WELCOME TO THE 33rd ANNUAL CONFERENCE!

I’d like to take this opportunity to welcome everyone to the Resort and Commercial Recreation Association’s 33rd Annual National Conference. We are very excited to bring the conference back to its inaugural location on Amelia Island, fresh off its $85 million Re-Imagination project. Please take every opportunity to experience what this property has to offer and enjoy the wonderful amenities, especially from the Omni AIP Recreation Department.

The Board of Directors has been working tirelessly over the past year to make this an even better association for its members. There’s been a lot of time and effort invested in our marketing initiative. This led to our newly designed website launching this past June that will better serve the membership. Along with this, you’ll notice our quarterly newsletters have adopted the same remodel as our website. Keeping this consistency for our association and our members is an exciting step forward.

In addition to this initiative, we’ve put together another amazing conference filled with a wide variety of session topics, fun socials, and of course, great networking opportunities. Make sure you take advantage of every opportunity to make this conference a success for both yourself and RCRA.

Lastly, but certainly not least, I’d like to thank the Board of Directors, Gary Bleil and the entire team at Omni Amelia Island Plantation for hosting this year’s conference, our impressive list of speakers, and all of you for making this organization great.

Dan Preston
President-Elect
GENERAL INFORMATION

Registration Desk Hours
Saturday, Nov. 9, 2013 5:30pm – 7:30pm
Sunday, Nov. 10, 2013 8:45am – 5:30pm
Monday, Nov. 11, 2013 8:15am – 6:00pm
Tuesday, Nov. 12, 2013 8:15am – 5:00pm
Wednesday, Nov. 13, 2013 10:00am – 11:00am

Sponsor/Vendor Showcase
Sunday 12:00pm – 6:00pm, Monday 8:00am – 5:00pm

RCRA’s 411 Breakfast and RCRA Gala
The 411 Breakfast and RCRA Gala are for RCRA Conference attendees. If traveling with a guest that is interested in attending, please register and purchase a ticket at the Registration Desk. $30 for the 411 Breakfast, $40 for the RCRA Gala.

If you have any dietary requests or restrictions for the 411 Breakfast or the RCRA Gala, please sign up at the Registration Desk.

Internship/Job Fair – Monday, November 11th
Internship/Job Fair Introduction Session, 3:45pm – 4:30pm
Internship/Job Fair, 4:30pm – 6:00pm

Internship/Job Fair Interviews, Tuesday, November 12th
8:30am – 10:25am, 3:00pm – 4:45pm

Additional Time Slot Interviews
Professionals and students whose schedules conflicted may coordinate separate interview sessions. Details determined by professionals.

“Lucky Logo” Surf’s Up Social
Participate in a great opportunity to win fabulous prizes! The “Lucky Logo” Auction will be held on Monday evening at the “Surf’s Up” Social. Tickets may be purchased from the Ways & Means Committee Members. Dress in the Surf’s Up theme! Tickets: $1 each, $5 for 6, $10/arm length or $20/body length – BRING CASH!

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. Silent auction bidding will begin on Sunday evening at the President’s Social. Live auctions will take place on Sunday and Tuesday evenings. Student specific packages available - great for Spring Break!

Dress Code During the Conference
Business Dress is suggested for all of the sessions unless otherwise stated in the program.

Conference Badge
Please wear to all sessions

BOARD OF DIRECTORS

Scott Rood
President

Dan Preston
President-Elect

Kari Bowman
Past President

Gary Bleil
Treasurer

Emily Savko
Secretary

Bruce Boliver
Director-at-Large

Pam Petcash
Director-at-Large

Alison Jenks
Director-at-Large

BECOME A BOARD MEMBER OR COMMITTEE VOLUNTEER

VISIT WWW.RCRA.ORG FOR DETAILS
### SATURDAY, NOVEMBER 9, 2013
**Dress Code: Casual**

<table>
<thead>
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<th>Time</th>
<th>Event</th>
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| 9:00am – 6:00pm | Registration  
**Location:** Cumberland Foyer                                      |
| 9:00am – 12:00pm | Complimentary Recreation Activities – Various sites. See welcome bag for details. |
| 1:00pm – 2:45pm | Vendor Setup                                                         |
| 12:30pm – 1:15pm | Introduction and Orientation: Student, Professional, and Educator  
**Sessions #1 (Students)**  
**Location:** Amelia 1  
**Sessions #2 (Professionals)**  
**Location:** Cumberland A  
**Sessions #3 (Educators)**  
**Location:** Conference 2,3  
Join us for an overview of what you need to know for a successful conference experience. |
| 1:30pm – 2:45pm | Welcome and Keynote: Choices Create Champions  
**Session #4**  
**Presenter:** Dale Smith Thomas  
**Location:** Amelia 1  
Champions are not magically blessed or dramatically different, they simply apply a different set of skills to their lives. We become champions in life when we decide to make different choices daily that the average person is not willing to make. This educational, entertaining presentation will teach you the “basics” of creating championship results both personally and professionally. |
| 2:45pm – 3:30pm | Vendor Spotlight  
**Location:** Amelia 1  
Join us as we break down how each of RCRA’s vendors can add to your resort offerings and make your job easier! |
| 3:30pm – 4:30pm | Professionals Visit with the Vendors  
**Location:** Cumberland Foyer |
| 3:30pm – 4:30pm | Student Research Presentation Posters  
**Location:** Cumberland Foyer |

### SUNDAY, NOVEMBER 10, 2013
**Dress Code: Business for all sessions**

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| 5:00pm – 8:00pm | Registration  
**Location:** Hotel Registration Desk |
| 8:00pm – 10:00pm | Social: Oceanside Beach: RCRA  
Welcome Reception - “Wear Your Colors”  
Wear your colors and/or logos to represent your University, property or company.  
Beach Fires and S’Mores |

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| 9:00am - 6:00pm | Registration  
**Location:** Cumberland Foyer |
| 9:00am – 12:00pm | Complimentary Recreation Activities – Various sites. See welcome bag for details. |
| 1:00pm – 2:45pm | Vendor Setup |
| 2:45pm – 3:30pm | Vendor Spotlight  
**Location:** Amelia 1  
Join us as we break down how each of RCRA’s vendors can add to your resort offerings and make your job easier! |
| 3:30pm – 4:30pm | Professionals Visit with the Vendors  
**Location:** Cumberland Foyer |
| 3:30pm – 4:30pm | Student Research Presentation Posters  
**Location:** Cumberland Foyer |
| 3:45pm - 4:45pm | Business Professionalism: First and Lasting Impressions  
**Session #5 (Students Only)**  
**Presenter:** Carey Sue Vega  
**Location:** Amelia 1  
In today’s business world, people skills is a hot commodity – but it takes more than “great personality” to skillfully maneuver through the business environment. Individuals need training on how to represent themselves at social venues, from board meetings and business luncheons to cocktail parties. Basic techniques will ensure that everyone is left feeling comfortable—no matter the situation—and that you will leave an impression of professionalism. |
### Moving Generations
**Session #6 (Professionals Only)**  
**Presenters:** Nick Kalisperis & Steve Doniger  
**Location:** Amelia 1  
GenMove has 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.

### Dinner on Your Own

### MONDAY, NOVEMBER 11, 2013  
**Dress Code:** Business for all sessions

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<tr>
<td><strong>8:00am - 5:00pm</strong></td>
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<tr>
<td><strong>Registration</strong></td>
<td>Location: Cumberland Foyer</td>
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<tr>
<td><strong>8:15am - 10:00am</strong></td>
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| **RCRA’s 411 Breakfast** | Location: Magnolia AB  
Breakfast is on us today. Join us as we update you on all the latest RCRA news and vote for this year’s board candidates. |
| **10:00am - 5:00pm** |
| **The Role of Recreation in Resort Operations Today** | **Session #8**  
**Presenter:** Paul Eckert  
**Location:** Magnolia AB  
Omni Amelia Island Plantation’s General Manager, Paul Eckert, breaks down the importance of recreation and the role it plays in today’s resort industry. |
| **10:15am - 11:30am** |
| **Keynote Part 2 – Creating a Winning Edge** | **Session #9**  
**Presenter:** Dale Smith Thomas  
**Location:** Talbot  
In today’s highly competitive world it takes extra effort to stand out. Becoming truly successful comes down to a few non-negotiable life principles that you practice each and every day. Learn these fundamental principles of success to help you create “Your Winning Edge” in all areas of your life. |
| **10:15am - 11:30am** |
| **Internship Spotlight** | **Session #10**  
**Location:** Cumberland A  
**To Heed or Not to Heed the Call of Recreational Entrepreneurism**  
**Session #11**  
**Presenters:** Arica Haro, Scott Rood & Lisa Jennings  
**Location:** Conference 2,3  
Get an inside look to the reality of owning your own recreation business. Entrepreneurs who have been in business 1 year to 20+ years share their experiences about stepping out and starting their own recreation based business. Find out about these unique business models, how and why they started them, who their target markets are, how their approaches differ from conventional recreation businesses. |
11:45am - 12:45pm

If You Don’t Tell Them, They Won’t Come
Session #12
Presenter: Amy Lacroix
Location: Talbot
You’ve planned the recreation, now you need to clearly, concisely and creatively communicate your plans to your guests. Learn the keys to creating a strategic marketing plan; how to clearly communicate your message; the secrets of correctly using social media and the online world; and designing visually appealing and brand appropriate collateral materials.

High Tech = High Yield
Session #13
Presenter: Lisa Jennings
Location: Cumberland A
Your guests use technology every day, so if you want to be viewed as cutting edge, you’d better incorporate it into what your department provides. High tech is high fun and that means high yields and kudos for your department. In this session you’ll learn how to incorporate devices such as iPads and smartphones into your activities and how to maximize the numerous apps available to deliver out-of-the-box programming and services. You’ll also get to experience hands-on demonstrations of activities that will allow you to interact with your fellow attendees.

RESEARCH PRESENTATIONS 1
Session #14
Location: Conference 2,3

Exploration of Workplace Bullying in the Lodging Industry
Presenters: Mary Tanke, Miranda Kitterlin & David Stevens
This study examines reports of bullying in the lodging and hospitality industry. A survey of 393 hospitality management students working in South Florida was analyzed. Results of the survey and implications to the industry will be discussed.

Drive Tourism: Profiling the Solo Traveler
Presenter: Jill Fjelstul
Drive tourism is examined by collecting and analyzing 3,000 surveys. General demographics and twelve push motivations for RV travel were analyzed. Findings will assist in developing and implementing effective tourism and travel marketing strategies.

12:45pm - 2:00pm

Lunch on Your Own

2:15pm - 3:30pm

Internship Spotlight
Session #15
Location: Cumberland A

RESEARCH PRESENTATIONS 2
Session #16
Location: Conference 2,3

New Opportunities for Commercial Recreation: A Shift from Public to Private
Presenter: Joshua Carroll
Recreation opportunities historically offered by public entities are transforming, opening up a wide market for new commercial recreation operators. A Vermont case study examines in-depth interviews with key informants, early trail visionaries, local business owners, and trail users. Themes were extracted and developed into an operating protocol for “steps to success.”

The Travel Preferences and Economic Impacts of Recreational Motorcyclists’ Visiting the Blue Ridge Mountains of North Carolina
To effectively serve and manage motorcycle tourism in the Blue Ridge Mountains, understanding their travel patterns is imperative. Empirical research is lacking on motorcycle recreationists’ preferences and economic contributions. This research project examines these aspects of the recreational experience and this specific travel group’s economic impacts.

From gaming capital to diversified travel destination - Lessons from Las Vegas in diversifying Macao’s tourism
Presenters: Carlos Siu Lam and John Crossley
This exploratory study examines the relationships between events and tourism destinations to explore what lessons Macao can learn from Las Vegas in order to transform Macao’s primarily casino tourism to leisure tourism. Secondary data is analyzed and recommendations for tourism destination diversification are discussed.

3:45pm - 4:30pm

Internship/Job Fair Introductions
Location: Cumberland A

4:30pm - 6:00pm

Internship/Job Fair
Location: Cumberland B,C
8:00pm - 8:30pm
Registration Desk open for job fair attendees to pick up their interview schedule
Location: Heron’s Cove Adventure Golf

8:30pm - 11:00pm
Lucky Logo Auction - Surf’s Up Social
Location: Heron’s Cove Adventure Golf
Dress Code: Favorite Beach Gear
Wear your favorite Beach gear to the Lucky Logo Auctions. Test your golf skills while reviewing logo prizes donated by RCRA resorts. Spend some time with some of our sponsors that will be offering Lazar Battle and Plaster of Paradise at this social.

TUESDAY, NOVEMBER 12, 2013
Dress Code: Business for all sessions
(All sessions and interviews will be held at the Racquet Park Conference Center RPCC)

8:15am - 5:00pm
Registration
Location: RPCC Foyer

8:30am - 10:25am
Job/Internship Interviews
Location: Heron (RPCC)

10:45am - 12:00pm
Evaluating New Programs and Purchases, Does this Idea Make Sense?
Session #17
Presenter: Andy Holdnak
Location: Osprey (RPCC)
Resort professionals are a very creative group but are their ideas always “good ideas”? This session will talk about ways to evaluate programs and operations to see if they make good business sense. We will give hints about how to present your ideas to the bosses.

Cruise Industry Entertainment and Activity Innovations
Session #18
Presenter: Noelle Sipos
Location: Egret (RPCC)
This presentation will highlight current cruise ship entertainment, edu-tainment, and activity trends designed to enhance the guest experience, secure high customer satisfaction ratings, increase cruise bookings, repeat business, and onboard revenue profitability. From sports and fitness, to youth programs, cultural experiences and strategic partnerships, this overview will provide an understanding of unique cruise brand differentiators. Walk away creatively inspired to adapt similar concepts to fit your target market.

Inviting Everyone to Party: Creating Accessible Programs and Services
Session #19
Presenter: Patty Kleban
Location: IBIS (RPCC)
Providing social and functional inclusion of all our customers, regardless of ability, is not only mandated by the law – it makes good business sense. Kleban and Smith have developed the WAMMER™ approach to inclusive recreation for staff and management to facilitate inclusive services. The WAMMER™ approach to inclusive program design and customer service is based on a sequence of 6 steps that each professional can take to ensure that the needs of customers with disabilities are adequately addressed.

12:00pm - 1:15pm
Lunch on Your Own
Location: Lunch specials are available at the Verandah Restaurant
Developing a Management Training Program
Session #20
Presenter: Scott Peckins
Location: Osprey (RPCC)
This presentation is an interactive lecture with a high level of participation, sharing of experiences, and discussion. We will discuss how a Management Training program can enhance an already existing internship program and the steps to develop a Management Training Program at your facility. This MT program is designed for young professionals, just out of college or new to the field of our profession, with a desire to begin a career and gain valuable experience and knowledge in the Leisure Service field.

All’s Well – Wellness in Recreation
Session #21
Presenter: Mic O’Keeffe
Location: Egret (RPCC)
What promises to be a fun, lighthearted look at the ever increasing integration of All-Things-Well into nearly every aspect of our business, this one hour interactive discussion will leave attendees with a newfound awareness of industry trends, and how they may be applicable to their own recreation operations. Addressed in the presentation will be a variety of wellness-focused offerings popular in recreation operations, programs that try to reach every interest and ability, including Fitness, Culinary, Kids programs, adult conference programs and more.

Research Presentations 3
Session #22
Presenter: Melissa Weddell
Location: IBIS (RPCC)
Resort Spa Evaluation Research
Presenter: Mary Wisnom
Spa patrons have more offerings than ever before, and more providers. Mystery shopper reports were examined to understand the needs of a spa customer and allocate resources, make changes, and establish priorities in the operation to better meet resort spa customer preferences. Analysis included IPA and ANOVA to identify significant differences.

Resorts, Resilience and Retention: A look at the Tourism Rebound of the Florida/Alabama Gulf Coast After the BP Oil Spill Disaster of 2010
Presenter: Kate Price-Howard & Patrick Holladay
The purpose of this study is to investigate both effective and non-effective marketing and retention efforts made to promote resort tourism along the Florida/Alabama Gulf Coast. Data on tourists’ trends since the oil spill along the Florida/Alabama Gulf Coast can provide an inference on the resilience of resort tourism in this area.

Which are Greater Today, Cultural or Individual Differences in Customers? Lessons for Resorts to Consider
Presenter: Scott Rood and Joanna Dziadkowiec
Resorts work hard to understand their customers. In this increasingly globalized environment international tourism is expected to grow. Seven construct measures were analyzed to identify if differences between individuals, within and between two cultures, are culture and / or gender specific.

Job Interviews
Location: Heron (RPCC)

Educators Caucus
Session #23
Presenter: Scott Rood
Location: IBIS (RPCC)
All educators are encouraged to come to this open forum discussion. We will debrief the Conference to gain your input. Got ideas on how to improve RCRA? We’re here to listen! Learn more about new exciting developments with the “Journal of Tourism Insights” (the official referred journal of RCRA). Interested in serving as a peer reviewer? Got a paper that’s not quite finished? Learn how we might be able to help.

Social
Location: Cumberland Ballroom (ABC)

RCRA Gala - Awards, Induction of Officers, Dubuque Showcase, Live Auction
Location: Cumberland Ballroom (ABC)
Dress Code: Semi-Formal

Social
Enjoy a live DJ and celebrate with RCRA Members on the successes of the 33rd National Conference!
Location: Cumberland Ballroom (ABC)
Joshua Carroll

Joshua Carroll is a professor of tourism at Radford University in the department of Recreation, Parks, and Tourism. His teaching and research focus on nature-based tourism and sustainability and how these can be used as pathways toward positive community and economic development as well as ecological integrity. He has worked on many projects with agencies and organizations such as the National Park Service, Bahamian National Trust, US Forest Service, various beach communities, and river systems. His work has made valuable contributions in several locations such as New England, the Bahamas, California, Colorado, and Alaska.

John Crossley, Ed.D

John Crossley, Ed.D., is the Coordinator for the Recreation, Tourism and Events Program at Florida State University, Panama City, Florida. Prior to his academic career, John held management positions in three entrepreneurially oriented public park and recreation departments, a water-theme park, a tour company, and a retail ski shop. John holds a doctorate degree from the University of Utah, and a master’s degree from the University of Georgia, but is most proud to be an alumni of Florida State University. The text “Introduction to Commercial Recreation and Tourism: an Entrepreneurial Approach,” now in it’s sixth edition, is John’s most recognized publication. Living in Panama City Beach, Florida, John enjoys scuba diving, most sports, and family travel with wife Leanilyn and son Jet.

Steve Doniger

Steve Doniger has over 20 years in leisure services, camping and adapted recreation. He has developed and managed numerous community programs from day camps, youth sports, after school enrichment, early childhood/preschool, fitness, adapted/inclusion recreation, special events and more. Throughout his career, Steve worked to reinforce the value of recreation as an essential service to local communities. He has promoted the benefits of recreation as a state and national speaker. Among other meaningful accomplishments, Steve was nominated and selected as Outstanding Professional of the Year with Indiana Parks and Recreation Association and has severed on various local, state and national boards dedicated to improving community services.

Paul Eckert

Paul Eckert is General Manager of the AAA Four Diamond Omni Amelia Island Plantation. Omni Hotels & Resorts purchased the property and brought Paul on board in September 2010. His mission was to lead the resort into an exciting new era in the resort’s 40-year heritage. After a year of intense planning, Omni Amelia Island Plantation broke ground on its largest ever renovation - an $85 million Re-Imagination. Paul oversaw the resort expansion and renovation from start to finish. In March 2013, the resort re-opened to rave reviews. Paul now oversees all the property offers, including 404 oceanfront guestrooms, 320 villas, 54 holes of championship golf, 9 restaurants, 20 recreational outlets, 23 tennis courts, 14 retail establishments, 3.5 miles of private beach, the largest poolscape in North Florida, along with over 80,000 square feet of meeting space.

Dr. Jill Fjelstul

Dr. Jill Fjelstul 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.
Arica Haro

Arica Haro graduated from Appalachian State University with a B.S. in Recreation Management and a B.A. in Spanish. She completed her internship at Kiawah Island Golf Resort. She was a Recreation Manager at Kiawah and the Recreation Director at Innisbrook, a Salamander Golf and Spa Resort. She assisted in the openings of two Salamander properties in the Dominican Republic. Heeding the call of entrepreneurism, Arica left Innisbrook and started her own company, H&A Productions LLC. She has completed her first year of business, and is proud to say that H&A is still open and she has been well fed throughout the entire year!

Andrew Holdnak II

Dr. Andy Holdnak is the Associate Chair for Regional Programs for the Health, Leisure, and Exercise Science Department at the University of West Florida. His operational background includes twelve years of managerial experience at in the resort industry at locations from Destin, Florida to Sun Valley, Idaho. Andy is a past president of RCRA. He was awarded the National Service Award in 1988, Excellence in Research Award in 1994, and Lifetime Achievement Award in 1998. In 2009, he received the “Outstanding Alumnus - Educator of the Year Award” from the FSU Recreation Administration Program. Holdnak received his B.S. (1974) and M.S. (1983) from Florida State University and his Ph.D. from the Pennsylvania State University in 1992. He has two children.

Lisa Jennings

Before becoming the Chief Experience Officer for Wildly Different and Hunt Master for Masters of the Hunt, Lisa Jennings gained well-rounded experience from a variety of positions. She has worked in resort, community, health club and senior recreation. In the hospitality industry she has worked for a team building company and event-marketing agency. Today, Lisa’s company delivers unique interactive events. Primarily serving the corporate market, Wildly Different (www.WildlyDifferent.com) offers team building events, charitable activities, tradeshow enhancement and networking mixers. Wildly Different’s sister company, Masters of the Hunt (www.MastersOfTheHunt.com) specializes in creating and operating one-of-a-kind treasure and scavenger hunts.

Nick Kalisperis

While living in Greece for several years as a child, Nick Kalisperis attended his first pro soccer game with his father. He was immediately hooked. Returning to the U.S., Nick went on to play soccer in college while studying business. He opened his first business in 1996 and has been a successful entrepreneur ever since. Nick attributes much of his academic and business success to the physical activity of soccer; he realized that he did better in school and led a healthier, happier lifestyle during soccer season. Wanting to share his passion for soccer with others, Nick co-founded Suárez Soccer School with Témoc Suárez, developing technical training programming to give children the tools not only to become better soccer players but to make healthier life choices. Today, Nick manages operations for GenMove, enabling him to deliver health education to a larger audience.

Patricia Kleban, NLS., CTRS

Patricia Kleban is also Senior Instructor and a Certified Therapeutic Recreation Specialist in the Department of Recreation, Parli and Tourism-Management at The Pennsylvania State University. With over 30 years of experience in the field, Ms. Kleban brings clinical and teaching experience to her trainings. She is a member of the training faculty for “Inclusive Recreation for Wounded Warriors,” a multi-year contract instructing military MWR personnel in inclusive practices, specifically in the areas of PTSD and co-hort activity selection. She has recently completed a series of trainings with the Marine Corps Community Service program entitled “Including Customers With Disabilities in MCCS Programs and Services” in both the US and Japan. Ms. Kleban has an MS in Leisure Studies and a BS in Recreation and Parks, both from The Pennsylvania State University.
Amy Lacroix

Amy Lacroix is the Marketing Communications Manager at Omni Amelia Island Plantation. She started her days as an intern at Amelia Island Plantation before graduating from Murray State University with a degree in public relations and marketing. She returned to Amelia Island Plantation as Real Estate Marketing Manager in 2005 before moving into resort marketing and public relations. As Marketing Communications Manager, she assisted in marketing the transition from bankruptcy to the branding of Omni Hotels & Resorts and the $85 million Re-Imagination of the oceanfront resort.

Carlos Siu Lam

Carlos Siu Lam was educated at universities in UK, Portugal and Australia. He has been visiting scholar to the Institute for the Study of Gambling and Commercial Gaming, University of Nevada (Reno). He teaches undergraduate courses in gaming at Macao Polytechnic Institute. His current research interest is in the gaming industry of Macao. He has also published articles in such journals as International Gambling Studies, Gaming Law Review and Economics, and UNLV Gaming Research & Review Journal, and industry magazine like Casino Enterprise Management. He has presented scholarly papers on legal gambling in Nevada, Greece, Beijing, Taiwan and Macao. He can be reached at carlossiu@ipm.edu.mo.

Lisa Linden

Lisa Linden is an operations consultant with Creative Recommendations, LLC and has been in the recreation industry for the past 22 years. Lisa has worked on cruise ships, with special events and team building companies and has consulted with resorts around the world. Currently Lisa is consulting with Hard Rock International and Constance Hotels and Resorts. Lisa has a B.S. in Parks and Recreation Administration with emphasis on Commercial Recreation from Illinois State University.

Mic O’Keeffe

Mic O’Keeffe has been the Director of Recreation at Ocean Reef Club, in Key Largo, Florida, since October of 2004. There, Mic looks after the wide array of sports and recreation facilities for the 4,500 member private club community. Overseeing the daily operations for the Club’s beach and pool facility, tennis centers, fitness centers, wellness program, kids club, games room, group recreation, and more, keep him on the move. In addition to the daily operations, ongoing capital improvements projects, most recently the construction of the Club’s new 30,000 square foot Member Fitness Center and Spa fill his time.

Scott Peckins

Scott Peckins has 25 years of senior management experience in complex recreational environmental properties, multimillion-dollar state of the art cultural arts, leisure service centers, and unique leisure and commercial facilities. He implemented a large Internship program throughout his career including Mariner’s Inn Resort, Hilton Head Island. At YMCA Camp Letts he developed a successful Management Training program and recently established a new program at the Cheshire YMCA. He has worked internationally and domestically, at for profit and non-profit organizations, overseen union and non-union organizations, municipalities, residential camps, conference centers, resorts, and supervised international and domestic staff.

Kate Price

Dr. Kate Price received a Bachelor’s and Master’s in Parks and Recreation Administration, with an emphasis and certification in Therapeutic Recreation, from Florida International University and went on to complete her PhD in Parks, Recreation, and Tourism from the University of Utah. Her work experience includes recreation positions onboard cruise ships, summer camps, psychiatric units, nursing homes, and served as Director of Recreation for various resorts. Before joining Troy University, she ran her own recreation consulting company, Go Play, Inc. for 13 years.
Scott Rood

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 15 years of entrepreneurial experience in the food service industry. 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.

Noelle Sipos

Noelle Sipos has held a variety of executive positions in the cruise industry over the past 21 years. She joined Royal Caribbean International in 1992 as Cruise Staff, working her way up the ranks to become one of the first female Cruise Directors in the company. After eight years sailing worldwide itineraries, she was promoted to Manager of Cruise Activities and Programming at Royal Caribbean’s corporate headquarters. Noelle devoted the last nine years of her career to support revenue and operations in the port shopping concessionaire arena, the majority of which was spent as Vice President of Operations for Onboard Media, a member of the world-renowned luxury retailer LVMH Group (Moët Hennessy - Louis Vuitton). Noelle is currently President of Cruise Career Partners, Inc., which will be launching a subscription-based website in 2014, dedicated to educating and equipping individuals with the knowledge and tools they need to seek employment and establish careers in a rapidly growing, dynamic industry.

Mary L. Tanke, PhD

Dr. Mary L. Tanke is the Ernest R. Graham Distinguished Professor in the Chaplin School of Hospitality and Tourism Management, Florida International University, Miami, Florida. After receiving her bachelor’s degree from Florida International, she later went on to complete her master’s and Ph.D. degrees from Purdue University. This is Dr. Tanke’s 30th year of teaching Hospitality Management, which includes two semesters in Switzerland at the Centre International de Glion. She holds an FMP designation from the Educational Foundation of the National Restaurant Association and a CFBE from American Hotel & Motel Association’s Educational Institute. She served as Editor of the FIU Hospitality Review from 2007-2011 and was the founding Chairperson of the Accreditation Commission for Programs in Hospitality Administration (ACPH A).

Dale Smith Thomas

Dale Smith Thomas is an international motivational speaker and author. Her direct and powerful message has challenged and inspired hundreds of thousands of people around the world to make winning choices in their lives. She has appeared on numerous National Television shows including The Dr. Phil Show and the Big Idea on CNBC. Dale’s message is designed to Empower, Enlighten and Educate.

Carey Sue Vega

Carey Sue Vega’s first foray into Etiquette Education took place during college as she was working towards her degree in Recreation. During her Internship at South Seas Plantation on Captiva Island, Florida, she developed a program that she called “Manners Madness” for the recreation department – this was the first opportunity for her to see the little light bulbs going off. The next chapter took place while working on Cruise Ships for over ten years. She started as a Youth Coordinator, and quickly worked her way up to Cruise Director. As a Cruise Director, she was placed in many formal environments with Captains, passengers, and other dignitaries where protocol and formalities were of utmost importance. During this time on ships, she had the opportunity to work with a formally trained English Butler, Ray Williams, who taught her much about the history and the ‘why’ behind the rules of Etiquette. When working together, she and Ray would host a fun and entertaining program on sea days for the passengers called, “Table Manners and Party How Tos”.

SPEAKER BIOS
Melissa Weddell

Melissa S. Weddell, PhD, is assistant professor of Recreation Management in the Department of Health, Leisure, and Exercise Science at Appalachian State University in Boone, North Carolina. She received her undergraduate degree in Management from Ball State University and an MBA from Southern Illinois University before earning her doctorate in Parks, Recreation and Tourism Management from Clemson University. She has worked in private industry as a small business consultant, corporate trainer, and human resource manager. Through her research she understands the unique local concerns in developing protected areas, encouraging recreation, and attracting tourism, while working collaboratively to foster policy change and provide large scale economic and health benefits to areas.

Dr. Mary Wisnom

Dr. Mary Wisnom, is Professor and Coordinator of the Spa Management Program at Florida Gulf Coast University. She has a Ph.D. in Parks, Recreation and Tourism, from Michigan State University. Over 30 years of experience in the hospitality industry as a practitioner and educator. Hospitality industry experience includes work primarily in resorts and private clubs in Michigan, Colorado, and Florida. Received Outstanding Professor Award from RCRA in 2009. Research interests and primary areas of teaching involve resort amenities and spa management.
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