WELCOME TO THE
34th ANNUAL CONFERENCE!

It is my honor to welcome everyone to the 34th Annual Resort and Commercial Recreation Association National Conference. We are extremely excited to be at Grand Harbor Resort and Waterpark in Dubuque, IA, which is managed by our own Steve Geisz. We are very lucky to have Steve as our host this year. Steve has been a member of RCRA for 25 years and throughout that tenure has served on the Board of Directors for 15 years as President, Treasurer, and Board Member. He has poured his heart and soul into this conference along with the Board of Directors and together we have created an exciting conference for you to enjoy and grow from this awesome opportunity.

The theme of the conference is “If You Program It, They Will Come.” If you put your energy into your goals, you will see the corresponding results. I hope you will apply this theme throughout the conference and utilize it in each social, session, and interaction.

The Board of Directors has created a fantastic platform for learning, networking, and developing the industry we all love. It is time to “put your game face on” and make the most out of the next four days. In the recreation industry, we are all teammates. Please do not hesitate to reach out to anyone at the conference and ask for help.

Again, I would like to thank the Board of Directors, Steve Geisz, our impressive list of speakers, all of the staff at the Grand Harbor Resort and Waterpark, and all of you for making this an exceptional conference and a strong organization.

Play Ball!

Arica Haro
President-Elect
GENERAL INFORMATION

Registration Desk Hours – Grand Hall
Saturday: 4:00pm - 8:00pm
Sunday: 8:30am - 5:30pm
Monday: 7:45am - 5:00pm
8:00pm - 8:30pm Interview Schedules available for pick up by Job Fair Attendees.
Tuesday: 8:00am - 5:00pm

Sponsor/Vendor Showcase – Riverfront Concourse
Sunday: Vendor Setup from 9:00am - 12:00pm
Showcase 12:00pm - 5:15pm
Vendor Spotlight 2:45pm - 3:15pm
Monday: Showcase 10:00am - 5:00pm

RCRA’s Membership Breakfast and RCRA Gala
The Membership Breakfast and RCRA Gala are for all 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 Membership Breakfast, $40 for the RCRA Gala.

If you have any dietary requests or restrictions and are attending the Membership Breakfast and/or RCRA Gala, please complete the dietary request form at the Registration Desk.

Internship/Job Fair – Monday, November 10
Internship/Job Fair Introductions - Monday: 3:45pm - 4:30pm
Internship/Job Fair - Monday: 4:30pm - 6:00pm

Internship/Job Fair Interviews – Tuesday, November 11
8:30am – 10:25am, 3:00pm – 4:55pm

Additional Time Slot Interviews
It is possible that professionals and students will have conflicting schedules during the scheduled time for Job Fair Interviews. Separate interview sessions may be scheduled at the discretion of professionals.

Lucky Logo
Participate in a great opportunity to win fabulous prizes! The “Lucky Logo” Auction will be held on Monday evening at the “IF YOU PROGRAM IT, THEY WILL COME” Social. Tickets may be purchased from the Ways & Means Committee Members. Dress to match our baseball theme and bring your bathing suit for the waterpark!” Tickets: $1 each, $5 for 6, $10/arm length or $20/body length – BRING CASH!

Resort Packages Silent and Live Auction
Choose from FANTASTIC resort packages! During the conference, auction packages will be on display at the RCRA Registration Desk in the Grand Hall. There are minimum starting bids for each package that reflect extraordinary values: Silent auction bidding begins on Sunday evening at the President’s Social. Live auction will take place on Tuesday evening at the RCRA Gala. Student specific packages at lower price points are available – great for Spring Break! Cash and credit cards are accepted for payment.

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.

Please refer to the Grand Harbor Facility Map on page 16 for the conference floor plan. Sessions and socials will be held in this area.
DAY 1

SATURDAY, NOVEMBER 8, 2014
Dress Code: Evening/Casual “Wear Your Colors”

4:00pm – 8:00pm
Registration Desk Is Open
Location: Grand Hall
Pick up your conference brochure and name badge. Sign up for Sunday’s complimentary recreation activities, trolley tours, and back of house waterpark tours during this time.

7:00pm – 8:00pm
Recognized Internships and Students Meet and Greet
Location: Riverfront Concourse
Recognized Internship Sites and Emerging Professionals Meet and Greet.

8:00pm – 10:00pm
Wear Your Colors Social
Location: River Room
Represent your University, Property or Company by wearing clothing that showcases your colors and logo to the pre-conference kick-off social.

SUNDAY, NOVEMBER 9, 2014
Dress Code: Day/Business Casual; Evening/Casual or Baseball Theme

8:30am – 5:30pm
Registration Desk Is Open
Location: Grand Hall
Pick up your conference packet, name badge, and sign up for Sunday’s complimentary recreation activities as space is limited.

9:00am – 12:00pm
Open Recreation:
Trolley Tours, Waterpark Tours, Museum Visits, Waterpark Access (Registration Is Required)
Location: Hotel Lobby

9:00am – 12:00pm
Vendor Setup
Location: Riverfront Concourse

9:30am – 10:30am
Back of House Waterpark Tour #1
(Maximum 20 participants)
Presenter: Steve Geisz
Location: Hotel Lobby

10:45am – 11:45am
Back of House Waterpark Tour #2
(Maximum 20 participants)
Presenter: Steve Geisz
Location: Hotel Lobby

11:30am – 12:30pm
Lunch On Your Own
Check your Registration Bag for Tony Roma’s Specials.

12:00pm – 5:15pm
Vendor Showcase
Location: Riverfront Concourse
Visit with our awesome vendors and sponsors to see what’s new and trending.

12:30pm – 1:15pm
Introduction and Orientation: Students Session #1
Presenters: Dan Preston, Arica Haro, Jessie Decker
Location: Meeting Room 6

12:30pm – 1:15pm
Introduction and Orientation: 
Professionals, Educators Session #2
Presenters: Pamela Petcash and Emily Savko
Location: Meeting Room 4

“Need to Know” tips and conference overview for students, professionals, and educators to guide you through the next 3 days for a successful conference experience.
1:30pm – 2:45pm
Welcome And Keynote
Session #3
Presenter: Jon Vroman
Location: Meeting Room 1, 2
His trademark keynote message, Living Life In The Front Row™, helps students, sales professionals, entrepreneurs, leaders, and managers step away from what’s comfortable and ordinary, and start pursuing what’s challenging, important and meaningful. Jon believes that each one of us chooses whether to be a spectator of life in the “back row” or actively engaged “in the front row”.

2:45pm – 3:15pm
Vendor Spotlight
Location: Meeting Room 1, 2
A brief introduction of our proud vendors and sponsors leading into time for meeting with vendors.

3:15pm – 3:45pm
Professionals Meet With Vendors
Location: Riverfront Concourse

3:30pm – 4:45pm
Search Party: Students Only
Session #4
Presenter: Joe Carey
Location: Meeting Room 6
Join in the Search Party and be ready to Seek, Solve, and Socialize! Search Party is a scavenger hunt kit that provides everything you need to implement an exciting hunt on your property or in your community. Clues are clever and incorporate signs, props, and people to create a unique experience for participants. During this session you will be competing in teams and will experience firsthand of all the fun this kit can bring to your program.

4:00pm – 5:15pm
Social Media For The Hospitality Industry
Session #5
Presenter: Tiffany Fluhr
Location: Meeting Room 1, 2
Customers worldwide are increasingly using social media channels to plan their travel and chat about their recreational experiences. In fact, 92% of global consumers trust peer reviews more than other forms of advertising. This is brilliant news if your resort or recreational facility is excelling in hospitality, but slightly less exciting and welcoming if negative word of mouth is something that keeps you awake at night. In this session we will explore 6 of the most popular and persistent social media trends in the hospitality industry. This session is packed with actionable tips to improve your social media presence.

4:45pm – 5:15pm
Students Meet With Vendors
Location: Riverfront Concourse

5:15pm – 7:00pm
Dinner On Your Own

7:15pm – 8:00pm
Games: Rewind, Refresh, Renew
Session #6
Presenters: Paul Shockley and Alexis Crookshank
Location: Exhibit A, Lower Level
This interactive game session will either bring back memories, refresh your programs or add new ideas and twists to your activity schedule.

8:00pm – 10:00pm
President’s Social
Location: Salon ABC
• Introduction of Board Candidates.
• Silent Auction Packages on display.
• President’s Challenge: Game On! Join in the fun or cheer on your favorite team at this interactive social.
• Dubuque BBQ appetizers provided by Chocolate Hog.
• Look to the cornfields for Surprise VIPs!
• Music with DJ Savana.
7:45am – 5:00pm

Registration Desk Is Open
Location: Grand Hall
8:00pm – 8:30pm: Registration Desk is open for Job Fair Attendees to pick up their interview schedules.

8:15am – 10:00am

RCRA Membership Breakfast
Location: Salon ABC
In addition to our Annual Business Meeting taking place, we will be recognizing members for their contributions to the recreation industry and RCRA by awarding the following: Outstanding Professor Award, Premier Recreation Operation Award, Excellence in Programming Award, Newcomer Award, and Student Scholarships.

The Role Of Recreation In Resort Operations Today
Session #7
Presenter: Steve Geisz
Location: Salon ABC
Grand Harbor Resort & Waterpark General Manager, Steve Geisz, breaks down the importance of recreation and the role it plays in today’s resort industry.

10:00am – 5:00pm

Vendor Showcase
Location: Riverfront Concourse
Conference attendees are invited to meet one-on-one with RCRA vendors to learn what’s new in the industry and how to enhance programming and the guest experience.

10:15am – 11:30am

Budgeting Your Way To Successful Programs and Start Ups
Session #8
Presenter: Steve Doniger
Location: Meeting Room 4
“Start Ups” will expand services and drive additional customers. Issues arise when the need to expand is in direct conflict with resources available. Beyond construction or setup cost there is the never ending demand for operations and upgrades. “Do more but with less” always is the mantra, but imagine, if you could do a little more … to get a lot. This session teaches budgeting strategies that bridge the gap between the new, managing expectations and sustainability. It is designed to be empowering and will provide participants with the tools from planning to implementation. Outcomes: visioning/modeling, research, development, ROI & growth.

Customer Service:
Ordinary To Extraordinary
Session #9
Presenter: Catrina Vargas
Location: Meeting Room 6
The importance of customer service in our industry can make or break someone’s experience. Recreation creates the family’s dreams and memories with the services we provide. Customer service is the basic tool that is needed to complete the services we offer. Anticipating our customers’ needs makes our patrons feel special. Personalizing service lets them know you care, and in return you receive a customer that returns for the same equally amazing memory. Keys to mastering this skill are finding the customers’ interests, continuous improvement, can-do-attiude, and consistency. Delivering the highest level of customer service is always making the ordinary into extraordinary. Always take it to the next level. This session is very fun and interactive. By the end of this session, you will be reminded of the love and passion you have for service, and how to pass that on to your staff.

Transitions: Developing into Great Recreation Professionals
Session #10
Presenter: Christopher Nelson
Location: Meeting Room 1
As an aspiring recreation professional, I have encountered many new roles during my career as I progress forward in the recreation industry. From college student to intern, intern to coordinator, and coordinator to supervisor, each position has been an educating transition from the previous role. Throughout my presentation, I would like to share the knowledge and wisdom I have acquired throughout these various changes. I will present this information chronologically in the form of situation analysis, behavior critique, and quotes to live by. I think all types of recreation professionals can benefit from this topic due to the topic’s ability to relate to everyone’s lives in some way or another.
11:45am – 12:45pm

Business Professionalism: First and Lasting Impressions
Session #11
Presenter: Carey Sue Vega
Location: Meeting Room 4
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.

Scare Up Your Revenue: The Industry of Halloween
Session #12
Presenter: Arica Haro
Location: Meeting Room 6
The numbers prove that Halloween events are no longer just for fun. Halloween has earned its spot as one of the top-generating holidays. According to the National Retail Federation, in 2013 Americans spent $6.9 billion dollars on Halloween. With numbers like these that continue to grow it is time to dip into this bubbling cauldron of profits and opportunities. Find out how and more at this spooktacular session.

Internship Spotlight
Session #13
Session Facilitator: Kari Bowman
Presenting Interns: Dan Lenzi, Stephanie Malone from Kiawah Island Golf Resort, SC; Tayler Defibaugh, Kelsey Lehnerd from Grey’s Point Camp/Bethpade Camp-Resort, VA; Katie Roncaglione, Amanda Sharpless from The Resort Collection of Panama City Beach, FL; Olivia Null from Sunriver Resort, OR; Kathryn Stringer from Sea Pines Resort, SC
Location: Meeting Room 1
Those who have completed internships over the past year will share their recent experiences. This is a great learning opportunity for those who have yet to complete their internships.

12:45pm – 2:00pm

Lunch On Your Own
Check your Registration Bag for Tony Roma’s Specials.

1:00pm – 3:30pm

Properties Set Up For Job Fair
Location: Meeting Room 2,3

2:15pm – 3:30pm

Achieve Excellence In Programming and Beyond
Session #14
Presenters: Arica Haro, Emily Savko, Lisa Linden
Location: Meeting Room 4
Let inspiration strike as a panel of past Excellence In Programming award winners share their brainstorming tactics for creating award winning programs. This is an interactive session that allows for a conversational approach to creating new programs.

Internship Spotlight
Session #15
Session Facilitator: Kari Bowman
Presenting Interns: Caitlynn Richeal, Haley Robertson from Omni Hilton Head, SC; Karissa Cichon from Omni Amelia Island Plantation, FL; Taylor Alford from Spectrum Resorts, AL; Caitlin Jones from South Seas Island Resort, FL, Lisa Halat from Tradewinds Resort, FL
Location: Meeting Room 1
Those who have completed internships over the past year will share their recent experiences. This is a great learning opportunity for those who have yet to complete their internships.

RESEARCH PRESENTATION #1
Tourist Behavior Among Foodie Activity Dimensions
Session #16
Presenters: Carol Kline and Alleah Crawford
Location: Meeting Room 6
The purpose of this study is to examine potential visitors to Minneapolis, Minnesota based on their enjoyment of food-related activities to produce a scale of foodie activity dimensions and compare visitor characteristics and travel behavior according to their alignment with the various dimensions. Findings indicate that there are foodies that are highly interested in having authentic food experiences. In addition, people with higher enjoyment of food-related activities designate themselves at a higher “level” of being a foodie.
RESEARCH PRESENTATION #2
The Impact Of Guests’ Expectations On Tourists’ Satisfaction
Session #17
Presenters: Godwin-Charles Ogbeide and Robert Harrington
Location: Meeting Room 6
This study utilized the expectancy disconfirmation theory to investigate the correlation between tourists’ important attributes’ expectation and their level of satisfaction. The result of this study indicated a correlation between some tourists’ important attributes’ expectations (e.g., cleanliness, food quality, music quality, etc.), and their satisfaction level. In other words, there were significant differences between tourists’ level of importance on certain festival attributes’ expectations and their level of satisfaction. The result of this study provided practical implications for those who plan festivals, events, resort, and commercial recreation activities when considering important attributes to enhance their events/activities and tourists satisfaction.

3:45pm – 4:30pm
Job/Internship Fair Introductions
Location: Meeting Room 1
Job Fair Professionals will each be given a chance to give you a brief overview of what their property or company has to offer and what they’re looking for in a future member of their team.

4:30pm – 6:00pm
Job/Internship Fair
Location: Meeting Room 2, 3
Students bring your resumes and meet informally with perspective internship and employment opportunity properties.

6:00pm – 8:00pm
Dinner On Your Own

6:15pm – 6:45pm
Pizza For Job/Internship Fair Professionals
Location: Meeting Room 4
Pizza and refreshments will be provided for professionals scheduling interviews.

6:45pm – 7:30pm
Job/Internship Draft
Location: Meeting Room 4
Only professionals scheduling interviews are required to attend.

8:00pm – 8:30pm
Registration Desk Is Open
Location: Grand Hall
Job Fair Attendees pick up interview schedules.

8:30pm – 11:00pm
Lucky Logo Auction
Location: Waterpark
Batter up! Bases are loaded for this fun baseball themed social. DJ Savana is in the house, so be prepared to slide into home plate! Bring cash to purchase tickets for GRAND SLAM prize packages. Tickets can be purchased from the Ways and Means Committee throughout the conference. Tickets: $1 each, $5 for 6, $10/arm length or $20/body length – BRING CA$H!
8:00am – 5:00pm
Registration Desk Is Open
Location: Grand Hall

8:30am – 10:25am
Interviews
Location: Meeting Room 2, 3
Students and professionals please refer to your interview schedule for time allotments.

10:45am – 12:00pm
Mastering the Microphone: Your Onstage Presence
Session #18
Presenter: Pamela Petcash
Location: Meeting Room 4
Microphone techniques, developing your own style, connecting with your audience, and letting your personality shine are some of the basics in this interactive presentation.

Creating Agency-University Partnerships For Successful Event Planning
Session #19
Presenters: Brooke Burk and Kristi Montandon
Location: Meeting Room 1
Universities with recreation, tourism, and leisure departments provide an opportunity for agency partnership with their access to students and educators with practical experience and training hosting special events. These educators are often looking for meaningful practical experiences to offer that will allow students to connect theory with practice. Often times professionals provide opportunities for students to intern; however, partnerships beyond this allows agencies to take advantage an eager and well-trained staff who will benefit from increased exposure to the field. This session will focus on these key concepts of bridging theory and practice and generating lasting relationships for mutual benefit.

RESEARCH PRESENTATION #3
Destination Marketing Organizations: Stakeholders and Best Practices
Session #20
Presenters: Godwin-Charles Ogbeide and Bonafacio Lopez Torres
Location: Meeting Room 6
Destination Marketing Organizations (DMOs) focus on the marketing and selling strategies of specific places and are responsible for creating the competitive edge that will put a destination over another. The purpose of this study is to explore the different marketing practices that are creating the competitive edge for Destination Marketing Organizations (DMOs). These DMOs attract visitors/groups with their marketing strategy and different types of incentives, such as Free Services (e.g. shuttle), Festivals, Promotions, Museums (free admission), and others to ensure their uniqueness and competitiveness in the industry.

RESEARCH PRESENTATION #4
Vehicle Electrification: Destination Sustainability Case Study Initiative
Session #21
Presenters: Jill Fjelstul and Kimberly Severt
Location: Meeting Room 6
Numerous sectors have engaged in transportation electrification programs in an effort to strengthen the economy, protect the environment, and reduce petroleum dependence. One such program was launched in Central Florida, Drive Electric Orlando (DEO). The premise of DEO is to embrace tourists as stewards of behavior change while embracing Orlando’s size, scale, layout, and critical mass as ideal for such initiative. The present research will evaluate stakeholders’ perceptions of the DEO progress to date and to explore the feasibility of replicating DEO’s framework on a regional and/or national platform.

RESEARCH PRESENTATION #5
An Exploratory Study of Expectation - Importance Performance Analysis with Cultural Tourists In Havana, Cuba
Session #22
Presenters: Carol Kline and Brian Bulla
Location: Meeting Room 6
Importance – Performance Analysis (IPA) is an efficient method for measuring two dimensions of a person’s attitude on a given topic. The current study added a third dimension, Expectation, to determine if an individual’s expectation about a cultural tourism experience impacts their rating of that experience’s performance. The study, based in Havana, Cuba, gathered impressions from international visitors regarding 30 types of cultural tourism activities and amenities. While tested in a setting very different from the U.S., the use of this new scale (EIPA) would be valuable to local/domestic resort/lodging managers, tourism businesses, tourism attractions, as well as to tourism researchers wishing to explore expanded uses of IPA.
**Day 4**

**12:00pm – 1:15pm**

**Lunch On Your Own**
Check your Registration Bag for Tony Roma’s Specials.

**1:30pm – 2:45pm**

**Overcoming Apathy And Unleashing Creativity And Innovation In The Resort And Commercial Recreation Industry**

**Session #23**
**Presenter:** Godwin-Charles Ogbeide
**Location:** Meeting Room 4
Apathy renders an organization in a state of indifference, lack of motivation and passion, unproductive comfort zones, and perception of hopelessness. This presentation will provide step-by-step approach to overcome apathy and unleash creativity and innovation in the Resort and Commercial Recreation Industry. At the end of the presentation, attendees should understand and be able to: (1) Overcome apathy in their various organizations; (2) identify the best practices that foster an environment of creativity and innovation in the Resort and Commercial Recreation Industry; and (3) demonstrate effective leadership and inspirational strategies that engender creativity and innovation for optimum organizational performance.

**RESEARCH PRESENTATION #6**

**West Michigan Water Trail**

**Session #24**
**Presenters:** Scott Rood, Michael Scantlebury, Elaine Sterrett Isley, Robert Robins, and Mark Gleason
**Location:** Meeting Room 6
This session summarizes the planning for a water trail along a 150 mile coastline of western Michigan. The foundation of this year-long research project is rooted in community involvement, national leading and best management practices, and a readiness for market matrix. The project team found stakeholders to be engaged in conversations about the economic, cultural, and environmental impacts of the water trail as well as overwhelmingly supportive of the initiative. From the analyses of these come seven findings and recommendations to fulfill the goal of implementation of a West Michigan Water Trail.

**3:00pm – 3:45pm**

**Educators Caucus**
**Location:** Meeting Room 4

**3:00pm – 4:55pm**

**Interviews**
**Location:** Meeting Room 2, 3

**6:15pm – 7:00pm**

**Pre-Dinner Social**
**Location:** Riverfront Concourse
Meet with your new friends or long lasting friends for an informal Mix n’ Mingle.

**7:00pm – 9:30pm**

**RCRA Gala - Awards, Induction of Officers, 2015 Conference Showcase, Live Auction**
**Location:** Salon ABC
Close out the Dubuque conference in RCRA style at this semi-formal event. Enjoy a wonderful dinner, Induction of Officers, Live Auction for multiple exciting vacation getaways, 2015 National Conference Showcase and Awards Presentations to include: Debbie Regnone Service Award, Howard Ubel Lifetime Achievement Award, President’s Award, Property Host Award, Excellence in Research Award, Dedication to Success Award, and Exiting Board Member Awards.

**9:30pm – 11:00pm**

**Grand Slam Farewell Social**
**Location:** Salon ABC
- Cash Bar
- Jam to the beat with DJ Savana
BROOKE BURK

Dr. Brooke Burk, PhD, is an Assistant Professor of Recreation, Parks, and Leisure Studies at SUNY Cortland in Cortland, NY. She currently teaches a leadership and programming course that allows students to work with local agencies to create special events for youth to older adults. She has several years of experience working to maintain partnerships with colleges and agencies to host and evaluate special events.

JOE CAREY

After graduating with a Recreation degree from Slippery Rock University, Joe Carey has enjoyed an exciting and successful career in the recreation and hospitality industry. With over 10 years of professional experience, Joe has worked in all facets of the industry planning, implementing, and emceeing activities and events for cruise ships, theme parks, corporate teambuilding and resort recreation. As Hunt Master with the company Masters of the Hunt, Joe currently specializes in developing unique scavenger and treasure hunts for cruise ships, corporations, festivals, non-profit organizations, and community recreation departments across the country.

JOSHUA CARROLL

Dr. Joshua Carroll, PhD, is an Assistant Professor of Tourism at Radford University in the department of Recreation, Parks, and Tourism. His teaching and research focuses on sustainable, nature-based tourism and how this can be used as a pathway 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, US Forest Service, State Parks, various beach communities, and river systems. His work has made valuable contributions in several locations such as New England, California, Colorado, and Alaska.

ALEXIS CROOKSHANK

Alexis earned her Resort & Recreation Management degree at Slippery Rock University in 2013. She worked as a customer service manager at J. Crew in between completing two internships at Kiawah Island Golf Resort and Sunriver Resort. In September 2013 she relocated back to sunny and beautiful Charleston, SC and took on her role as Kamp Kiawah Supervisor. She currently serves on the Employee of the Month committee for the resort, is enrolled in the Kiawah Island Golf Resort leadership program and serves on multiple RCRA committees. Alexis enjoys exploring Charleston, laughing and the color pink.

STEVE DONIGER

Steven Doniger is a partner in the recreation programming and management company GenMove Recreation, SC. Steven has been in the recreation services profession for over 25 years ranging from general recreation supervisor to executive director. He has experience in managing vast budgets from $100,000 to $19 million that include general operations, capital outlay, special funds, enterprise account and bond issues. Mr. Doniger has developed innovative programs and facilities using minimal resources and creating a significant return on investment for the communities he served. He has lectured throughout the country on topics such as, emerging markets, leadership, innovation and budgeting.

JILL FJESTUL

Dr. Jill Fjelstul, PhD, is an Associate Professor at the University of Central Florida Rosen College of Hospitality Management. Her research agenda has centered on the recreational vehicle industry and sustainable drive tourism. The current session topic capitalizes on the recent momentum of collaborative efforts with academic researchers, local stakeholders, and state-wide partners in a pursuit of a large scale transportation electrification federal grant. She has published 7 peer-reviewed articles, 5 peer-reviewed conference presentations, and 1 white paper directly related to RV and sustainable drive tourism research.
TIFFANY FLUHR

Tiffany Fluhr is a Certified Digital Marketing Sales Consultant specializing in strategy and multi-platform marketing solutions. Prior to Fence Talk Digital, Tiffany owned her own consulting business, where she spent over a decade helping local businesses plan and execute a mix of marketing and public relations programs to achieve business goals. Highly regarded as an entrepreneurial thinker, Tiffany is an expert at providing each and every client with an overflowing bucket of creative ideas for growing business and is excited to work with entrepreneurs, small-medium businesses and innovative non-profits to help them increase their visibility online, engage their customers and stakeholders and market their products and services.

STEVE GEISZ

A 1992 graduate of Western Illinois University where I received a Bachelor of Science degree in Recreation, Park and Tourism Administration, along with a minor in Biology/Chemistry. Over 25 years of experience in Resort Management across the United States, from private HOA/POA’s to a Ski Resort in North Carolina, the Doral Golf Resort and Spa in Miami and for the last 10 years as General Manager of the Grand Harbor Resort and Waterpark in Dubuque, IA. In addition to Resort Recreation experience I also spent two years in Major League Baseball working for the Florida Marlins in the In-Game entertainment department as the pyrotechnics engineer (aka the fireworks guy). I had the honor and privilege of serving in the United States Army and a veteran of Desert Storm. My membership with the Resort and Commercial Recreation Association has reached the 25 year mark this year and throughout that tenure I have served on its Board of Directors for 15 years as President, Treasurer and Board Member. It is an honor to be the host of the 2014 National Conference and we hope everyone has an opportunity to experience our Midwest property and our Midwest hospitality!!

ARICA HARO

Arica Haro graduated from Appalachian State University with a B.S. in Recreation Management and a B.A. in Spanish. She was a Recreation Director at Kiawah Island Golf Resort and the Recreation Director at Innisbrook, a Salamander Golf and Spa Resort. Heeding the call of entrepreneurship, Arica left Innisbrook and started her own company, H&A Productions LLC. H&A’s signature event is The Haunted Trail which is in its third successful year.

CAROL KLINE

Dr. Carol Kline, PhD, is an Associate Professor of Hospitality and Tourism Management at Appalachian State University in the Department of Management. Her research interests focus on rural tourism development including how to create a supportive environment for tourism entrepreneurs, the role of sustainable food systems in tourism, the impacts of tourism on various community ‘capitals’, and early tourist markets (such as scientists) in burgeoning and rural destinations.

LISA LINDEN

Lisa Linden is an Operations Consultant with Creative Recommendations, LLC and has been in the recreation industry for the past 23 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, Holiday Inn Resort Aruba, Constance Hotels and Resorts of the Indian Ocean and gearing up for Battle 4 Atlantis. Lisa has a B.S. in Parks and Recreation Administration with emphasis on Commercial Recreation from Illinois State University.

KRISTI MONTANDON

Dr. Kristi Montandon, PhD, is an Assistant Professor of Recreation, Parks and Leisure Services at Minnesota State University, Mankato. She currently teaches an events management course that provides opportunities for students and community organizations to create partnerships for successful local events. She has 20 years of experience with community partnerships and event planning.
CHRISTOPHER NELSON

I grew up in Milwaukee, Wisconsin. My best and favorite memories as a child are camping with family and friends and going to my grandparent’s lake house. In my high school years, I was a varsity swimmer, a cross country runner, and a tennis player. I also participated in Boy Scouts and loved the outdoors. After high school, I attended Winona State University in Minnesota. There, I majored in recreation and tourism, minored in business, and studied under Dr. Roger Riley. I graduated from WSU in September 2011 after a summer internship at Ocean Reef Club. After my internship, the recreation department offered me a full time position as an activities coordinator. From there, in September of 2012 I was promoted to recreation supervisor. I have absolutely loved my time at Ocean Reef Club and I now would like to tell others all the wonderful things I have learned about developing into a recreation professional.

GODWIN-CHARLES OGBEIDE

Dr. Godwin-Charles Ogbeide (Ph.D., M.B.A.) is an Associate Professor of Human Nutrition and Hospitality Innovation Management at the University of Arkansas. His teaching/research interests are in the areas of Strategic Hospitality Innovation; Leadership Development; and Events and Projects Planning, and Evaluation. He is a hospitality consultant with over 25 years of experience in the hospitality industry. Dr. Ogbeide is an active member and leader of many professional organizations, active board member of various non-for-profit organizations, published author, public speaker, and winner of international and national awards including teaching excellence, research excellence and innovation awards.

PAMELA PETCASH

Pam Petcash from Pittsburgh, Pennsylvania is an Events Management Professional with extensive domestic and international experience in the Hospitality and Tourism Industries. 14 years of her career were at sea with Norwegian Cruise Line, Royal Viking Line and Princess Cruises serving in most Cruise Staff positions, most notably as NCL’s first female Cruise Director onboard the S/S Norway. Giving up her sea legs, she moved to south Florida for the start-up operation of the Florida Fun-Train as VP Entertainment. Living on land she has worked with Atlantis, Paradise Island, Bahamas and Palm Jumeriah, Dubai; Ta’Facil Corporation; Celebrity Cruises; Kerzner International Resorts and is currently a Special Projects Consultant with Norwegian Cruise Line. She has a proven background in creating and delivering a unique experience setting an organization apart from their competitors, exceeding guests’ expectations and having a positive impact on the bottom line.

SCOTT ROOD

A. Scott Rood is an Assistant Professor and Assistant Department Chair in Grand Valley State University’s Hospitality & Tourism Management program. He has taught introductory, commercial recreation, hospitality and tourism marketing, food and beverage management, capstone, and applied research courses. He worked as General Manager, Operating Partner and Area Manager in the commercial recreation industry. Scott has owned and managed various café locations. He has experience in the regulatory side of the industry having served on the State of Michigan’s Carnival and Amusement Safety Board; and experience with destination marketing organizations, as former Vice-President of the Grand Haven Visitor’s Bureau.

EMILY SAVKO

Since earning her Recreation Degree from Slippery Rock University, Emily has been fulfilling her recreation career dreams in the the Pacific Northwest. After a handful of years in youth programs, bike rentals, corporate recreation and family activities at Sunriver Resort, Emily is now the Recreation Program Manager at the Sunriver Owners Association. Her work days are filled with pools, youth camps, tennis, fitness and special programming. An RCRA member since 2006, Emily is currently serving as secretary for RCRA.
**PAUL SHOCKLEY**

Paul Shockley earned his Bachelor of Science degree in Recreation Management from George Mason University in 2010 following the completion of a Recreation Internship at Kiawah Island Golf Resort. He has spent the last 4 years at Kiawah Island Golf Resort as an Activities Coordinator, Beach Services Manager and currently the Recreation Program Manager. Paul primarily oversees the Holiday and Special Events, Teen and Family Programs, Fitness Programs, as well as the Kiawah Island Golf Resort Triathlon and Kiawah Island Golf Resort Marathon. Paul and his wife Lauren currently reside in Charleston, SC and enjoying running in their free time – most recently completing their 4th half marathon together – the Disney Princess Half Marathon in February 2014. Paul has been a RCRA Member since 2011 and has served on the approved internship site committee as well as his current role as Vendor Chair.

**CATRINA VARGAS**

I have experience of 9 years in a supervisory level or higher in hospitality and bring a total of almost 10 years of experience in the customer service field. I have also continued developing my knowledge in the recreation, food and beverage, accounting, and engineering. I currently teach the customer service training module for Salamander University at all of the Florida Salamander Resorts along with other training modules.

**CAREY SUE VEGA**

Carey Sue Vega’s first foray into Etiquette Education took place during college as she was working toward 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 ‘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”.

**JON VROMAN**

Jon is an award-winning speaker, contributing Author to Cutting Edge Sales, Author of Living College Life In The Front Row and charitable entrepreneur. His trademark keynote message, Living Life In The Front Row™, helps students, sales professionals, entrepreneurs, leaders, and managers step away from what’s comfortable and ordinary, and start pursuing what’s challenging, important and meaningful. Jon believes that each one of us chooses whether to be a spectator of life in the “back row” or actively engaged “in the front row.”

In 2005, Jon founded Front Row Foundation, which was recently featured on NBC’s Today Show. The charity helps individuals and families who are braving critical health challenges Live Life In The Front Row™, by providing recipients a front row experience at their favorite concert, sporting event, theatrical performance or other form of live entertainment. To date, Front Row has raised over $1,000,000 and created more than 70 life-changing experiences. Jon resides in New Jersey with his family.
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