Island Resort for hosting RCRA’s 32nd Annual National Conference. We would also like to thank all of our speakers, sponsors and vendors for their time, generosity, and areas of expertise. Thank you to DJ Devren, Tom Burgess photographer and Amanda Felts for new signage for Awards Committee. Special thanks to all of you, for your continued support in RCRA. Safe travels home!! See you next year!!
**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 Treasurer.

**KEY NOTE SPEAKER. Tim Catalano,** was a highly recruited distance runner out of high school who went on to run varsity track and cross-country for the storied University of Colorado (CU) athletic program. While there, he helped the team earn fourth and second-place finishes nationally. These experiences had a transformative influence on him that sparked a lifelong interest in the power of experience in shaping the individual. Since then he has taught psychology both at the university and high school level in three countries, served as the Director of Activities during the opening of the Atlantis The Palm in Dubai, wrote a book titled Running the Edge, and recently competed in a 100 mile foot race in Ohio just for fun! He continues to write professionally. He also does consulting and contract work for the Atlantis Paradise Island in the Bahamas.

**Ally Deshurko** graduated from Slippery Rock University in 2011 with a degree in Resort Recreation Management and Tourism. She did her first internship at Sea Pines Resort in Hilton Head Island then did her second internship at Kiawah Island Golf Resort in 2011 and got to stay on! She is currently the Recreation Craft Supervisor. Ally loves the variety of fun activities she gets to do each day and enjoys learning new techniques and methods to make the Turtles’ Nest Art Studio even more exciting!

**Arica Haro** graduated from Appalachian State University with a B.S. in Recreation Management and a B.A. in Spanish. After completing her internship at Kiawah Island Golf Resort, Arica practiced her new found skills in a managerial role at Kiawah. She left Kiawah to take a temporary travel break, then reemerged into the Recreation Industry as Recreation Director at Innisbrook, a Salamander Golf and Spa Resort. At Innisbrook, she developed a new recreation program and assisted in the openings of two Salamander properties in the Dominican Republic. Heading the call of entrepreneurship, Arica left Innisbrook to start her own company H&A Productions LLC. She is currently living in Asheville, NC developing this dream.

**Kari Bowman** earned her bachelor’s degree at Iowa State University following the completion of a Recreation Internship at Kiawah Island Golf 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 is the Co-Director of the Kiawah Island Golf Resort Marathon. She has been a member of RCRA since 2003 and has served on the Board of Directors since 2008; currently serving as the association’s President. Kari served as a Committee Chairperson for the PGA Championship this past August.

**Dr. Robertico Croes, Ph.D.,** is a Professor at the Rosen College of Hospitality Management at the University of Central Florida. He is also the Chair of the Department of Tourism, Events and Attractions and Associate Director of the Dick Pope Sr. Institute for Tourism Studies. He has published two books and has authored numerous journal articles, book chapters and conference presentations on tourism impact and development in small islands and developing countries. He has served on the editorial board of three journals and is the recipient of several awards.

**Dr. Jill Fjelstul, Ph.D.,** has insight and passion for the RV industry that is unsurpassed. She is an avid RVer, affording her a true understanding of the RV lifestyle. Fjelstul is actively involved with the leading RV industry associations, has met with founders and leaders of major RV manufacturers and associations, and has streamlined her academic research agenda towards the RV industry. Dr. Fjelstul is currently an Associate Professor at the University of Central Florida’s Rosen College of Hospitality Management.

**Andy Holdnak, Ph. D** is the Assoc. Chair for Regional Programs for the Health, Leisure, and Exercise Science Dept. at the Univ. of West Florida. At the Fort Walton Beach campus, he oversees the Hospitality, Recreation and Resort Management (HRRM) degree. Holdnak’s operational background includes 12 years of managerial experience in the resort industry at locations from FL to ID. He was on the management team opening Sandestin Resort, as well as been a consultant for resort and tourism operations throughout the country. Holdnak served as President of the Commercial Recreation and Tourism Section of the National Recreation and Park Association (NRPA). He has also served as a board member of the Florida Recreation and Parks Association and is a past president of RCRA. He was awarded the RCRA National Service Award in 1988, the Excellence in Research Award in 1994, and Lifetime Achievement Award in 1998. In 2009, Holdnak received the “Outstanding Alumnus - Educator of the Year Award” from the FSU Recreation Administration Program. Holdnak has written and spoken at all levels about tourism and commercial recreation issues. He has been interviewed about tourism issues by National Public Radio and USA Today. Holdnak received his B.S. & M.S. from FSU and his Ph.D. from the Penn State Univ. He has two children.
Raisul Howlader, MBA graduated from Rollins College in 2012 and is interested in the internal control of businesses and to see how business improvements impact stockholders and company owners. At Rollins, he specialized in Marketing to compliment his strong background in Accounting. Currently, he is interested in extending his academic experience and is interested in various real estate entities including the field of resorts and commercial recreation. Currently, he is an Accountant at Ravago of Americas, Inc. in Maitland, Florida and was formally employed in accounting divisions for Florida Hospital and Fiserv Inc., both in Orlando, Florida.

Lisa Jennings has a B.S. degree in Leisure Services from Florida State University and over 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, Experiential Marketing Power, College Marketing Summit, Youth Power, Exhibitor, Special Event, Hospitality Sales & Marketing International.

Lisa Linden has been in the recreation industry for the past 21 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 Hard Rock International and Constance Hotels Experience. Lisa has a B.S. in Parks and Recreation Administration with emphasis on Commercial Recreation from Illinois State University.

Scott Keller attended University of Maryland for Mechanical Engineering while working for Calvert Cliffs Nuclear Power Plant in E & C Mods, Probability Risk Assessment Engineering Department and Fluid Dynamics Department performing studies for the Nuclear Regulatory Committee over a 5 year period. Scott moved to Florida and performed commission sales for a few industries and invested in real-estate. He started Laser Battle in 2006 from scratch. He was involved with event planning and event associations for colleges, hotel/resort, corporate, convention, meeting and party event planners. Training has included business development and motivational. He is married with one son.

Alison Jenks attended Central Michigan Univ. on a student leadership scholarship where she earned a business degree in Commercial Recreation and Advertising. In 2008 she completed a 30 week internship at Kiawah Island. She worked full time for Kiawah Island Golf Resort’s Recreation Programming Dept. until 2011 where she held several different supervisory roles. In 2011 she moved back to the Midwest to be closer to her family, but is still contracted for large events including the annual Kiawah Island Marathon and the recent PGA Golf Championship. In the spring of 2011 Alison started her current position at the Bellbrook Sugarcreek Park District as the program coordinator. She is currently serving RCRA as the Ways and Means Chair (since 2009), Secretary of the Board (in 2012) and is the co-chair of the new quarterly member newsletter. She has presented at several RCRA sessions since 2008 and was a RCRA student scholar ship winner in 2007. She was honored with the “Dedication to Success” award (2011).

Alison Jenks
Session #9

Cassie McVay earned a Bachelor degree in Recreation and Parks Administration with an emphasis in Tourism and Resort from Eastern Kentucky University in 2005. After graduation, she took a position at Sawgrass Marriott as Recreation Supervisor for two years. She supervised recreation programs at both the resort and the Cabana Beach Club which provides beach access to resort guests and provides programs for members. She was promoted to Asst. Recreation Manager and served one year before being promoted to Recreation Manager. Prior to Sawgrass, Cassie completed internships at Omni Amelia Island Plantation and Fripp Island Resort. At Sawgrass, she has planned and implemented a number of recreation programs including Scream Porch (Cabana Club haunted house), Cabana Luau, various summer camps, the Christmas party for the Associates’ children, and a Chef Camp for children. In addition, she participates in resort-wide activities for guests and employees, including activities and services for The Players tournament and employee holiday parties.
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.

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Dr. Jill Mills, Ph.D., has been an educator in Recreation and Leisure Studies for the past 14 years. She brings a wealth of practical experience into the classroom. She credits her early experience in resort recreation for making her who she is today—an enthused recreation professional with a passion for excellent customer service. Dr. Mills holds recreation degrees from Southern Illinois University, North Carolina State University, and Indiana University. She is a Certified Playground Safety Inspector and a Certified Park and Recreation Professional. She currently teaches at Mount Olive College, Mount Olive, NC.

Dr. Holly Bosley Perry, Ph.D., teaches courses within the Tourism Management emphasis in the Department of Recreation and Leisure Studies at The College at Brockport, State University of New York, where she has been an Assistant Professor since 2009. She completed her graduate work (M.S. & Ph.D.) at North Carolina State University in the Department of Parks, Recreation and Tourism Management. Prior to her arrival at Brockport, Dr. Perry’s professional experiences included hotel front office work, Special Olympics aquatics coaching, and coordinating the recreation and volunteer programs at a non-profit agency serving adults with developmental disabilities.

Dr. Rob Robertson, Ph.D., is an Assoc. Professor in the Dept. of Natural Resources and the Environment in the College of Life Sciences and Agriculture at the Univ. of NH. He is the Coordinator of the Department’s Bachelor of Science Degree Program in Tourism Planning and Development. He has three interdisciplinary degrees that blend the social sciences with natural resource management and tourism planning, to include a Ph.D. from the Univ. of Illinois at Urbana-Champaign. He has a wide range of life and work experiences including a short stint as Managing-Partner of the Isles of Shoals Steamship Company. His teaching, outreach and research activities are focused on improving the process (and developing new tools and approaches) by which stakeholders are engaged in natural resource-based tourism planning & development and related decision-making; and on reducing non-response bias in survey research.

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.

Katrina Mogavero is a tourism management major focused in the Recreation and Leisure field and she is also completing a minor in Spanish at SUNY Brockport. Her career goal is to obtain a management position at a resort. To accomplish this goal Katrina will use the skills and knowledge from her previous job and internship experiences to obtain such a position. One of her hobbies that she would like to use in this field is photography. Katrina would like to capture photos for a resort to use in brochures and on their website.

Eric D. Olson is a doctoral student at the Rosen College of Hospitality Management at the University of Central Florida. He possesses a Master of Business Administration from Stetson University and a Bachelor of Business Administration degree from the University of Wisconsin-Eau Claire. He has professional experience with Walt Disney World and Starwood Resorts.

Pam Petcash from Pittsburgh, PA is an Events Management Professional with over 30 years of experience 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 VP of Entertainment, Florida Fun-Train; Dir. of Guest Activities, Atlantis Paradise Island Bahamas, VP of 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 Sr. Director of Special Events, Guest Activities for Kerzner International Resorts, Fort Lauderdale, Florida.
**Kelly Semrad, Ph.D.**

Session #17

**Ekaterina Sorokina**

Session #17

**Reggie Sumpter**

Session #12

**Jennifer Wilson**

Session #13

**Dr. Kelly J. Semrad, Ph.D.** is an assistant professor at the University of Florida. Her focal area of research includes the application of econometric case study research designs to hospitality firms. She currently serves as an associate director for the Eric Friedheim Tourism Institute. Kelly is the author of numerous articles and a book pertaining to the use of discounting in the lodging industry. She has a wide teaching portfolio that includes graduate and undergraduate courses in tourism and hospitality management, entertainment, sports, and event management courses.

**Ekaterina Sorokina** acquired her bachelor’s degree in Management at the Department of Economics, Industrial Management and Engineering, Voronezh State Technical University, Voronezh, Russia in 2008. Ekaterina started her master’s degree at the Department of Tourism, Recreation and Sport Management, University of Florida in January 2012. She is currently one of the graduate assistants at the department. Ekaterina’s interest in hospitality management led her to become a member of Hospitality Financial & Technology Professionals (HFTP) organization in April, 2012. She is currently representing Social Activities Director in HFTP chapter at the University of Florida.

**Reggie Sumpter** has a full schedule these days. As president of The Big Game Show, he manages five different game show hosts, determines the direction of the company’s events and marketing, and even hosts shows himself from time to time. In 2011, The Big Game Show made 72 appearances across the country. In addition, Reggie serves as a project manager at the third largest church in the country, North Point Community Church. Over the years, Reggie has started two different companies, hosted events with thousands of people, developed software for Fortune 500 companies, and taught lessons that inspire purposeful living. He has a BA with majors in Business and Mathematics and also a Masters Degree in Theology. As a communicator, Reggie uses humor and down-to-earth language to deliver engaging and helpful content to people who need and try to implement programs, activities, and equip that level the playing field and increase opportunity for all children to participate in recreation activity and achieve success. He works with universities in conjunction with his programming and training methods to conduct research projects to develop the most effective, impactful, researched based programs for Early Childhood, k-12, and After School Programs.

**Dr. Denver Severt, Ph.D.** is an Associate Professor of Service and Accounting at the UCF Rosen College of Hospitality Management specializing in consumer behavior research across multiple segments and industries. With twenty years experience in various segments of the restaurant industry and sixteen years as a Professor, he has published over one hundred research articles and presentations, and has given multiple key note addresses to audiences centered around service excellence, motivation, and leadership. As a vacation property owner and a consumer behavior researcher, Denver has a natural interest in the field of resorts and commercial recreation.

**Ekaterina Sorokina**

**Reggie Sumpter**

**Jennifer Wilson**

**Dr. Mary Wisnom, Ph.D.** is a Professor and coordinator of the Spa Management program in the Division of Resort and Hospitality Management at Florida Gulf Coast University (FGCU). Mary boasts thirty years of experience in the hospitality and recreation industry as a practitioner and educator. After completing a B.A. degree at Wittenberg University in Business and Psychology and a M.S. at Michigan State University (MSU) in Parks, Recreation and Tourism Resources (PRTR), she returned to the industry, working in a variety of resorts and private clubs, including destination resorts, yacht, athletic, golf, and country clubs in Michigan, Colorado, and Florida. Following her desire to direct recreation amenities, Mary circumvented traditional hospitality roles and focused her leadership efforts in the areas of fitness, wellness, aquatics, recreation, adult events, and children’s activities. In the early 1990s, Mary left her position as Recreation Director of The Ritz-Carlton, Naples, to return to MSU and pursue her Ph.D. and passion for teaching. In 1996, she began teaching full time as a member of the Recreation, Parks and Leisure Services Administration faculty at Central Michigan University, and in 2006 she moved to Naples, Florida, and joined the FGCU faculty.

**Joanna Ward** focuses on her major in tourism management and also a minor in forensic science at SUNY Brockport. She intends to have a career in hotel management. Joanna has started working towards her career goal with an internship at Darien Lake Lodge at the Lake, the pond is owned by Herschend Family Entertainment. She foresees to achieve her career goal by gaining valuable knowledge through working hard. Some hobbies that Joanna enjoys pertaining to hospitality include; camping, making trip itineraries, traveling, sightseeing, decorating, and researching new destinations.

**Mary Wisnom, Ph.D.**

Session #20
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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. 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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